



# OTTAWA BUSINESS JOURNAL

The power to build **your** business

THE POWER TO BUILD **YOUR** BUSINESS



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# OBJ: At the centre of business community

- 20 years leading the city's business community
- Authoritative biweekly newspaper
- Cutting-edge website updated hourly
- Daily email newsletter to approx. 10K subscribers
- Biggest and best business directory
- Specialty magazines in HR, Real Estate and Tourism
- 40 events annually for business leaders





# OBJ NEWSPAPER: Must-read for business leaders

- Required reading for business leaders who want to be 'in the know'
- Unique content that can't be found anywhere else: news, features, opinion and special reports
- Published biweekly 25 times per year
- Printed on premium paper
- 20,000+ copies distributed in print and digital
  - 10,000 print to 500 locations
  - 10,000 digital editions
  - 1,000 VIP mailings



# OBJ NEWSPAPER:

## Audience & Readership Profile

### DEMOGRAPHICS

Aged 35-54	64%
Earn \$75,000 or more	48%
University educated	63%
Middle management	42%
10 years or more in workplace	70%

### COMPANY SIZE

1-4 employees	17%
5-24 employees	23%
25-49 employees	8%
50-99 employees	11%
100-499 employees	15%
500 or more employees	27%

### HOUSEHOLD INCOME

\$50,000 to \$99,999	26%
\$100,000 to \$149,999	29%
\$150,000 to \$199,999	19%
\$200,000+	27%

### INDUSTRY SECTOR

Technology	27%
Professional services (legal, accounting, consulting)	20%
Government (federal, provincial, municipal)	17%
Tourism (hospitality and entertainment)	5%
Real estate	4%
Manufacturing	2%
Retail	1%
Other	23%

### POSITION

Executives	34%
Professionals	28%
Managers	24%
Owners	8%
Control budgets from \$10,000 to \$99,000	57%
Authority to make purchases at work	43%
Control budgets greater than \$300,000	35%
Control budgets from \$100,000 to \$299,000	18%

# OBJ DIGITAL EDITION: Next generation of readers

- A digital replica of the printed newspaper
- Sent to approx. 10,000 readers every second Saturday; two days before printed newspaper
- Optimized for desktop, laptops, tablets and smartphones





# OBJ.ca: City's digital hub for local business news

- Each weekday since 1999, OBJ.ca has been updated hourly with local and national business articles
- Now boasts more than 30,000 articles; it's an encyclopedia of Ottawa business
- Website has desktop and mobile version
- Tremendous local reach: 65,000-85,000 visitors monthly
- Annually, 1.7 million pages read, 1.1 million visits, 677,000 visitors



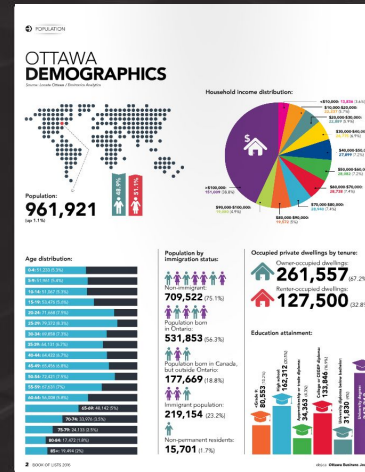
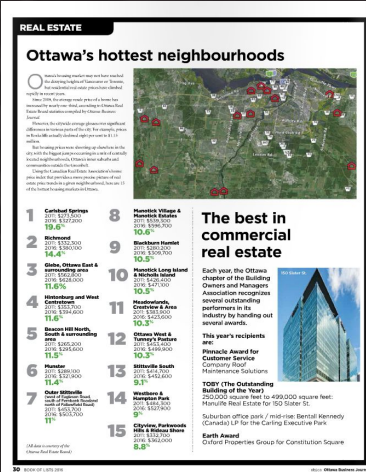
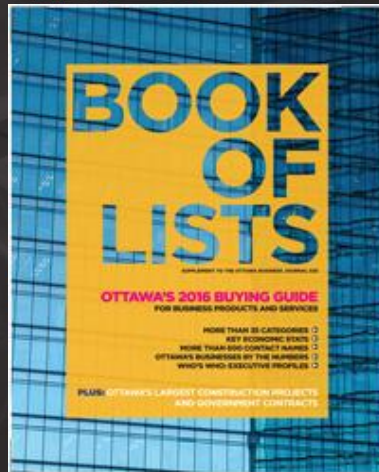
# OBJToday: Essential email for business leaders

