

ReNew

C A N A D A

The Infrastructure Renewal Magazine

media kit 2009

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- © Urban Planning
- © Project Finance
- © Asset Management
- © Green Building
- © Public Works & Utilities

ReThink. ReBuild. ReNew.™

ReNew Canada leads the national discussion on sustainable infrastructure – engaging readers with the people, companies and ideas that are changing our economy.



renewcanada.net

Digital Marketing



ReNewCanada.net is the premier source for Canadian infrastructure news as it happens. This year is the birth of **ReNewCanada.net 3.0**—bringing many exciting new features that put a new light on the brick, mortar and money of infrastructure. In addition to our continuously updated **News** and **Event Listings** read by thousands of industry professionals every month, we've added the ReNew Canada **Blog** where our editors, government and industry professionals meet to share ideas and views on Canadian and international infrastructure.

The updated site was optimized with your advertising message in mind—bigger ad spaces and metatags to direct interested professionals to your website. The site is also supported by the **ReNewletter**, a monthly e-newsletter delivering a collection of the best website entries and sneak peaks into upcoming issues of ReNew Canada as well as an RSS newsfeed.

Advertising Options

Website Advertising

AD SIZE	PER MONTH	INCLUDES
Leaderboard (728 x 90 pixels)	\$500/month	15% off for 1 year term + ad included in every ReNewletter
Big Box (300 x 250 pixels)	\$350/month	5% off for 1 year term
Skyscraper (160 x 600 pixels)	\$295/month	10% off for 1 year term + ad included in every ReNewletter
Square Button (125 x 125 pixels)	\$200/month	5% off for 1 year term
Press Release	\$0.50/word	200 word minimum

Web stats available on request. (All rates are net, taxes are extra GST# 87301 2900 RT001)

ReNew Canada 3.0 Features Include:

- Daily News and Postings
- Conference and Tradeshow Listings
- Subscription Management
- Digital Magazine Issues
- **NEW ReNew Canada Blog**

Dedicated email broadcasts and custom digital marketing services available.



renewcanada.net

Overview

ReNew Canada is a national, bi-monthly business magazine that profiles the design, construction, financing, operation and maintenance of infrastructure across Canada. We cover large and small construction and renewal projects with case studies and project review summaries, explaining regulatory, financial and political issues with exclusive interviews and material.

Since 2005, our regular editorial departments have provided topical and relevant information and editorial variety in every issue. They guarantee that a range of topics, including asset management, project finance (including public-private partnerships), innovative technologies and remediation, will be featured in each issue.

2009 Editorial Schedule

ReNew Canada is a widely respected industry leading journal. Its editorial coverage is without peer. Each issue will include a special section devoted to Canadian regional infrastructure issues and news. *Advertising and editorial deadlines for each issue are in italics below.*

January/February
Special Supplement:
Annual Top 100
Projects List
November 21, 2008

March/April
Regional Focus:
Northern Canada
February 4, 2009

May/June
Regional Focus: Quebec
March 23, 2009

July/August
Regional Focus:
Atlantic Canada
May 21, 2009

September/October
Regional Focus:
Ontario
July 23, 2009

November/December
Regional Focus:
Western Canada
September 17, 2009

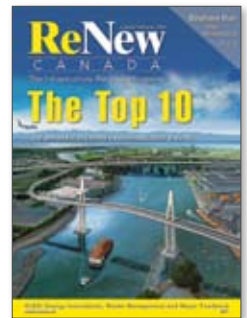
For up-to-date editorial feature development and submission guidelines contact **Mira Shenker** at mira@renewcanada.net or call 416-444-5842, ext. 113.

Contributors

FCM President **Gord Steeves**, Chief Economist at the Conference Board of Canada **Glen Hodgson**, Nova Scotia Minister of Transportation and Infrastructure Renewal **Murray Scott**, Metrolinx chair **Rob MacIsaac**, Green Party leader **Elizabeth May**, Liberal leader **Stephane Dion**, CUTA CEO **Michael Roschlau**, NWT Premier **Joe Handley**, CaGBC chair **Ian Jarvis**, Federal Finance Minister **Jim Flaherty**, Federal Environment Minister **John Baird**, NDP Leader **Jack Layton**, CUPE's **Paul Moist**, Canada West Foundation CEO **Roger Gibbins**, CUI president **Glen Murray**, Winnipeg Mayor **Sam Katz**, author **John Lorinc**, Manitoba Premier **Gary Doer** and Federal Public Works Minister **Michael Fortier** (to name just a few).

