

MEDIA KIT  
SPRING/SUMMER 2023

# CAPITAL

**LIGHT IT UP!**  
**CITY + BUSINESS BUILDING**

Ottawa Board of Trade's Print & Digital  
Media Enterprise

**BE SEEN** by thousands  
of top business and  
community leaders.

**ENGAGE** your audiences  
through Print, Web and  
Social Media interaction.

Have a physical  
**PRESENCE** at Ottawa  
Board of Trade and other  
business networking and  
charity events.



[capitalmag.ca](http://capitalmag.ca)



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

Our CAPITAL media enterprise consists of an integrated print, digital and social media 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**
- 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 and promotion solution to amplify your message.





## The Editorial Line-Up\*

Spring/Summer 2023

### LIGHT IT UP! CITY + BUSINESS BUILDING

Exploring the drivers to advance macro and micro economic growth and prosperity in Ottawa.

#### Feature 1 - OBOT City Building Summit 2023

Build Up Ottawa. A feature highlighting the events and discussions of the City Building Summit.

#### Feature 2 - Economic Drivers & Growth

A feature focused on the current statistics, issues and challenges facing businesses in the Capital. (Including new data from Deloitte).

#### Feature 3 - Downtown Revitalization

A feature exploring the efforts to revitalize Ottawa's downtown core.

\*Including sponsored stories aligned with any of these features.

## \*New\* Regular Columns

**'On The Ground'** - Capital based business topics/issues/hacks. A focus on the Capital's small businesses, issues they are facing, and actions they are taking to achieve success. Including sponsored profiles.

**'On Campus'** - A focus on the activities and accomplishments of local post-secondary institutions, featuring exemplary student features and prominent alumni business personalities. Including sponsored profiles.

**'Embassy Row'** - A feature highlighting the activities of a foreign diplomatic mission in the Capital. Including sponsored profiles.

**'Young Leaders Lens'** - A spotlight feature on a young leader in Ottawa, including the actions they are taking to promote business and build a better Capital Region. Including sponsored profiles.

**'Mayor's Message'** - The Mayor Mark Sutcliffe will provide a feature highlighting his perspectives on the overarching themes of the issue.

\* These topics are subject to change.



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



## The Magazine

CAPITAL magazine is co-published twice a year by the Ottawa Board of Trade and gordongroup|TAAG.

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.