- Daily business news headlines from Ottawa and beyond
- Also includes event info, videos, expert blogs
- Sent Monday to Friday around 4 pm
- Approx. 10,000 opt-in subscribers
- More than two million email sends annually
- Many top business leaders call it “the most useful email they get”



# BOOK OF LISTS: Ottawa's corporate buying guide

- OBJ's most sought-after specialty publication
- Published annually in September
- Even in this age of Google, this directory contains exclusive info and data that can't be found elsewhere
- Contains valuable listings on 40 business categories
- Also features economic data, who's who and business factoids



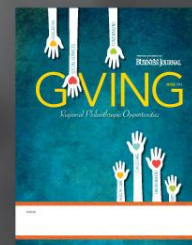
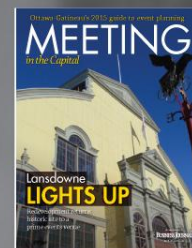
**THE LIST: Largest architecture firms**

Rank	Firm Name	Address	Phone	Fax	Email	Website	Description
1	HKS	1000 Bank Street	(613) 593-1111	(613) 593-1112	hks.ca	hks.ca	HKS is a leading global architecture, interior design, and engineering firm. In Ottawa, HKS is the lead architect for the new Parliament Hill. HKS is also the lead architect for the new Ottawa City Hall. HKS is also the lead architect for the new Ottawa City Hall. HKS is also the lead architect for the new Ottawa City Hall.
2	Skidmore, Owings & Merrill	1000 Bank Street	(613) 593-1111	(613) 593-1112	skidmoreowingsmerrill.com	skidmoreowingsmerrill.com	Skidmore, Owings & Merrill is a leading global architecture, interior design, and engineering firm. In Ottawa, SOM is the lead architect for the new Parliament Hill. SOM is also the lead architect for the new Ottawa City Hall. SOM is also the lead architect for the new Ottawa City Hall. SOM is also the lead architect for the new Ottawa City Hall.
3	Stantec	1000 Bank Street	(613) 593-1111	(613) 593-1112	stantec.ca	stantec.ca	Stantec is a leading global architecture, interior design, and engineering firm. In Ottawa, Stantec is the lead architect for the new Parliament Hill. Stantec is also the lead architect for the new Ottawa City Hall. Stantec is also the lead architect for the new Ottawa City Hall. Stantec is also the lead architect for the new Ottawa City Hall.
4	BBGM	1000 Bank Street	(613) 593-1111	(613) 593-1112	bbgm.ca	bbgm.ca	BBGM is a leading global architecture, interior design, and engineering firm. In Ottawa, BBGM is the lead architect for the new Parliament Hill. BBGM is also the lead architect for the new Ottawa City Hall. BBGM is also the lead architect for the new Ottawa City Hall. BBGM is also the lead architect for the new Ottawa City Hall.
5	WSP	1000 Bank Street	(613) 593-1111	(613) 593-1112	wsp.ca	wsp.ca	WSP is a leading global architecture, interior design, and engineering firm. In Ottawa, WSP is the lead architect for the new Parliament Hill. WSP is also the lead architect for the new Ottawa City Hall. WSP is also the lead architect for the new Ottawa City Hall. WSP is also the lead architect for the new Ottawa City Hall.
6	Parsons Brinckerhoff	1000 Bank Street	(613) 593-1111	(613) 593-1112	parsonsbrinckerhoff.com	parsonsbrinckerhoff.com	Parsons Brinckerhoff is a leading global architecture, interior design, and engineering firm. In Ottawa, Parsons Brinckerhoff is the lead architect for the new Parliament Hill. Parsons Brinckerhoff is also the lead architect for the new Ottawa City Hall. Parsons Brinckerhoff is also the lead architect for the new Ottawa City Hall. Parsons Brinckerhoff is also the lead architect for the new Ottawa City Hall.
7	ARCADIS	1000 Bank Street	(613) 593-1111	(613) 593-1112	arcadis.ca	arcadis.ca	ARCADIS is a leading global architecture, interior design, and engineering firm. In Ottawa, ARCADIS is the lead architect for the new Parliament Hill. ARCADIS is also the lead architect for the new Ottawa City Hall. ARCADIS is also the lead architect for the new Ottawa City Hall. ARCADIS is also the lead architect for the new Ottawa City Hall.
8	CH2M Hill	1000 Bank Street	(613) 593-1111	(613) 593-1112	ch2mhill.com	ch2mhill.com	CH2M Hill is a leading global architecture, interior design, and engineering firm. In Ottawa, CH2M Hill is the lead architect for the new Parliament Hill. CH2M Hill is also the lead architect for the new Ottawa City Hall. CH2M Hill is also the lead architect for the new Ottawa City Hall. CH2M Hill is also the lead architect for the new Ottawa City Hall.
9	URS	1000 Bank Street	(613) 593-1111	(613) 593-1112	urscorp.com	urscorp.com	URS is a leading global architecture, interior design, and engineering firm. In Ottawa, URS is the lead architect for the new Parliament Hill. URS is also the lead architect for the new Ottawa City Hall. URS is also the lead architect for the new Ottawa City Hall. URS is also the lead architect for the new Ottawa City Hall.
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# SPECIAL MAGAZINES: Reaching local niche audiences

