



MediaKit

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NEWS LEADER FOR OTTAWA'S ADVANCED TECHNOLOGY COMMUNITY

WHO READS SCAN ?

National Capital SCAN delivers 18,500 copies to more than 800 corporations in Ottawa's advanced technology sector.

Copies are provided free of charge to high technology organizations and suppliers of goods, services and staffing to these high tech firms. Copies of the monthly newspaper are delivered by courier to the attention of a specific individual in the requesting firm. The number of copies per location typically includes one copy for each three employees, plus sufficient copies to provide to visitors and to partners, clients and prospective employees.

National Capital SCAN has an estimated pass along of 3.1, based on an independent readership survey by Compas of SCAN's predecessor publication.

Copies are sent to qualified high tech business locations such as:

- **Telecom and information technology developers and providers**
- **Life sciences**
- **Aerospace**
- **Multimedia**
- **Automation**
- **Agritech**
- **Alternative energy**
- **Advanced materials**
- **Test & measurement**
- **Photonics**
- **Nanotech**
- **Wireless**
- **MIS departments and divisions within organizations**

Copies of **National Capital SCAN** are also provided each month to:

- **117 senior federal executives in tech areas (list compiled by Industry Canada)**
- **308 Members of Parliament**
- **High technology industry association meetings and networking events**
- **Federal government R&D agencies and scientific/MIS branches within departments**
- **Public locations frequented by knowledge workers, including 17 local libraries, computer retail outlets and some key hotels in technology-intensive areas**
- **Computer science, management, technology marketing and engineering faculties at Ottawa U., Carleton U., Cité Collegiale and Algonquin College, and selected technology-focused high schools and private training organizations.**

Copies are also sent to key providers of business services and products to advanced technology firms such as:

- **Financing**
- **Legal**
- **Accounting**
- **Staffing services**
- **Wealth management**
- **Marketing**
- **Insurance**

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ADVERTISING RATES

| | 12X | 6X | 3X | 1X |
|---------------------------|-------|-------|-------|-------|
| ROP (run of press) | | | | |
| Lug | 275 | 325 | 375 | 425 |
| Strip | 475 | 525 | 600 | 675 |
| Card | 225 | 260 | 285 | 325 |
| 1/10 pg | 300 | 350 | 410 | 455 |
| 1/5 pg | 575 | 675 | 775 | 875 |
| ¼ pg | 990 | 1,050 | 1,175 | 1,300 |
| ½ pg | 1,550 | 1,700 | 1,850 | 1,950 |
| Magazine pg | 2,050 | 2,150 | 2,250 | 2,375 |
| ¾ pg | 2,450 | 2,525 | 2,600 | 2,675 |
| 1 pg | 2,475 | 2,600 | 2,725 | 2,950 |
| 2 pg | 3,600 | 4,000 | 4,350 | 4,900 |
| Special Position | | | | |
| Pg 1 Lug (2"x 1.75") | 525 | 600 | 700 | 750 |
| Pg 1 Strip (8"x 2") | 990 | 1,050 | 1,175 | 1,300 |
| Pg 3 Full page | 2,800 | 3,000 | 3,300 | 3,600 |
| OBC | 2,950 | 3,250 | 3,450 | 3,750 |
| Professional Guide | 219 | 252 | 263 | 285 |

Custom size ads may be placed at a negotiated rate.

Other reserved positions, ROP rates for position and colour + 18.5%

Colour: Spot colour, \$250; 4-colour process, \$475

OCRI members receive a 10% discount

EDITORIAL PROFILE

National Capital SCAN works to further the development of Ottawa's advanced technology community by delivering news and information about local high tech companies, people and events

A UNIQUE EDITORIAL MANDATE

Emphasizing innovation and converging technologies, covering the emerging fields of alternative energy, biotechnology, envirotech, genetics, microsystems, nanotech, proteomics, photonics, et alia, as well as the traditional ICT sectors

POWERFUL LEADERSHIP

Tony Patterson is editor of **National Capital SCAN**. He was also the founder of Silicon Valley NORTH, a publication that he sold in 2000. Through the 1960s and 1970s he was associate editor of **Financial Times of Canada**, contributor to many of Canada's leading periodicals and newspapers and also Canadian correspondent for **The Economist**, **Business International** and **New Scientist**. He has written more than two million words for publication. He is the recipient of the 1997 Canadian Advanced Technology Association's Award of Distinction for Excellence in Science and Technology Reporting and the 1999 Media Award of the Ottawa Life Sciences Council. In 2004 he developed the concept and marketing plan for a **Maclean's** commemorative edition focused on Canadian innovation, which "successfully launched our centennial year with one of the largest issues in our history," according to the publisher of Canada's National Magazine.

