



# ANNUAL Innovation Guide

## 2016 MEDIA KIT



CIL's Annual Innovation Guide 2016 is a cost-effective print publication and web-based portal designed to connect science, technology and research-oriented businesses with innovation support resources available through organizations in Canada's public and non-government sectors.

# COMING THURSDAY March 31, 2016

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## Advisory Services

Looking to grow or expand your technology-oriented business? These groups have the technical and business know-how to assist you.

INNOVATION SUPPORT DIRECTORY		ADVISORY SERVICES		
Organization	Program	Geographic Reach	Contact	Description
 Collège communautaire du Nouveau-Brunswick (CCNB)	Entrepreneurship & Innovation - Research & Industrial Services	Eastern Canada	Sylvain Poirier 516-547-2722 s.poirier@ccnb.ca ccnb.ca/entrepreneurship-research-services	Advisory services offered in 1) agri-food/food-agri-innovation, precision agriculture, soil and water conservation, 2) bio-tech, bio-products and scale-up of processes based on microbial fermentation, enzymatic and biotech, bio-separation, chemical process, technological and technical, 3) development of industrial processes, promoting and transfer processes, by identifying leading technologies expert team.
 Wavefront	Canada's Centre of Excellence for Wireless Commercialization and Research	Canada	Karen MacKell 778-333-7500 kmac@wavefront.com www.wavefront.com @wavefrontca	Wavefront is Canada's Centre of Excellence for Wireless Commercialization and Research, accelerating the growth and success of Canadian wireless companies by connecting them with critical resources, partners and opportunities, to drive economic and social benefits for Canada. We provide, Accelerator and Mentorship Program, Advisory Services, Training, Technical Services, Market Linkages, and Funding.

## Incubators, Accelerators & Research Parks

Whether you are looking to nurture a great idea, grow a start-up company or relocate an established enterprise, these organizations can help you on the road to success.

INNOVATION SUPPORT DIRECTORY		INCUBATORS, ACCELERATORS & RESEARCH PARKS		
Organization	Program	Geographic Reach	Contact	Description
 The Centre for Business and Social Entrepreneurship (CBASE)	The 10th Incubator	Ontario	Alexis Haines 519-824-4129 ext 56675 ahaines@cbase.ca cbase.ca/entrepreneurship @cbase_org	The 10th is available to University of Guelph students and alumni working on innovative projects. Eligible teams must have at least one co-founder who is a current University of Guelph student or alumna between the ages of 18 to 28. The Hub supports businesses in the beverage and food, life sciences, agriculture and social enterprise sectors.
 City of Port Huron	Industrial Design & Manufacturing Centre	Canada	Patricia 519-739-2727 patricia.jacobs@porthuront.ca @CPA2016	Access to a hub of qualified talents possessed. Assistance with industrial solutions. Manufacturing 101. Access to capital.
 Collège communautaire du Nouveau-Brunswick (CCNB)	University Technology Incubator Centre (UTIC) Centre	Eastern Canada	Joelle Landry 516-725-2514 joelle.landry@ccnb.ca ccnb.ca/entrepreneurship	Technical incubation equity that provides opportunities for students to build a start-up and well established companies in the biotechnology sector to test their products in a rigorous and structured scale that will allow them to gain the experience of commercial production or organization.

# About

## INNOVATION SUPPORT

The Annual Innovation Guide (AIG) makes your key business audience aware of the innovation resources you can provide in seven important areas:

- Advisory Services
- Facilities & Equipment
- Financial Support
- Incubators, Accelerators & Research Parks
- Research Services
- Talent
- Tech Transfer & Commercialization

## REACH YOUR MARKET

CIL's Annual Innovation Guide's audience is **science, technology and research-oriented businesses and organizations across Canada** that are looking for help to achieve their research and innovation objectives. The AIG is distributed in conjunction with the respected National Post. Coverage in Atlantic Canada is provided through Progress Magazine, and the AIG reaches a senior government audience through distribution in The Hill Times.

# RESEARCH Infosource Inc.

RESEARCH Infosource Inc. is *Canada's Source of R&D Intelligence*. We provide business intelligence and analysis on science, technology, research and development, and innovation. We publish Canada's Innovation Leaders (CIL), an annual publication distributed through the National Post, the Ottawa Citizen,

The Hill Times, University Affairs, Progress Magazine and 40+ Global Affairs Canada offices worldwide, as well as Online. CIL is the premier national print vehicle for promoting Canada's leading research universities, companies, hospitals and colleges that are enhancing Canada's global competitiveness in the knowledge economy.

Our eagerly awaited lists included in Canada's Innovation Leaders rank the Who's Who of university, corporate, hospital and college innovation across Canada. RESEARCH Infosource Inc. also provides specialized consulting and research services to clients interested in the Canadian R&D ecosystem.