- OBJ produces several specialty magazines directed at niche audiences
- HR Update: Practical solutions for managers and HR professionals
- Meeting In The Capital: Ottawa-Gatineau's guide to event planning
- BOMA Directory: Commercial and industry space directory
- Giving Guide: Local charities and non-profits



# OBJ EVENTS: Where business comes together

- OBJ has a joint venture with Ottawa Chamber of Commerce to produce the biggest and best business events
- This includes more than 40 events including the Forty Under 40, Best Ottawa Business Awards, Mayor's Breakfast Series, Ottawa's Economic Outlook, Eggs 'n Icons, Employees' Choice Awards, Fastest Growing Companies etc.
- Events spotlight local and national business leaders and provides the best networking in Ottawa



# THE POWER OF THREE: Newspaper, web and email

- Power of Three is limited time offer that leverages OBJ Newspaper (print and digital editions), OBJ.ca website banners and OBJToday
- Program offers deep discounts on marketing bundles for fall 2015 / calendar 2016
- OBJ offers thousands in savings for these bundles because they allow us to predict future revenue
- PLUS, each bundle includes bonus marketing





# POWER OF THREE: Annual campaigns for all budgets

Marketing Bundle	Quarter-page ads in OBJ Newspaper	Ads on OBJ.ca website	Ads on OBJToday Newsletter	Full-page profile in OBJ Newspaper and Website	Promoted Social Media posts to 15K followers	Video Profile with digital and social promotion
<b>Supporter</b> 12 payments of \$719	6*	6	6	✓		
<b>Partner</b> 12 payments of \$1290	12*	12	12	✓	✓	
<b>Champion</b> 12 payments of \$2280	24*	24	24	✓	✓	✓

\*Six issues is one quarter of OBJ's annual issues; 12 is half of OBJ's annual issues, 24 is all of OBJ's annual issues

# OBJ Newspaper Advertising Rates for 2016 - 2017

Ad Size	1x rate	2-5x rate 20% off	6-12x rate 30% off	13+ rate 40% off
Full page	\$3947	3158	2763	2368
3/4 page	\$3356	2685	2349	2013
1/2 page	\$2567	2053	1797	1540
1/3 page	\$1975	1580	1382	1185
1/4 page	\$1579	1263	1105	947
1/6 page	\$1298	1038	908	779
1/8 page	\$988	790	691	593
1/16 page	\$593	475	415	356
Front banner	\$1106	885	774	664
Front earlug	\$839	672	588	504
Section earlug	\$258	206	180	155

## WHAT YOU NEED TO KNOW ABOUT OBJ's NEWSPAPER RATE CARD

- Newspaper advertising rates decrease with the more ads you purchase; this is reflected above by the ad frequency columns
- These rates are for black-and-white newspaper ads; colour is extra, see below
- All newspaper ads are subject to a \$20 digital publishing fee that extends your marketing reach to another 10,000 digital newspaper readers, bargain of a lifetime

## FULL COLOUR CHARGES FOR NEWSPAPER ADS

- \$300 for full-page ads and 3/4 page ads
- \$180 for 1/2 page ads
- \$150 1/3 page ads
- \$135 for 1/4 page ads
- \$90 for any smaller ads

## DEADLINES FOR NEWSPAPER ADS

- Booking & artwork deadline 10 days before each Monday publishing date

## BIWEEKLY NEWSPAPER PUBLISHING SCHEDULE (Mondays)

### 2016

Sept 12 (Sept 02)	Sept 26 (Sept 16)	Oct 10 (Sept 30)	Oct 24 (Oct 14)	Nov 07 (Oct 28)	Nov 21 (Nov 11)
Dec 05 (Nov 25)	Dec 19* (Dec 09)	*digital only			