Search a complete list of current and past contributors and participate in the discussion online.

renewcanada.net



January/February 2007



July/August 2009



March/April 2007



September/October 2009



May/June 2007



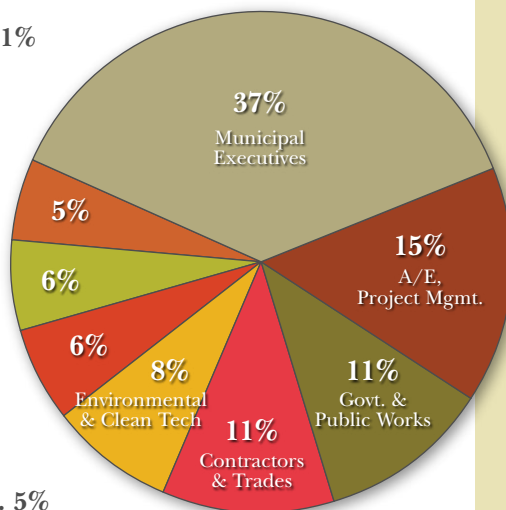
November/December 2009



Readership*

ReNew Canada is distributed to:

- Municipal executives including mayors, chief administrative officers, planners, councillors, city managers, commissioners and townships. Also includes public utilities and works, superintendents, directors and procurement officers in local government**37%**
- Senior architects, engineers, planners, designers, project managers and executives **15%**
- Provincial and federal government ministers and senior staff in environment, energy, infrastructure, transportation, public works and aboriginal and municipal affairs departments**11%**
- Building contractors and construction trades**11%**
- Environmental consultants, clean tech industry**8%**
- Financial, risk management and legal professionals ... **6%**
- Property managers, IC&I real estate owners and developers **6%**
- Educational institutions, medical facilities, First Nation chiefs and NGOs **5%**



Circulation

Yukon	Quebec	1,493	
Northwest Territories	Newfoundland	118	
Nunavut	56		
British Columbia	1,275	Nova Scotia	184
Alberta	1,031	New Brunswick	205
Saskatchewan	192	Prince Edward Island ...	29
Manitoba	304	U.S. & Foreign	126
Ontario	4,970	Event Distribution	200

Total Circulation 10,052



*Publisher's Claim of Circulation, September 2008 – CARD
Canada Post #40854046

Readers Say

I would like to congratulate ReNew Canada magazine. Publications like this one contribute to information sharing among partners and stakeholders, which in turn contribute to the betterment of the country.

Lawrence Cannon,
Minister of Transport,
Infrastructure and Communities

In my talks and workshops around the world, I tell people to subscribe to ReNew Canada. It's by far the finest publication on restorative development. All of the major trends in economic redevelopment are represented.

Storm Cunningham,
CEO, Resolution Fund, LLC

It's great to see a magazine devoted to serious consideration of Canada's infrastructure. As previous articles in ReNew Canada show, we can have green buildings, green roofs, better transportation systems and clean energy sources that enhance and improve Canada's cities.

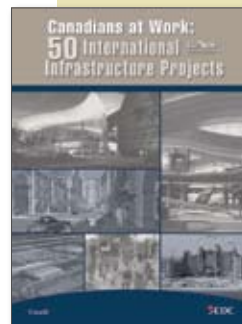
David Suzuki

Your cover pieces are refreshingly frank and pointed—you don't kowtow to advertisers.

Larry Frolick, freelance contributor

ReNew Canada is eagerly read by those in the construction industry. The magazine provides a refreshing forum to read about infrastructure-related issues.

Andy Manahan, Executive Director,
Residential and Civil Construction
Alliance of Ontario



This was an excellent piece—hopefully the first of many more to come!