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 Wavefront	Canada's Centre of Excellence for Wireless Commercialization and Research	Canada	Karen MacKell 778-333-7500 kmac@wavefront.com www.wavefront.com @wavefrontca	Wavefront is Canada's Centre of Excellence for Wireless Commercialization and Research, accelerating the growth and success of Canadian wireless companies by connecting them with critical resources, partners and opportunities, to drive economic and social benefits for Canada. We provide, Accelerator and Mentorship Program, Advisory Services, Training, Technical Services, Market Linkages, and Funding.

### Update Government

New federal grants available for research and innovation.

The Honourable Navdeep Singh Bains, Minister of Innovation, Science and Economic Development, announced that the federal government is providing \$1.5 billion in new funding for research and innovation over the next five years. This funding will be used to support a wide range of research and innovation activities, including the development of new technologies, the commercialization of research, and the training of researchers and innovators.

### Facilities

Research facilities available for rent or lease.

The University of Guelph has announced that it is offering a number of research facilities for rent or lease. These facilities include laboratory space, office space, and storage space. The facilities are located on the University of Guelph campus and are available for rent or lease on a short-term or long-term basis. For more information, contact the University of Guelph's Research Services Office.

### Ontario's Aggressive Innovation Agenda

Ontario's aggressive innovation agenda aims to create 1.5 million jobs by 2026.

The Ontario government has announced a new innovation agenda that aims to create 1.5 million jobs by 2026. The agenda includes a number of key initiatives, including the creation of a new Ontario Innovation Council, the establishment of a new Ontario Innovation Fund, and the launch of a new Ontario Innovation Strategy. The agenda also includes a number of other initiatives, such as the creation of a new Ontario Innovation Centre and the launch of a new Ontario Innovation Network.

### Tech Transfer & Commercialization

Canada's universities, government labs, colleges and hospitals are home to world-leading technologies ready for you to take the next step towards commercialization. Contact them for details on accessing their technology and intellectual property.

INNOVATION SUPPORT DIRECTORY		TECH TRANSFER & COMMERCIALIZATION		
Organization	Program	Geographic Reach	Contact	Description
 Collège communautaire du Nouveau-Brunswick (CCNB)	Entrepreneurship & Innovation - Research & Industrial Services	Eastern Canada	Sylvain Poirier 516-547-2722 s.poirier@ccnb.ca ccnb.ca/entrepreneurship-research-services	Advisory services offered in 1) agri-food/food-agri-innovation, precision agriculture, soil and water conservation, 2) bio-tech, bio-products and scale-up of processes based on microbial fermentation, enzymatic and biotech, bio-separation, chemical process, technological and technical, 3) development of industrial processes, promoting and transfer processes, by identifying leading technologies expert team.
 Research Commercialization Centre (RCC)	Research Commercialization Centre (RCC)	National	John McKeown 416-739-9888 ext 2200 jmc@rcc.ca @RCCInnovation	RCC is a national research commercialization center that provides a wide range of services to researchers and innovators. These services include the identification of commercial opportunities, the development of business plans, and the provision of funding and other resources. RCC is committed to helping researchers and innovators bring their research and innovation to the marketplace.
 Catalyst Centre	Catalyst Centre	Ontario	Nelson Wilson 905-422-2222 ext 2425 nwilson@catalystcentre.ca @CatalystCentre	The Catalyst Centre is a University of Guelph technology transfer and commercialization center that provides a wide range of services to researchers and innovators. These services include the identification of commercial opportunities, the development of business plans, and the provision of funding and other resources. The Catalyst Centre is committed to helping researchers and innovators bring their research and innovation to the marketplace.
 Wavefront	Canada's Centre of Excellence for Wireless Commercialization and Research	Canada	Karen MacKell 778-333-7500 kmac@wavefront.com www.wavefront.com @wavefrontca	Wavefront is Canada's Centre of Excellence for Wireless Commercialization and Research, accelerating the growth and success of Canadian wireless companies by connecting them with critical resources, partners and opportunities, to drive economic and social benefits for Canada. We provide, Accelerator and Mentorship Program, Advisory Services, Training, Technical Services, Market Linkages, and Funding.

- ### Feature Editorials:
- The Honourable Navdeep Singh Bains (Invited)  
*Minister of Innovation, Science and Economic Development*
  - Mr. John R. McDougall  
*President, National Research Council (NRC)*
  - Dr. B. Mario Pinto  
*President, Natural Sciences and Engineering Research Council of Canada (NSERC)*
  - Dr. Tom Corr  
*President and CEO, Ontario Centres of Excellence (OCE)*



# Opportunities

Reaching out to both your **current** and **potential** business customers, partners and stakeholders is costly and time consuming. Fewer organizations today can afford the expense of a dedicated outreach print campaign, and therefore tend to focus their marketing campaigns exclusively around their websites.