### 2017

Jan 02 (Dec 18)	Jan 16 (Jan 07)	Jan 30 (Jan 21)	Feb 13 (Feb 04)	Feb 27 (Feb 18)	March 13 (March 04)
March 27 (March 18)	April 10 (April 01)	April 24 (April 15)	May 8 (April 28)	May 22 (May 13)	June 05 (May 27)
June 19 (June 10)	July 03 (June 24)	July 17 (July 08)	July 31 (July 22)	August 14 (Aug 05)	August 28 (Aug 19)
Sept 11 (Sept 02)	Sept 25 (Sept 16)	Oct 09 (Sept 30)	Oct 23 (Oct 14)	Nov 06 (Oct 28)	Nov 20 (Nov 11)
Dec 04 (Nov 25)	Dec 18* (Dec 09)	*digital only			

## HOW TO SUBMIT ARTWORK FOR NEWSPAPER ADS

- EMAIL: Send to your account executive
- FTP: Send email to [creative@obj.ca](mailto:creative@obj.ca) for access info

## CAN OBJ DESIGN MY NEWSPAPER AD?

- Yes, you can work through your account executive to get an ad designed
- You should be able to submit basic ad copy, logos and graphics
- OBJ's professional designers will take it from there
- A supplementary fee of \$60/hour applies; most ads take 1-2 hours

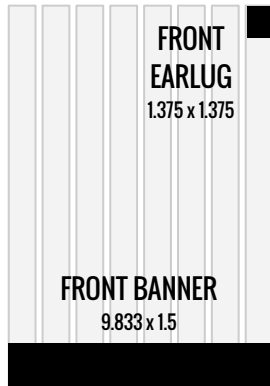
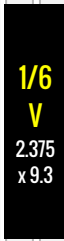
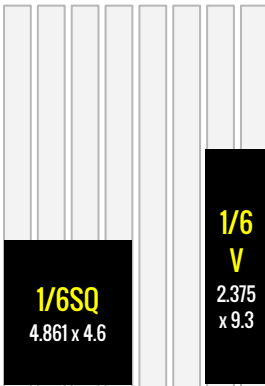
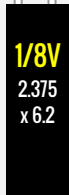
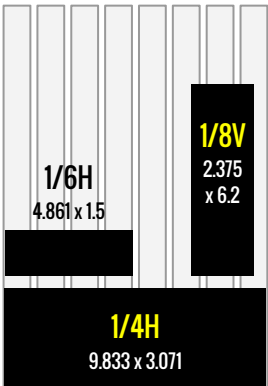
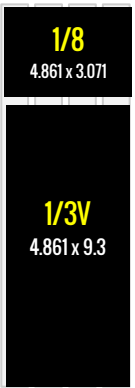
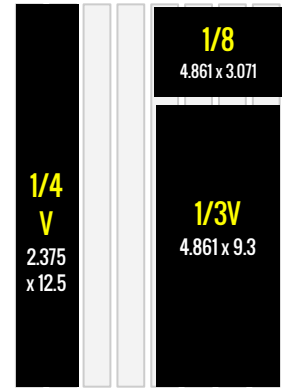
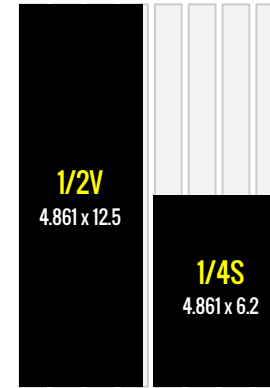
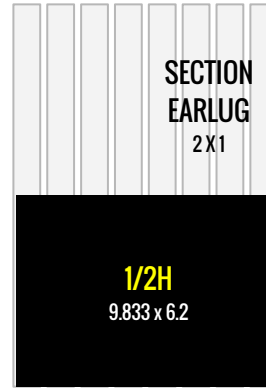
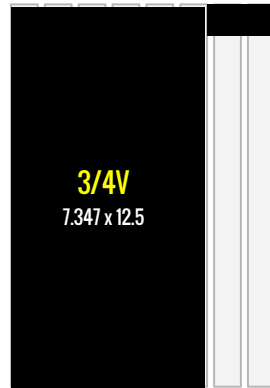
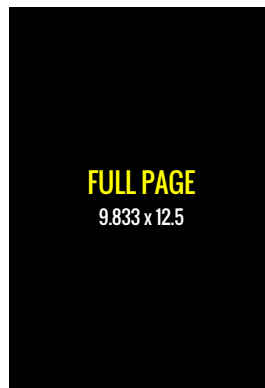
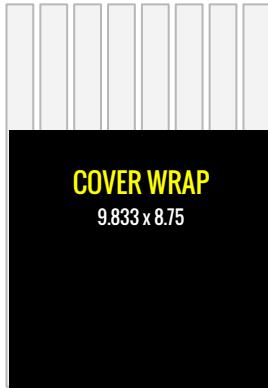
## ACCEPTABLE FILE FORMATS FOR CAMERA-READY ADS (Mac only)