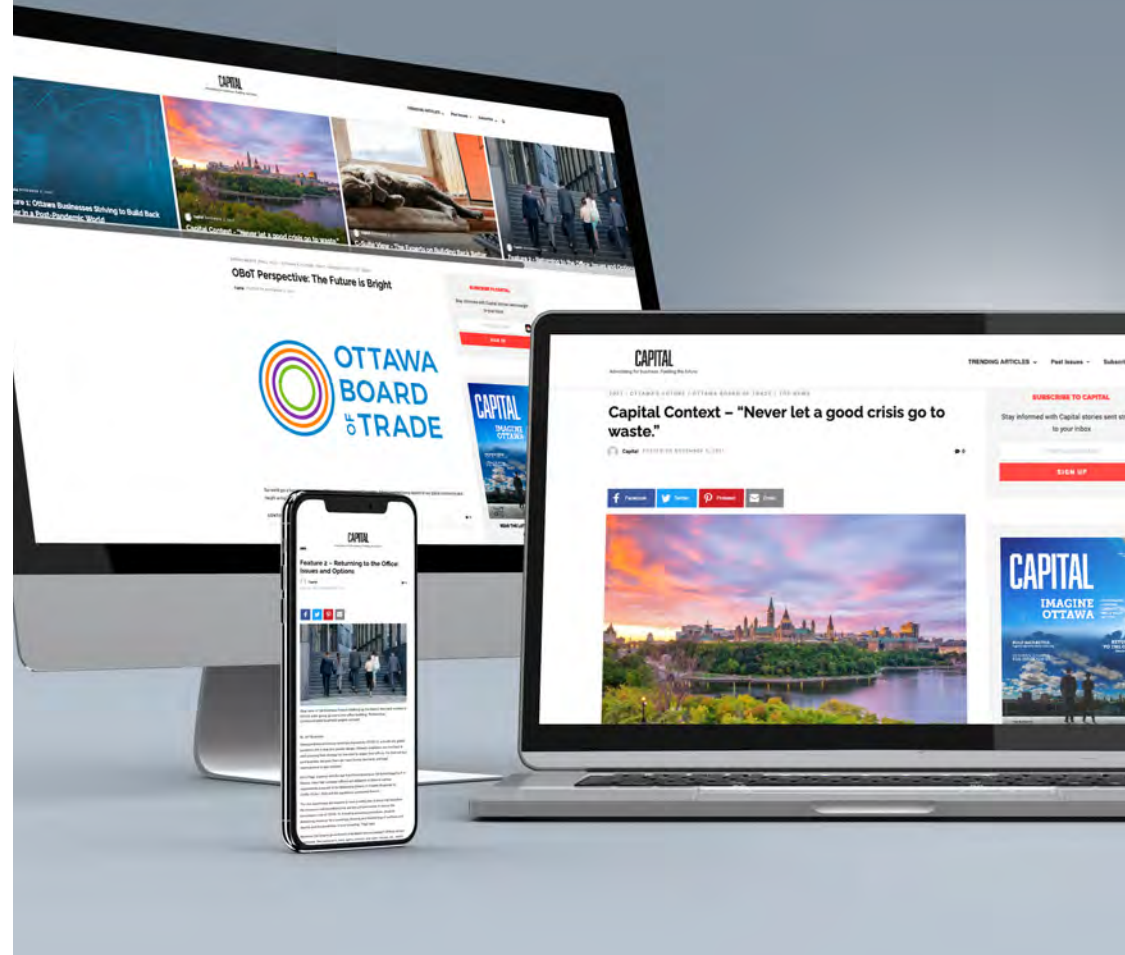
## The Website

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 is proud to be the largest independent business association in Ottawa, with 1000+ members that employ more than 27,000 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:

- Innovation Centre at Bayview Yards
- Capital Launch events (Two events annually)
- RÄNDÄ VOÖ Events (Quarterly events, 300 guests per event)
- Mayor's Breakfast (10 times per year)

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

- The Westin Ottawa
- Lord Elgin Hotel
- Fairmont Château Laurier
- Delta Hotel Ottawa
- VIA Rail Ottawa and Fallowfield Stations

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
- Government & Public Relations Firms
- Communications
- Management Consulting
- Hospitality
- Sports & Entertainment
- Human Resources
- Embassies & Consulates
- Real Estate
- Technology
- Environment & Sustainability
- Engineering
- Retail
- Healthcare
- Ottawa Municipal Councillors
- Provincial MPPs from Ottawa
- Federal MPs
- Government Bureaucrats





## 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 - Spring & Fall 2023

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 2023

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.

### CAPITAL Launch Event - June and November 2023

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

### Ottawa's Best Networking Golf Tournament - August 2023

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.

### Best Ottawa Business Awards Gala (The BOBs) - November 2023

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

### Mayor's Breakfast Series

Presented 10 times annually, the Mayor's Breakfast Series is a popular event, where guest speakers include high-profile political, business and community leaders. Mayor Mark Sutcliffe also updates attendees on recent City Hall issues and initiatives.

**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 AD**

The image displays various ways to reach an audience through CAPITAL magazine. A laptop screen shows a sponsored article titled "Algonquin College Building an Inclusive Environment for Students and Staff". A tablet shows a box ad for the 2017 Ottawa festival. A desktop monitor shows a print advertisement for the 2017 Ottawa festival. A smartphone shows a box ad for the 2017 Ottawa festival. A print magazine spread shows the 2017 Ottawa festival content.

**BOX AD**

**OTTAWA2017.CA**



## 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:

- Four distinct and curated social media posts cross-promoted across OBOT's LinkedIn; Facebook and Twitter channels (4 x 3 = 12 posts)!
- Two of these posts promote your Sponsored Content piece; and two 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 eight 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.”**

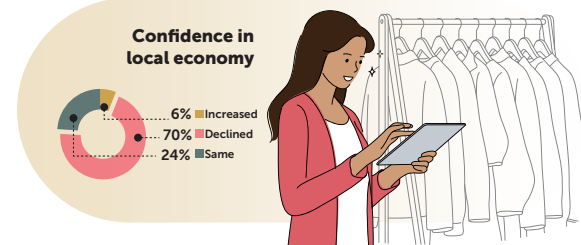
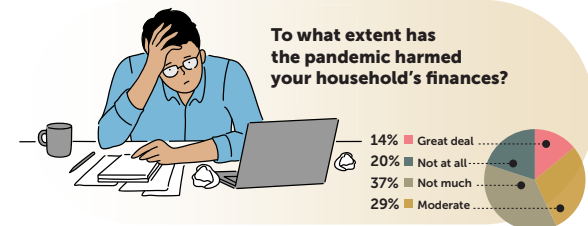
— Richard Saul Wurman, Information Architecture

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!