The challenge of web-based marketing is that it relies on your target audience:

1. **Knowing in advance that you exist;**
2. **Making the effort to seek you out; and**
3. **Taking the time to navigate your website to find out precisely how you can help them.**

In other words, your website requires your customers to do all the work! Web-based marketing is a necessity, but it is only a partial answer to your marketing and business development needs. This is where CIL's Annual Innovation Guide (AIG) comes in. The AIG reaches your business customers and stakeholders in their offices, at their desks and in their homes. The AIG reaches out to them and lets them know in a concise, user-friendly and portable format what you have to offer; they don't need to find you, you will find them.

Being part of the AIG gives you the national reach you need to build awareness and interest with new customers and stakeholders (and reinforce your presence with existing ones). For as little as \$2,500 your organization can gain targeted **national exposure**.

# Benefits

- ▶ Outreach to a targeted national business audience
- ▶ Cost effective solution to your outreach marketing plans
- ▶ Reach nearly 200,000 readers directly + pass-ons
- ▶ Keep your message before 76,500+ unique viewers on our website for one year
- ▶ Find new customers, partners and stakeholders
- ▶ Team up with a respected brand – Canada's Innovation Leaders
- ▶ Profit from cost-effective recruitment, branding, marketing and promotion.
- ▶ Receive the best value for your dollar.

# Distribution

## Distribution Dates

### Thursday, March 31

- National Post (National)
- Online

### Saturday, April 2

- National Post (Toronto, Ontario)
- Progress Magazine (tbc)

### Monday, April 4

- The Hill Times (tbc)

## Circulation Breakdown

National Post .....	128,650
The Hill Times.....	10,200
Progress Magazine .....	22,000
Online .....	76,500 +

Based on 2015 circulation

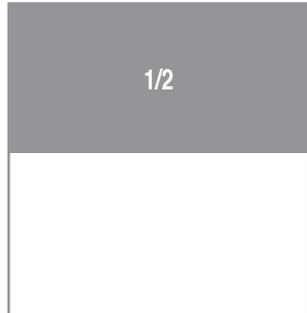


# Specifications

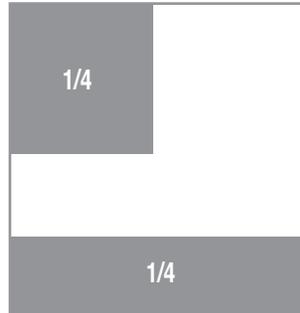
## MECHANICAL REQUIREMENTS (no bleed, live area)



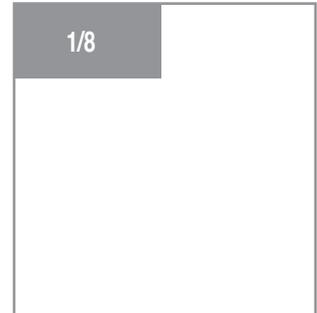
**FULL PAGE AD**  
10" w x 9.75" h



**1/2 PAGE AD**  
Horizontal: 10" w x 4.875" h  
Vertical: 4.75" w x 9.75" h



**1/4 PAGE AD**  
Horizontal: 10" w x 2.375" h  
Square: 4.75" w x 4.75" h



**1/8 PAGE AD**  
4.75" w x 2.375" h

## MATERIAL REQUIREMENTS

### PRINT ADS

Print ads are to be supplied as high res, Press-Ready PDFs PDF-X1A (resolution of 266 dpi) with fonts embedded. No bleeds allowed. Colour must be specified as process (CMYK). **All spot colours must be removed from file.**

### EDITORIALS

- Supply high resolution, 266dpi, jpg photo, min 2.5" wide.
- Include byline (full name/title of person and company name).
- Label all files by company name.
- 1/2 page word count = 750 words
- 1/4 page word count = 240 words
- Logo and description = 45-50 words

### LOGOS

- Provide logos separately – BOTH jpg & eps files.
- Label all files by company name.

### ONLINE

- Files to be submitted in jpg format; 56kb in size.
- Click-through URL link to be provided. Please do not embed the URL within the file. All click-through URLs must open in a new browser window.
- Creative is required a minimum of three (3) business days in advance of posting date for testing.

### Transport Media: Email or FTP.

Files under 20MB can be emailed.

### FTP Account

Server: researchinfosource.com  
Username: upload  
Password: leaders

*Note: If artwork is required, production charges may apply and will be quoted as necessary.*

## 2016 DATES

Space Close .....Monday, March 7

Material Due ..... Friday, March 11

Issuance .....Thursday, March 31

## CONTACT

For advertising rates, changes/alterations, or any inquiries concerning space booking, production or ad material due dates please contact:

**Arlene Dwyer**  
647-345-3434 Ext 23  
arlene@researchinfosource.com