Publisher and Director of Sales and Marketing, **Samantha Biron** is a dynamic, bicultural professional whose experience includes writing for a community newspaper in the Ottawa Valley and several years helping to develop a high tech training center with a NYSE traded company. Her combined management and sales experience includes b2b sales maintaining portfolios of over \$2 million in revenues, fundraising and door-to-door canvassing for a not-for-profit organization, and mass audience marketing.

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EDITORIAL PROFILE

DISTINGUISHED EDITORIAL TEAM

At the apex of their editorial team is a powerful band of influential and distinguished columnists, led by Denzil Doyle, former CEO of Digital Equipment of Canada and frequently referred to as the archangel of Silicon Valley North; Fred Belaire, formerly chief economist of Atomic Energy of Canada, who writes on intellectual property and the knowledge economy; and technology marketing guru Peter Fillmore P.Eng.

WHY SCAN?

Scan is a word that connects literacy with IT with biotech. Its first meaning is to look at something intently or quickly. When we use the word in connection with reading it refers to picking out individual words and sentences, which is the reason for highlighting in word files. It means to look about, in order to recognize patterns, as in news scan or environmental scan. There are computer scans for virus detection. We scan text and images into digital formats. The scanning electron microscope (partially developed in Canada at UofT) is a powerful scientific tool. The reader we plug into a modern car's computer to diagnose its electronic systems is called a scan tool. In the medical specialty of bioscience we do CATscans, PETscans, MRIscans to detect cancers, heart disease, brain malfunctions. C'est le mot juste, the proper word, for what we have in mind.

SPECIAL EDITORIAL FEATURES

Each month SCAN's editorial team presents a comprehensive overview of one aspect of the local high tech community's activity

Jan: Intellectual Property

Feb: Entrepreneurship

Mar: Investment

Apr: Renewable Energy

May: Telecommunications

June: Software

July: Defence and Security

Aug: Multimedia/Entertainment

Sept: Envirotech

Oct: Technology in Government

Nov: Health/Life Sciences

Dec: Wireless

MATCHING PEOPLE AND JOBS

SCAN provides the most comprehensive and dynamic recruiting spaces in Ottawa. The monthly publication is delivered throughout the tech community and reaches tens of thousands of high tech workers. Recruitment ads in SCAN are particularly effective for companies that are always looking for people with technical and management skills.

SCAN is also the managing partner for **TechJobsOttawa**, the careers and staffing website with the largest number of high tech job listings in Ottawa. The metrics on **TJO** show a phenomenal return of hires to postings on the site and an extremely low cost to find qualified candidates.

TJO is a recruitment-PLUS-branding strategy for a high tech firm. Not only does it provide unmatched visibility in the target marketplace, it is also a funnel to deliver prospects directly into a company's receptors. In other words, we don't only help to stimulate the demand, we help to deliver the supply.

IT COULD HAPPEN FOR YOU TOO!

(Actual metrics for one client in December 2006)

- 24 day posting period (Dec. 8-Dec.31)
- 9 jobs posted (by a regular TJO client)
- 13,152 impressions (times one of those jobs showed on a page)
- 351 click-ons (times a jobseeker clicked on a title to get more info)
- 37 applicants (jobseekers who filled an application)
- 16 short-listed (qualified for the position)
- 2 workers hired at a TOTAL COST OF <\$75 PER HIRE

RIGHT NOW: Featured Jobs and Hot Jobs

On the splash page or in featured position on all pages, these standout postings are value priced at \$150 for 2 weeks (Featured Job) and \$249/wk. (Hot Job).

MEDIUM TERM: Gold or Silver Sponsor

From \$499 for 6 months to \$1,999 for 12 mos., these exceptional value packages permit an unlimited number of Job Postings, featuring your company logo shown on the TJO homepage (in one of first five positions for Gold Sponsor), your company banner in job postings, and the company banner and description above your company's job listings

LONG TERM: Anchor Tenant

To be negotiated: a partnership that includes co-branding some statistical reports and surveys and a variety of powerful messaging opportunities, including the strip above banner on the jobs page in **SCAN**, skyscraper banner on **JOBSITE** and unlimited postings featured there, a banner on the **SCANSITE**.

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TECHNOLOGY EDUCATION VOICE

Technology Education Voice (TEV) is a unique public service initiative launched successfully in Silicon Valley NORTH and now reinstated in SVN's successor publication, National Capital SCAN.

It is a monthly feature reserved for institutions developing solutions to address current and anticipated talent shortages affecting growth in the high tech sector. It provides an avenue for educational institutions to deliver their message to the high tech community and to policy makers. It is designed to provide connection for the common interests of business, technology and education.

WHAT IS THE FORMAT?