## Rates 2023





PRINT	1x	2x
Double Page Spread	\$4,500	\$4,250
Full Page	\$2,500	\$2,300
1/2 Page (vertical or horizontal, discounted rates may apply)	\$1,500	\$1,400
PREMIUM POSITIONS	1x	2x
Inside Front Cover (IFC)	\$4,000	\$3,400
Opposite IFC	\$3,800	\$3,230
Inside Back Cover	\$4,000	\$3,400
SPONSORED CONTENT		
1 Issue		
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		
Only \$500 for a Custom Social Media Campaign to further amplify your Sponsored Content!		
Please refer to preceding page for details.		

### 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		
<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.		

### 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/Summer 2023 edition:

**Booking:** May 19, 2023

**Material:** May 31, 2023

Fall 2023 Edition

Coming in November - Theme: TBD

### Submitting files:

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

\*\*For advertising spreads, please leave 0.375" type safety on either side of the gutter.

## 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**

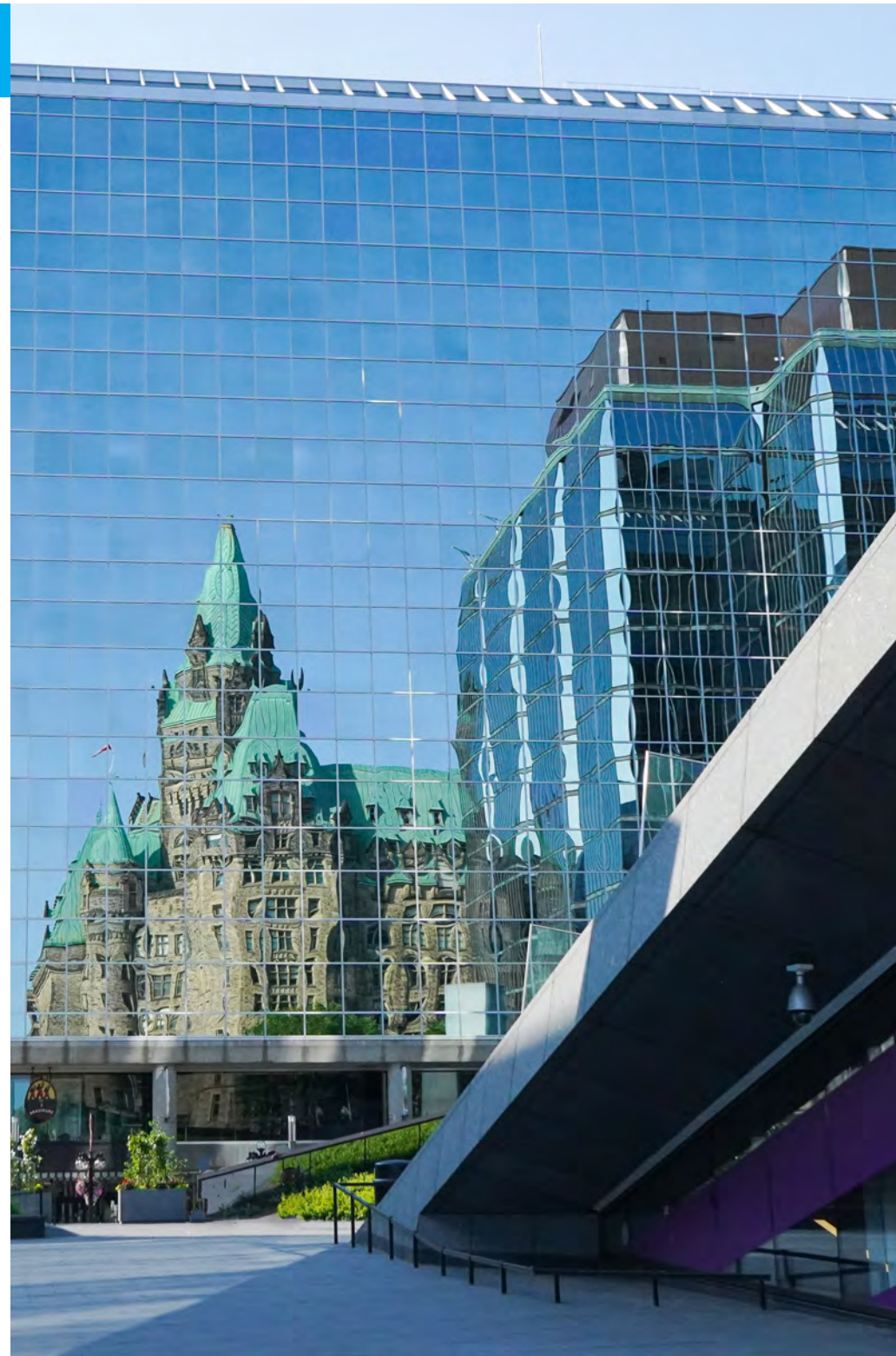
President and CEO, Ottawa Tourism

“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:

**accounting@gordongroup.com,  
613-234-8468.**

### 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.