Brenda Brown,
Export Development
Canada (EDC)

**EDC Top 50
International
Projects 2008**

The Top 100

Canada's Biggest Infrastructure Projects

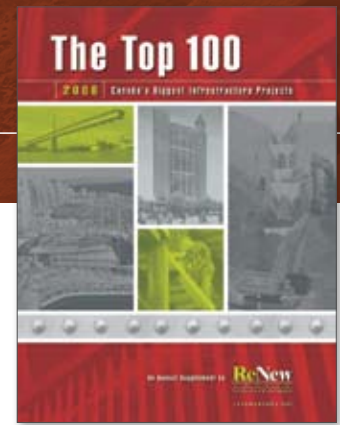
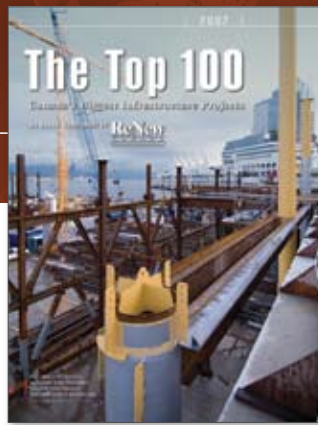
Selected projects from 2008:

1

Bruce A Nuclear Generating Station Restart

Value: \$5.25 billion

Location: Kincardine, Ontario
Type: Energy



4

Canada Line Value: \$1.8 billion

Location: Vancouver, British Columbia
Type: Transportation, P3

35

Manitoba Hydro Downtown Office Building

Value: \$278 million

Location: Winnipeg, Manitoba
Type: Government Offices



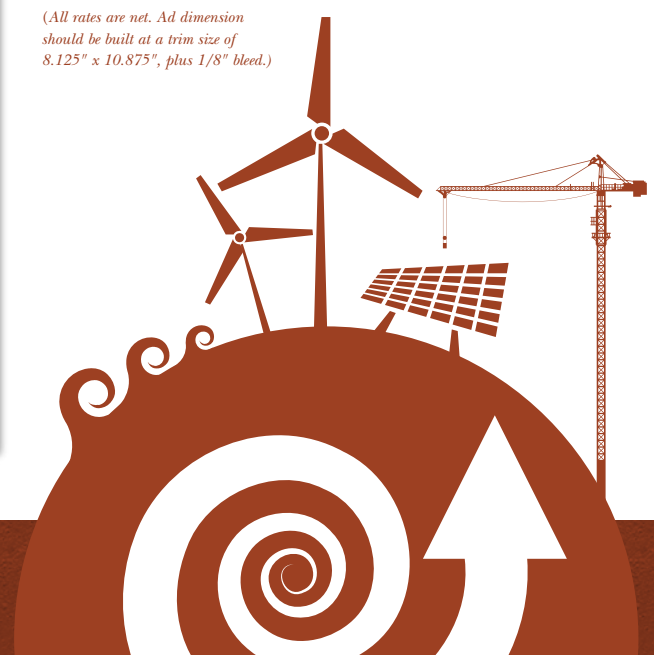
For the last three years ReNew Canada has put in hundreds of hours of research to create each of our **Top 100 Canadian Infrastructure Projects** supplements. Packaged with our January/February issue, the **Top 100 Supplement** is like a seventh issue profiling the biggest projects (by dollar value) in Canada. It's an invaluable resource for those who want to know where and how Canada's infrastructure dollars are being spent and who is involved in each one. Your ad placement in the **Top 100** guarantees exposure among the biggest projects and referenced all year. The **Top 100** supplement received coverage in the *Globe & Mail*, *Journal of Commerce* and *Calgary Herald*.

Special Annual Advertising Rates

We offer only full-page advertisements in the **Top 100 Supplement**. A one-year ad banner on top100projects.ca is included with every full page purchased. Ad placement is on a first come basis—book by Dec. 12, 2008 to be near your projects!

Full Page	\$3,560
Back Cover	\$4,200
Active Link & Logo Online	\$195/project

(All rates are net. Ad dimension should be built at a trim size of 8.125" x 10.875", plus 1/8" bleed.)