A lead story in the TEV section deals in depth with some issue of current interest or concern. The rest of the content is from universities, colleges and training institutes via an advertorial format (branding) that delivers their message. Logos of participating schools also appear on page one of the TEV section. Continuity and repetition is important to the success of TEV. We encourage an annual commitment from participating institutions. As a regular feature, our readers have come to expect TEV in every edition. Many educational institutions choose not to advertise in the summer months while classes are out. But to our readers and the business community, the concerns continue 365 days a year and the show must go on.

WHY ADVERTISE IN TEV?

TEV provides an excellent vehicle to showcase facilities and training courses in an appropriate context to a targeted audience. Depending on the specific needs of the schools involved, Technology Education Voice could be of value in ways unique to each department:

- By showcasing students and curriculum to potential employers;
- By promoting R&D capabilities;

- By featuring continuing and co-op education courses before each semester to ensure higher enrolment and greater participation from growing companies that need to attract new graduates, to upgrade skills of current staff, or to provide spaces for interns;
- By seizing opportunities to showcase special events and academic achievements in specially designed TEV supplements;
- By demonstrating ongoing and close interaction with the community and with business partners.

The value-added benefit of having logos displayed on the TEV cover page is a unique branding opportunity... at no additional cost... a feature provided only to academic advertisers trying to squeeze the last ounce of value from every dollar.

RATES

In order to accommodate the usually constrained budgets of educational institutions, SCAN has introduced special TEV rates based on a 12 month insertion plan. We have taken the already discounted 12X insertion rates and further reduced them as follows: \$2,175 per insertion for a full page advertisement; \$1,400 per insertion for a half page.

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SCAN PACKAGES

SHUT OUT! VALUE PACKAGE

- 12 (1 X 12 months) Full Page Colour ads in **National Capital SCAN**
- 12 (1 X 12 months) Revolving Leaderboard ads on **SCANsite**

GOLD SPONSOR for 12 months on SCAN's **JOBSITE** (techjobsottawa.com) which includes:

- Unlimited Job Postings
- Your company logo guaranteed to be shown in one of the first 10 logo positions on the JOBSITE (techjobsottawa.com) homepage
- Company banner in your job postings
- Company banner and description above your company's job listings
- Free Hot Job and Featured Job!

Full page colour ad in SCAN: \$2,475/mth + \$475 (process colour)
= \$2,950 X 12 = \$35,400

Leaderboard ad on SCANsite: \$200/mth X 12 = \$2,400

Gold sponsor on SCAN's JOBSITE (techjobsottawa.com): 12 months for \$1,999

FULL FREQUENCY DISCOUNTED PRICE: \$39,799

Special Shut Out Rate: \$32,150

Value savings of \$7,649!

SHOOT 'N SCORE! SAVINGS PACKAGE

- 12 (1 X 12 months) Half Page Color ads in SCAN
- 12 (1 X 12 months) Revolving Lug ads on the SCANsite

SILVER SPONSOR for 12 months on SCAN's **JOBSITE** (techjobsottawa.com)

- Unlimited Job Postings
- Your company logo on the JOBSITE (techjobsottawa.com) homepage
- Company banner in your job postings
- Company banner and description above your company's job listings
- Free Featured Job

Half page colour ad in SCAN: \$1,550/mth + \$475 (process colour)
= \$2,025 X 12 = \$24,300

Lug ad on the SCANsite: \$100/mth X 12 = \$1,200

Silver sponsor on SCAN's JOBSITE (techjobsottawa.com): 6 months for \$999

FULL FREQUENCY DISCOUNTED PRICE: \$26,499

Special Shoot 'n Score Rate: \$21,095

Value savings of \$5,404!

SCAN PACKAGES

POWER PLAY! ECONOMY PACKAGE

- ▶ 16 Quarter Page Colour ads in SCAN —
 $\$1,050 + \$475 = \$1,525/\text{mth} \times 6 = \$9,150$
- ▶ 16 Revolving Lug ads on the SCANSite —
 $\$100/\text{mth} \times 6 = \600

BRONZE SPONSOR

for 6 months on SCAN's **JOBsite** (techjobsottawa.com) for \$499

- Unlimited Job Postings
- Your company logo is on the JOBSITE (techjobsottawa.com) homepage
- Company banner in your job postings
- Company banner and description above your company's job listings

Full frequency discounted price: \$10,249

Special Power Play Rate: \$9,050

Value savings of \$1,199!

WhySCAN?

Advanced technology business is very big in the Ottawa business community. Over 1,800 companies employ close to 80,000 workers, contribute to a vibrant local economy and purchase billions of dollars of goods and services. In short, an important market indeed to astute marketers.

National Capital SCAN is not only Ottawa's most comprehensive and current source for news on the local advanced technology

community; it is a direct print and online pipeline to advanced technology decision makers, many of whom are likely buying what you have to sell.

Each month in print and each day online, National Capital SCAN is being read by thousands of decision makers in the local advanced technology community. If you want to reach them, it makes very good business sense to SCAN them.



National Capital SCAN

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