- PDF, high resolution, fonts embedded (preferred)
- InDesign files up to version 5.5
- IllustratorCS (up to version 5.5) in .eps or .ai with fonts outlined
- Photoshop images at least 200 dpi (no spot colour available)
- Please convert PMS to process prior to submitting artwork

## OBJ ART DEPARTMENT CONTACTS

- Tanya Connolly-Holmes >> [tanya@greatriver.ca](mailto:tanya@greatriver.ca) >> 613.238.1818 x 253
- Regan Van Dusen >> [regan@greatriver.ca](mailto:regan@greatriver.ca) >>> 613.238.1818 x 254

# OBJ Newspaper Mechanical Specifications



## GETTING TECHNICAL

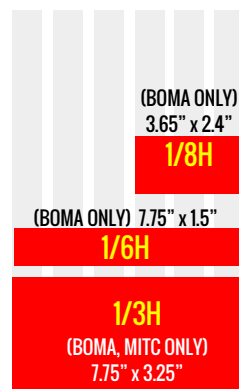
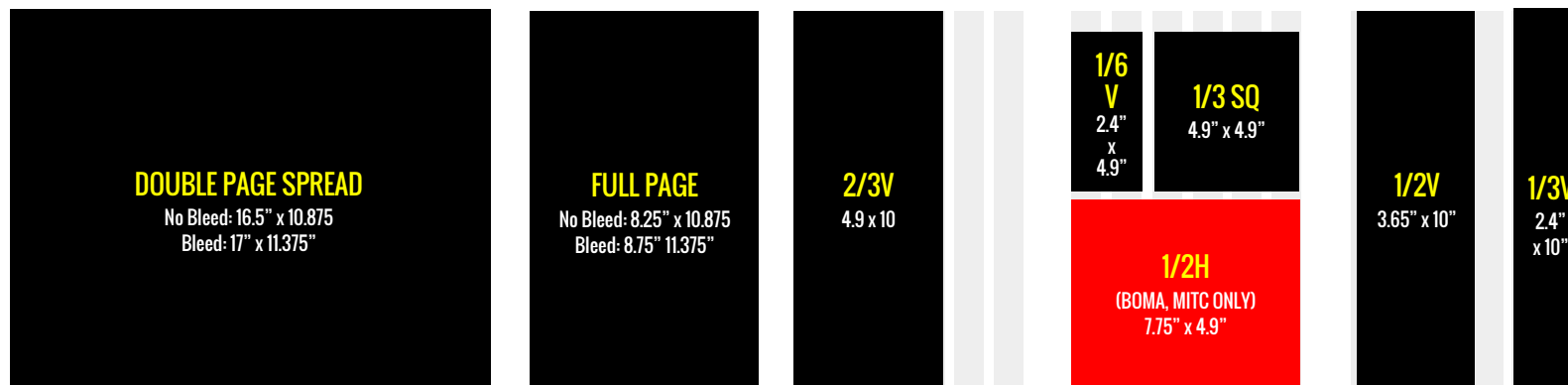
- PDF, high resolution, fonts outlined, images embedded
- Illustrator CS (up to version 5.5) .eps or .ai with fonts outlined
- Photoshop images minimum of 200 dpi at 100%.
- All colour must be process (no spot colour available)
- Please convert PMS to CMYK process colour prior to submitting
- Font sizes used in your ad should be no smaller than 8 points
- Bleed is not available for newspaper ads

## PRINTING DETAILS

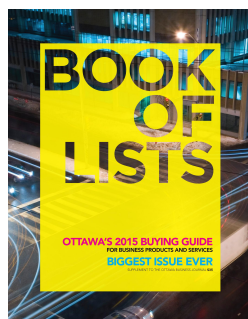
- Printed on newsprint on WEB press
- Line screen 100
- Black ink limit 85
- Total black density 1.10
- GCR (not UCR) Gray colour reduction
- Total ink limit 240
- Total ink gain 25%
- Rick black on newsprint: **C**40% / **M**0% / **Y**0% / **K**100%



# OBJ Magazine Mechanical Specifications



## Specifications for Book of Lists only:



**FULL PAGE**  
BLEED AREA (covers only)  
11" x 14"

TRIM AREA  
10.5" x 13.5"

LIVE AREA (inside ads)  
10.25" x 13.25"

Banner sizes available  
for Sector Snapshot and  
Who's Who sections:

**1/4H** 9.833" x 3.071"

## GETTING TECHNICAL

- PDF, high resolution, fonts outlined, images embedded
- Illustrator CS (up to version 5.5) .eps or .ai with fonts outlined
- Photoshop images minimum of 300 dpi at 100%.
- All colour must be process (no spot colour available)
- Please convert PMS to CMYK process colour prior to submitting
- Font sizes used in your ad should be no smaller than 8 points

**Super Banner 728 x 90 pixels**

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BUSINESS JOURNAL**

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## Planning committee green-lights Slater Street tower

OBI Staff  
Published on November 05, 2015

Despite some concerns about available green space and the type of retail that may move in, the city's planning committee Tuesday unanimously approved rezoning for a 27-storey mixed-use tower at 383 Slater St. at the corner of Bay.