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The Infrastructure Renewal Magazine

Artwork Specifications

Software

Adobe Acrobat 7.0 and earlier (preferred format)

PDF files must be created with Acrobat Distiller, saved at a minimum resolution of 300dpi and all fonts must be embedded.

InDesign CS2 and earlier

Make sure to provide all linked files and fonts.

QuarkXPress version 4.1 and earlier

Make sure to provide all linked files and fonts.

Adobe Photoshop CS2 and earlier

Files must be saved in TIFF or EPS format.

Adobe Illustrator CS2 and earlier

Make sure to provide all linked files and convert all text to "Outlines."

Other File Formats

There will be an additional charge for converting files of other formats. Image quality and text flow can not be guaranteed.

Fonts and Images

All documents supplied must be accompanied by both screen and printer fonts. All images must be at a reasonable dimension and have a resolution of 300 dpi at final size.

File Transfer

Please call 877-663-6866 ext. 115 to access the ReNew Canada FTP site and transfer or download your files.

Professional Services

- Custom Publications and Supplement Projects
- Reprint Services • Inserts • Copy Writing
- Ad Design & Preparation • Bind-In Postcards
- Marketing and Communications Consulting
- Web Development & Digital Marketing

Rate Card #5

Effective September 30, 2008

Full Colour	1x	3x	6x
Full Page	\$3,560	\$3,200	\$2,970
2/3 Page	\$3,050	\$2,750	\$2,495
1/2 Island	\$2,725	\$2,460	\$2,215
1/2 Page	\$2,420	\$2,170	\$1,985
1/3 Page	\$1,935	\$1,745	\$1,570
1/4 Page	\$1,500	\$1,355	\$1,225
1/6 Page	\$1,125	\$1,010	\$910

Covers (Full Colour, 6x only)

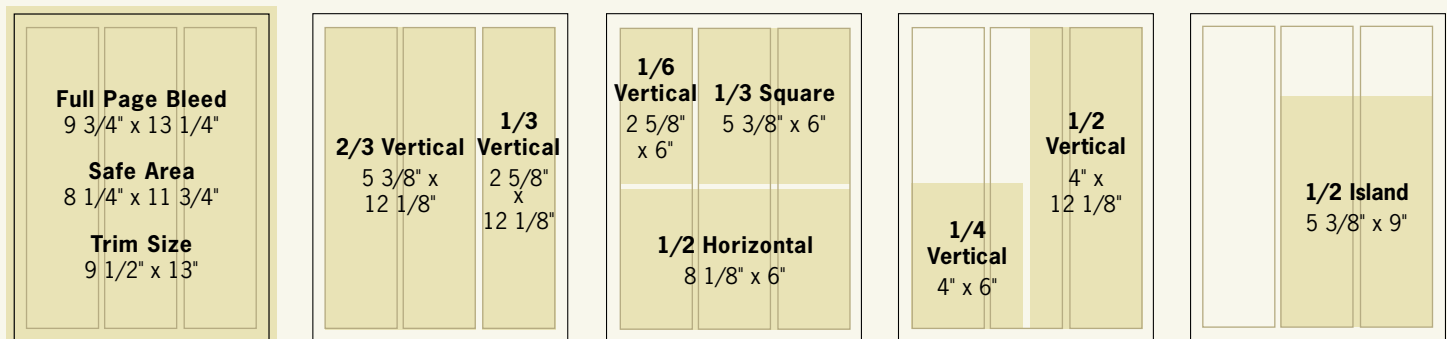
Call for availability

Outside Back Cover \$4,200

Inside Front/Inside Back \$3,970

NOTE: All advertising rates are net. Applicable taxes are extra. All rates are based on receiving completed electronic artwork. Any size, copy, image or file modifications will be charged to the advertiser at a rate of \$60 per hour. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. E-mail, fax and verbal confirmations of advertising are binding contracts – costs are due upon receipt of invoice following each published date of magazine.

Advertising Dimensions



Proud members of:



ReNew Canada

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