

MEDIA KIT SPRING 2022

# CAPITAL

Ottawa Board of Trade's Print & Digital Media Enterprise

- **BE SEEN** by thousands of top business and community leaders
- **ENGAGE** your prospects through Print, Web and Social Media interaction
- Have a virtual **PRESENCE** at Ottawa Board of Trade's events

Post  
Lockdown  
Prices!

 OTTAWA  
BOARD  
OF TRADE  
[capitalmag.ca](http://capitalmag.ca)





## What is our **CAPITAL Media Enterprise?**

Our CAPITAL media enterprise consists of an integrated print and digital offering that can help you:

- Raise brand awareness
- Demonstrate thought leadership
- Promote your products and services
- Generate leads

Our integrated solution combines:

- Traditional print advertising options in our magazine
- A presence on our website [capitalmag.ca](http://capitalmag.ca)
- A custom social media campaign to drive traffic to your sponsored content and your website

CAPITAL will allow you to maximize your return on investment by leveraging the best of what our print and web properties have to offer.

## **We Invite You to Participate!**

**To build your business and brand in the National Capital Region and beyond, we invite you to participate in our multichannel advertising solution to amplify your message.**



## The Magazine

CAPITAL magazine is co-published two times a year by the Ottawa Board of Trade and gordongroup.

CAPITAL magazine creates a space to celebrate Ottawa businesses. It reveals the breadth and diversity of our region's economic activity. Each issue offers an exclusive glimpse into different facets and issues affecting our local business environment.

Business excellence is about making the right decisions and staying informed. CAPITAL's editorial team provides executives, entrepreneurs, decision makers, and thought leaders with cutting-edge articles, interviews, and reports on issues that affect Ottawa's bottom line.

CAPITAL explores the region's successes and examines lessons learned. It informs readers with insightful pieces about what makes the Ottawa business community unique.