The site is currently home to the two-storey Alberta Savings & Credit Union building and falls in Somerset Corridor. Catherine McKenney's word.

Mrs. McKenney, who does not sit on the planning committee, was at the meeting expressing her concerns about shrinking green space in the downtown core. The site echoed some of her residents' wishes for a grocery store on the main floor of Brookfield Construction's proposed tower, which would include 300 rental apartments and ground-floor commercial space.

Some of the language from the last planning committee meeting emerged once again, with Mrs. McKenney saying the building would have the "wow" factor if such a store were included.

Residents also said they were concerned about the tower's proposed entrance and exits being located near a busy bike lane and current OC Transpo stop.

Council will vote on the Slater Street proposal on Nov. 23.

The committee also recommended rezoning 3605 Peel Ave. N.E. to make room for a 33-unit hotel complex. Mayor Park Management wants to turn its property at the corner of Peel Avenue Drive and Dean Martin Crescent into a Housewired Suites by Hilton.

A rendering of the project's rendering of a proposed development for 383 Slater St.

## Big Box 300 x 250 pixels

Advertising

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Advertising

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 **PITCHFEST + EXPO** **BIGGER, BOLDER, BETTER EVENTS in 2017... and beyond**  
November 20 | Aberdeen Pavilion, Lansdowne Park   
**REGISTER NOW!**

# OBJ.ca Advertising for 2016-2017

November 30, 2015  
Ottawa  
-4°C  
Complete weather forecast

**OTTAWA BUSINESS JOURNAL**  
The power to build your business

Local Technology Real Estate Canada World Opinion Other Sponsored Content Events Subscribers Magazines

Blog > Susanne Gretsbach > BrzeauSeller.LLP - Susanne Gretsbach

## All new parents should make a will

Published on October 26, 2015

Share 37 Tweet 1 +1 1 in Share 0 Comment 0 Send to a friend 0 Print 0

Advertising

**More**

- OBJToday Email Newsletter
- Forty Under 40
- Mayor's Breakfast Series
- Upcoming Events
- Market Leaders

**Sponsored Article**

Major life events provide an excellent reminder to update (or begin!) your estate planning. I'm sure you've heard (likely more than once!) that once you start having children, you should consult a lawyer to make a Will. As I work primarily in the area of Wills and Estates, it should come as no surprise that this blog is meant to reinforce that advice. I will also provide a few key issues to consider before you sit down to discuss with your entire family (including a co-parent/ partner) and before you make that phone call to set up an appointment with your lawyer.

**1. FAMILY STATUS: THERE IS A DIFFERENCE BETWEEN MARRIED AND COMMON LAW**

Simply put, if you are married, your spouse is automatically entitled to certain property rights after you die in Ontario. Common law spouses in Ontario do not have this automatic entitlement. If you have a Will, however, you can direct that assets owned by you should go to your common law spouse. If there is no Will, your assets, other than assets that are jointly held or with a designated beneficiary (as discussed below) are distributed according to Ontario intestacy laws.

**10 latest articles**

- November 23, 2015  
Testamentary Trusts and the Graduated Rate Estate: Recent...
- August 04, 2015  
"In the Event of Extreme Physical or Mental..."
- April 27, 2015  
"In the Event of Extreme Physical or Mental..."
- March 03, 2015  
Pay Once, File Twice: Recent Changes to Estate...

November 10, 2015  
Ottawa  
10°C  
Complete weather forecast

**OTTAWA BUSINESS JOURNAL**  
The power to build your business

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Blog > Alvin MacDonald > Richardson GMP Limited

## Switching Gears: When Business Owners Become Investors

Published on May 11, 2015

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Advertising

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## EXPERT BLOGS ON OBJ.CA (cost per week)

- An excellent opportunity for professional service providers who want to demonstrate their expertise to OBJ's 65,000+ online readers and an average 40,000 impressions per week
- Blog is posted to OBJ.ca with company name, author name, and photo
- PLUS, every blog is included for one week on OBJToday email newsletter, extending audience to another 9,000 to 10,000 readers
- Blog is archived indefinitely on OBJ.ca website, which is SEO optimized, often leading to continued readership for months and years after campaign
- Blog authors are encouraged to post link to their social media channels and benefit from the credibility of OBJ
- Minimum purchase of eight blogs in 12-month period