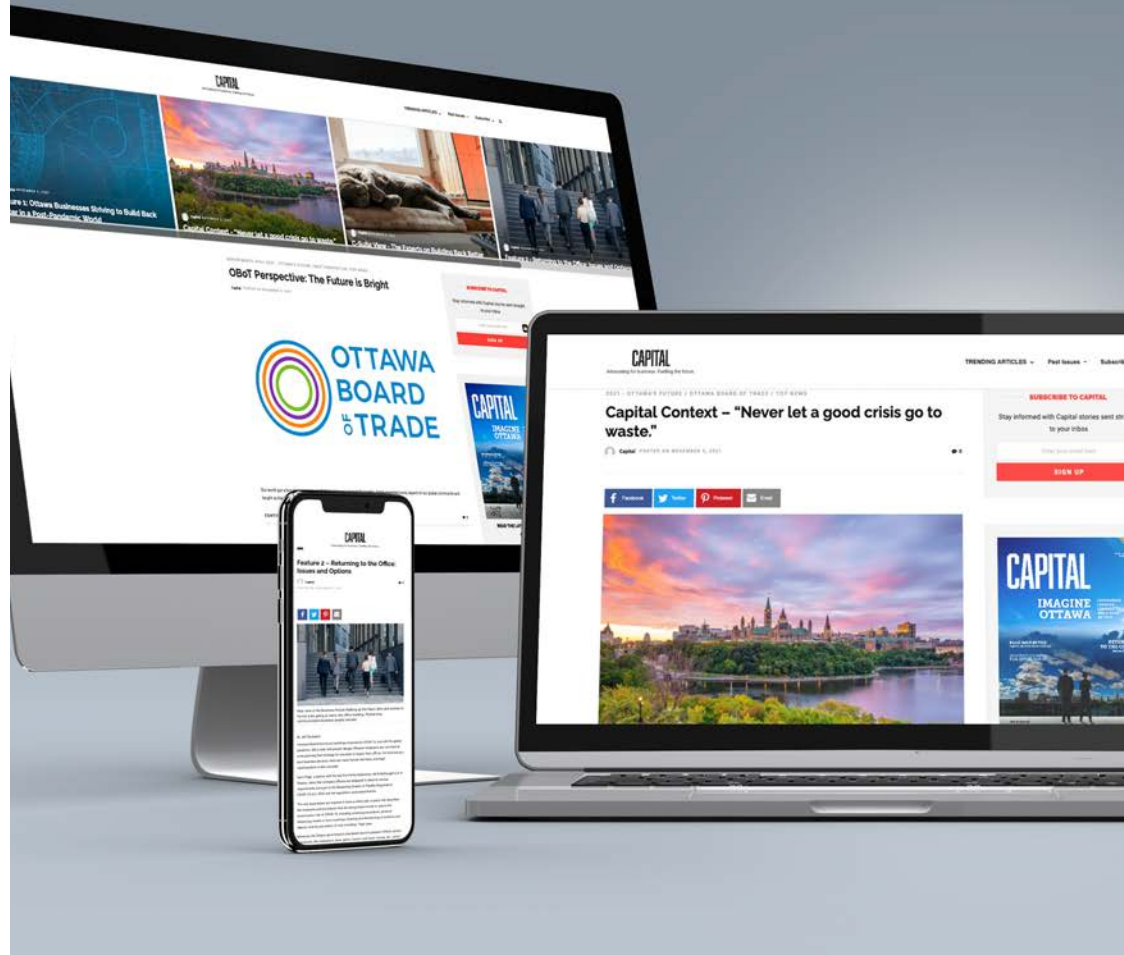
## The Website

The CAPITAL media enterprise's online presence is found at **capitalmag.ca**. Here we incorporate all of the engaging design elements of the print edition, adapted for the online experience, with user-friendly navigation, articles, advertisements and social sharing tools.

The platform is optimized for viewing on laptops, smart phones and tablets, so that readers can access it and share content on any device.

**capitalmag.ca** re-casts the magazine in two ways: one as an Issuu version of the print edition that can be 'turned' page by page; and the other as stand-alone articles and sponsored content that can also be shared by viewers in a variety of ways.

Full-page print ads have their digital box ad counterparts featured as well.



## Print Distribution Channels

CAPITAL is shared with members of the Ottawa Board of Trade, which has a 150-year history of supporting the local business community.

The Ottawa Board of Trade is proud to be the largest independent business association in Ottawa, with 1000 + members that employ more than 94,000 people. Chamber members include small, medium, and large businesses across a wide range of industry sectors.

CAPITAL is also distributed at all business events organized by the Ottawa Board of Trade as highlighted on the next page. Additional distribution channels include:

- TEDx Kanata
- Innovation Centre at BayviewYards
- CAPITAL Launch events (either live or virtual)
- The Corporate Centre Canada (TCC) – co-working spaces with 5 Ottawa locations

CAPITAL is also available at select high-traffic locations across Ottawa, including:

- The Westin Ottawa
- Lord Elgin Hotel
- Fairmont Château Laurier
- Delta Hotel Ottawa
- Ottawa Centre Bus Station
- VIA Rail Ottawa and Fallowfield Stations
- Byward Market Square

Advertisers can rely on the CAPITAL media enterprise to reach a broad audience in the private, public and non-profit sectors including those working in:

- Law
- Finance
- Gov't & Public Relations
- Communications
- Management Consulting
- Hospitality
- Sports & Entertainment
- Human Resources
- Embassies & Consulates
- Real Estate
- Technology
- Environment & Sustainability





## Event Exposure

The Board also hosts more than 40 high quality networking events every year, where CAPITAL will be distributed. Top events include:

### **CEO Talk**

Ever wish you could peek inside the mind of a local CEO? Join the business community as CEOs, past and present, talk about various business-related topics, and listen as they share their personal stories of success. This stimulating series aims to provide a forum for participants to gain valuable insight on achieving growth and advancement in their own professional activities.

### **Forty Under 40 Awards Gala June 2022**

The Forty Under 40 is a prestigious and sought-after award honouring the achievements of forty business professionals under the age of 40, who epitomise business success, professional expertise, entrepreneurship and community building.

### **Mayor's Breakfast Series on-going, monthly**

Presented eight times annually, the Mayor's Breakfast Series is a popular event, where guest speakers include high-profile political, business and community leaders. Mayor Jim Watson also updates attendees on recent City Hall issues and initiatives.

### **Best Ottawa Business Awards Gala (The BOBs) November 2022**

The Best Ottawa Business Awards is an annual award ceremony and gala that celebrates Ottawa's history of innovative, ethical & profitable business and recognizes its innovation & entrepreneurial spirit.

### **Ottawa's Best Networking Golf Tournament August 2022**

This annual golf tournament, one of Ottawa's largest, attracts top corporate executives, entrepreneurs, local politicians, and community leaders for entertainment and networking while they play one of two exclusive 18-hole private courses.

### **CAPITAL Launch Event June 14 or 15 2022**

Two times a year we celebrate the launch of the new edition by hosting a special networking event that showcases highlights and contributors.

**You can also talk to your sales agent about special event sponsorship opportunities.**

## Multiple Ways to Reach Your Audience!

Whether online or in print, CAPITAL magazine will allow you to maximize your return on investment by leveraging the best of what our print and web properties have to offer.

SPONSORED CONTENT

PRINT



## Driving Your Sponsored Content Further

### Sponsored Content

**You are an expert in what you do. Share your knowledge and demonstrate thought leadership by placing a sponsored content piece in CAPITAL.**

A talented writer will work closely with you to craft a compelling story that provides value to our readers, and benefits to you. Your sponsored content will be placed in both the print edition, and on the CAPITAL website along with that edition's regular articles. All editions are Archived for future reference on the site.

To maximize impact, sponsored content will blend in with our editorial theme for the issue.

### Video Version

**Video is the darling of content marketing. It is naturally engaging and, in an age of information overload, it quickly captures attention and draws viewers in.**

We can help make this trend work for you. If you prefer leveraging the power of video, we can also make that happen. Just let us know and we can provide a quote for full production, and assign both a scriptwriter/interviewer and a videographer to craft your short video sponsored content piece.

We can help make this trend work for you.

Prerequisite: You must purchase an Ad or Sponsored Content placement in the print publication to purchase the SlideShare and YouTube video option.



### Social Media Campaign Bundle

An optional and highly-recommended value-add for your Sponsored Content purchase is our custom Social Media Campaign Bundle – designed to amplify your message even further within the OBOT network and business community; and drive people to your website too!

The skilled and well-connected Ottawa Board of Trade social team is poised to promote your sponsored content piece to their extensive multi-channel followers. And, as a bonus, also curate posts to drive viewers to your website. This two-pronged approach is the best of both worlds as it gives you 'endorsed' exposure to OBOT's extensive social media network, while also driving new visitors to your organization's url.

And, of course, you can like and share all of these OBOT curated posts on your own channels to further boost your reach!

How it Works:

One sponsored content purchase equals:

- 8 distinct and curated social media posts cross-promoted across OBOT's LinkedIn; Facebook and Twitter channels (8 x 3 = 24 posts)!
- 4 of these posts promote your Sponsored Content piece; and 4 curate a short and compelling preamble that drives viewers to your website!
- One post per week on the three channels and we stagger them (one week sponsored content; the next week driving to your site; and so on for 8 weeks.



## Driving Your Sponsored Content Further

### Infographics

**“Success in our connected world requires that we isolate the specific information we need and get it to those we work with”**

**-Richard Saul Wurman, Information Architecture**

Infographics offer visual representations of information that are easy to understand. In this age of visual information, we’re imparting more content at a glance. This is for good reason: as 65 percent of people are visual learners, graphics play a key role in engaging and teaching readers.

Our team of designers shapes each infographic to fit its content, offering ease of engagement through stunning organizational clarity. And, because the format offers versatility, they’re easy to repurpose in presentations, newsletters, brochures, and online.