Ad Size	8 Weeks	9-25 Weeks	26-39 Weeks	40+ Weeks
Column	\$500	450	390	320

## GETTING TECHNICAL

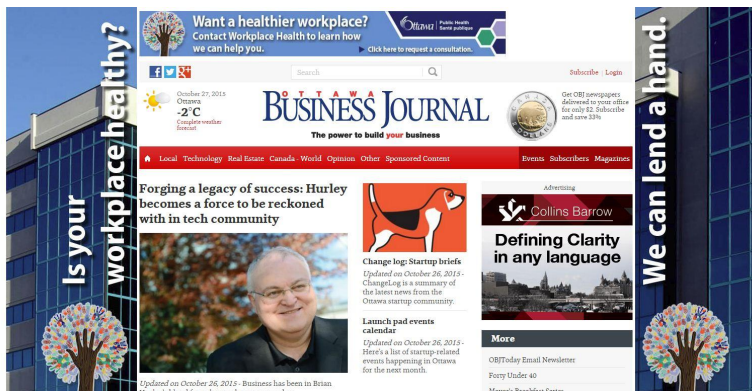
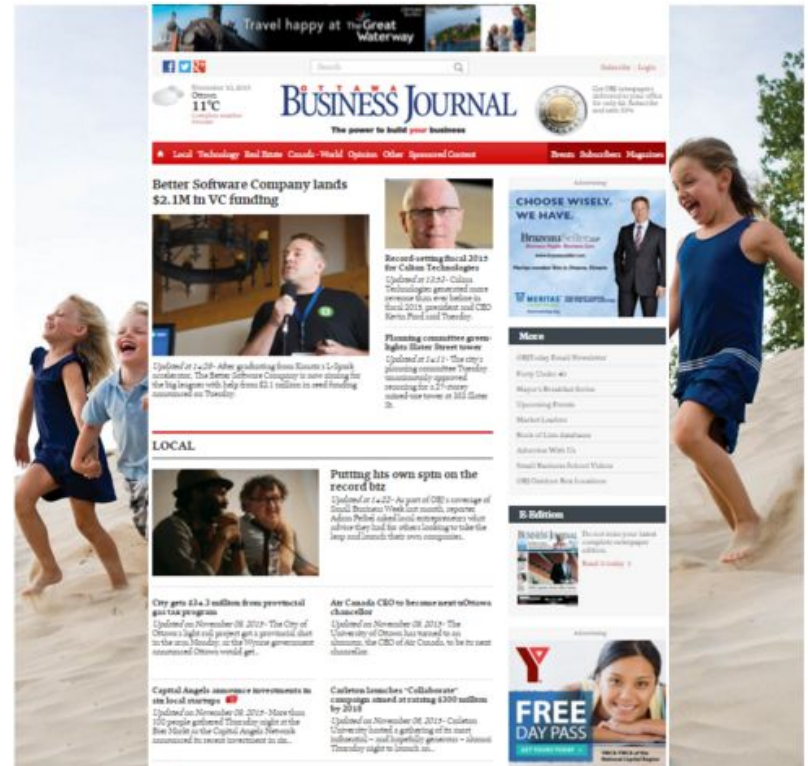
- Headshot of writer in .jpg format- at least 150 kb file weight
- Name of author
- Title of blog
- Body text less than 700 words, all edits completed
- Photos/ images/ logos are not included within the body of the blog
- Blog text is posted to website as submitted by author (no edits)



# OBJ.ca Special Advertising Positions for 2016-2017

## WALLPAPER W/ BANNER ON OBJ.CA WEBSITE (cost per week)

- Wallpaper advertising offers advertisers the opportunity to brand the complete OBJ website and is ideal for building brand awareness. The static wallpaper covers the right and left hand rails on the page. The clickable top and bottom super banner are dominated for the duration of the campaign (10 positions total). Available once per quarter. **Cost is \$2,000 per week.**



# OBJ.ca Special Advertising Positions for 2016-2017

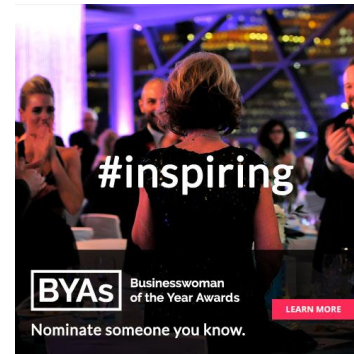


## VOKEN (POP-UP) ADS ON OBJ.CA WEBSITE (cost per week)

- Voken ads are free-floating ad units that are layered on top of the website and appear for nine seconds. They are much more noticeable than banners and other online ad types by 49%. They are shown once every four hours per different IP address. Average impressions is 10,000 per week.  
**Cost is \$750 per week.**