#### Here’s how it works:

Ask to purchase a half or full-page infographic inclusion with your sponsored content. Then, once we’re finished the design, we’ll provide you with a PDF version you can adapt to your marketing campaigns!



**Buy gift cards or credit for later from your favorite restaurants, stores, hair salons, spas, childcare providers and hardware store.**

**Website designers, developers, and social media experts! Offer your services to local businesses that don't have an online presence to help them sell and promote online.**

**Shop remotely, shop online at local businesses.**

**To what extent has the pandemic harmed your household's finances?**

14%	Great deal
20%	Not at all
37%	Not much
29%	Moderate

**Confidence in local economy**

6%	Increased
70%	Declined
24%	Same

# The Editorial Line-Up\*

## June 2022 | Spring CITY BUILDING

We are pleased to launch the Spring 2022 edition of CAPITAL Magazine. Continuing with the theme of city building in past issues, we will highlight Ottawa's growing reputation as a world-class city in which to live and conduct business.

This issue will illustrate how Ottawa offers residents and visitors all of the amenities of a large cosmopolitan capital city, while retaining a local, liveable community presence, with quick proximity to attractions outside of the urban area, such as the beautiful Gatineau Hills.

It will discuss plans for an exciting, revitalized downtown core and how that has become a key component of the city's long-term comprehensive economic plan.

It will also examine the quality lifestyle and culture, including Indigenous culture, that Ottawa is famous for, drawing in tourists from across Canada and around the world who are attracted to its exciting diversity, and events that include professional entertainment at the National Arts Centre, world-famous festivals, live music events, and so much more.

We will take you inside several of Ottawa's internationally renowned leading-edge educational and medical institutions, to learn about their unique work and accomplishments.

As with past issues, business and community leaders will weigh in with their viewpoint on what makes Ottawa a special place to live and work, as we continue to build our unique world-class city.

## December 2022 OTTAWA: REIMAGINED AND REVITALIZED

**Our enterprise offers exposure in both CAPITAL's print and digital magazines, and our new custom social media campaign amplifies your messaging on Ottawa Board of Trade's channels – driving traffic to both your sponsored content, and your website.**

**Contact:**  
**Stephan Pigeon**  
**spigeon@gordongroup.com**  
**819-209-3344**

\* These topics are subject to change.









## Rates 2022\*

PRINT	1x	2x
Double Page Spread	\$4,000	\$3,600
Full Page	\$3,000	\$2,700
1/2 Page (vertical or horizontal)	\$1,750	\$1,575
PREMIUM POSITIONS	1x	2x
Inside Front Cover (IFC)	\$3,800	\$3,420
Opposite IFC	\$3,200	\$3,420
Inside Back Cover	\$3,500	\$3,150
Outside Back Cover	\$4,000	\$3,600
SPONSORED CONTENT		
<b>1 Issue</b>		
1 page = \$3,000 (Approx. 300 words)	\$500 extra for custom writing and design.	
2 pages = \$4,500 (Approx. 600 words)	\$600 extra for custom writing and design.	
CUSTOM SOCIAL MEDIA CAMPAIGN BUNDLE		
<p><b>Only \$500 for a Custom Social Media Campaign to further amplify your Sponsored Content!</b></p> <p><b>Please refer to preceding page for details.</b></p>		

\*Discount rates may apply

**Contact: Stephan Pigeon**  
 spigeon@gordongroup.com  
 819-209-3344

## Ad and Sponsored Content Specs

PRINT	Bleed	Non-Bleed
Magazine Trim Size: 8.375" x 10.875"	*Sizing below reflects trim size. Add 0.125" bleed beyond trim size on all sides. Live area is 0.25" in from trim on all sides.**	
Double Page Spread* 	16.75" x 10.875" + bleed* (see above)	15.75" x 9.875"
Full Page* 	8.375" x 10.875" + bleed*	7.375" x 9.875"
Half Page Vertical 	4" x 10.875" + bleed*	3.5" x 9.875"
Half Page Horizontal 	8.375" x 5.35" + bleed*	7.375" x 4.8125"
ONLINE		
<p><b>* Free Box Ad</b> on capitalmag.ca (with full and double page spread)                      300 px wide x 250 px, 72 dpi minimum, 100% quality PNG.                      Please include a URL to link the ad to the website of your choice.</p>		

### File specifications

File Format: PDF/X-1a:2001, with fonts embedded. Include crop marks for bleed ads  
 File Resolution: 300 dpi  
 Colour Process: CMYK  
 Magazine Trim Size: 8.375" x 10.875"  
 If needed, Magazines Canada provides instructions on how to create a suitable PDF/x-1a:2001 file, available at: [www.magazinescanada.ca/advertising/production/tools](http://www.magazinescanada.ca/advertising/production/tools)  
 Ottawa Board of Trade members receive a 5% discount

### Deadlines for Spring 2022 (June) edition:

Booking: April 22, 2022

Material: May 6, 2022

### Submitting files

Send files to: [tmcmillan@gordongroup.com](mailto:tmcmillan@gordongroup.com)

\*Sizing reflects trim size. Add 0.125" bleed beyond trim size on all sides. Live area is 0.25" in from trim on all sides.

## What People Are Saying

“Congratulations on launching CAPITAL magazine. It is very well done and FILLS AN IMPORTANT NEED.”

—**Dr. Mark Kristmanson**

Former CEO, National Capital Commission

“CAPITAL magazine is for learning about business leaders, collaboration, and the partnerships that are taking place. Even the advertisers; There are a lot of businesses I haven’t necessarily heard about or know about.”

—**David Gourlay**

President, Ottawa Champions Baseball Club

“CAPITAL magazine is a great new addition to the business landscape in Ottawa, providing an important platform for key issues, stakeholders, and the OTTAWA BUSINESS COMMUNITY.”

—**Michael Crockatt**

President and CEO, Ottawa Tourism

“CAPITAL magazine is clean, crisp media for professionals in Ottawa. Our first full page ad generated many calls that quickly led to new clients. We really appreciate being associated with this close group of businesses in our country’s capital.”

—**Tina Bishop**

Rock Solid Computer Services





# Advertising Policy

## General

- The Publisher accepts advertising consistent with its mission. We attempt to only accept advertising from reliable vendors; however, the Publisher cannot be held responsible as to the contents of advertisements, the products offered, or the viewpoints expressed therein, which may or may not be those of the Publisher.
- The Publisher reserves the right to refuse or discontinue any advertising without recourse or explanation. Rates may change without notice.
- Acceptance of advertisements does not indicate endorsement of any advertisers, products, or services.
- The Publisher reserves the right to reject any advertorial advertising that includes a byline or is designed to resemble the editorial pages of the magazine – including the use of matching fonts. The word “Advertisement” may be placed above copy that, in the opinion of the Publisher, resembles editorial material.
- Advertisers and/or advertising agencies assume full liability for all advertising content (including text, representation, and illustrations) and for claims made against the Publisher that result from advertisements printed.
- This agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.

## Payment & Discount Policies

- Invoices are issued upon Insertion order.
- Payment is due in Canadian funds, NET 30 days.
- All advertising rates are net – applicable taxes are in addition to rates specified on the rate card.
- Discounts will be rescinded on accounts not paid within 30 days of invoice date.
- Any unpaid invoices after NET 30 days are subject to penalty interest of 2.5% per month
- For invoicing questions or concerns please contact:

**Amber Vaughan**  
**avaughan@gordongroup.com,**

## Cancellations

- Cancellation and change orders must be made in writing and received by the advertising editor 30 days prior to the advertising deadline date. Cancellations or changes received after this date will be billed as originally invoiced.
- Advertisers who have purchased ad space on multiple appearance discount rates, but who prematurely withdraw their advertising, will be subject to retroactive billing at the single ad rate for the ads that ran prior to the cancellation.
- All ad cancellations must be in writing.