## GETTING TECHNICAL

- 500px wide x 500px high
- Max file weight is 100 kb
- URL web link required





# OBJToday Email Newsletter Advertising Rates for 2016-2017

## WHAT IS OBJTODAY?

- Daily Email Newsletter sent weekdays (Monday to Friday) at approximately 4:30 pm
- Local business news coverage that digs beneath the surface sent directly from our editors and contributors to your inbox every day
- OBJ's 20-years of experience in delivering credible news to the Ottawa business community
- Includes: Ottawa businesses' profiles, stories, updates, local events, industry expert blogs, and offers and information from our advertising partners
- Feature of the week including case studies, business growth survey results, key ottawa business stats, and more
- Optimized for smartphones and mobile devices

## CAMPAIGN ADS ON OBJToday EMAIL NEWSLETTER (cost per week)

- Subscribers are double opt-in, CASL compliant
- Number of subscribers is approx. 10,000
- Minimum campaign period is four (4) weeks
- Highly recommend clients vary design of ads over course of campaign
- Box: 300px wide x 250px high
- .jpg, .gif file format
- 40kb max file weight
- URL web link required



Ad Size	4 Weeks	5-11 Weeks	12-23 Weeks	24+ Weeks
Big Box	\$300	275	250	225

OBJToday - The Essential Email Update for Ottawa Business Leaders

**OBJToday**  
THE ESSENTIAL UPDATE FOR OTTAWA BUSINESS LEADERS

**Position #1:  
Big Box  
300 x 250px**

**January 2017**  
Ottawa chamber backs RendezVous LeBreton bid

**NEWS**  
Local elevator consulting firm merges with Toronto company

**NEWS**  
Medical marijuana producers eye changes for advertising regulations

**NEWS**  
Baby formula maker Abbott to buy medical test provider Alere

**NEWS**  
IBM names Weather Co. chief as Watson's new boss

**NEWS**  
Canadian manufacturers see stronger export sales, but overall outlook bleak; RBC

**Position #2:  
Big Box  
300 x 250px**

**Position #3:  
Big Box  
300 x 250px**

**SPONSORED CONTENT**  
Sophisticated urban living in the heart of Ottawa's ByWard Market

**SPONSORED CONTENT**  
Carleton Co-op: a solution for your hiring needs

**TECHNOLOGY NEWS**  
The fight for online privacy  
The debate over government reach in the online realm has been on the forefront of the public conscious. Read more

**SUBSCRIBE TO TECNOPIA**

**Position #4:  
Big Box  
300 x 250px**

**EXPERT BLOGGER**  
David Reid: How much faith should we have in good faith?

**EXPERT BLOGGER**  
Loren Krosker: Tax Alert - Changes to Stock Option Deductions

**UPCOMING EVENTS**  
Feb 4 - Mayor's Breakfast - Naheed Nenshi, Mayor of Calgary @ Ottawa city Hall  
Feb 17 - Dr. Jack Kilts, CEO, The Ottawa Hospital @ Sheraton Ottawa Hotel  
For more events [click here](#)

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**BUSINESS JOURNAL**

# OBJ E-blasts Advertising Rates for 2016-2017

Ottawa Business Journal partner, **Ottawa Public Health** improves and advocates for health and well-being through prevention, promotion and protection. Ottawa Public Health's vision is where all of Ottawa's communities and people are healthy, safe and actively engaged in their well-being.



**Did you know that Ottawa Public Health offers services to workplaces at no cost to you?**

**Workplace Health**  
613-580-6744, ext. 24197 | [WorkplaceHealth@ottawa.ca](mailto:WorkplaceHealth@ottawa.ca)

Our team of experienced Public Health Nurses offers a variety of programs and services to help your staff stay healthy, both physically and mentally.

Improve your bottom line: Take care of your biggest asset, your employees.

Companies that support workplace health have a greater percentage of employees at work every day and less presenteeism.

Visit our website to find more information about our:

#### • Consultations

- Support to implement the National Standard for Psychological Health and Safety in the Workplace

- Training for health/safety/wellness/HR staff

- Local health information and resources

- Ready to use health policies

- Interactive sessions on key health topics

- Healthy lifestyle displays

E-mail  
[workplacehealth@ottawa.ca](mailto:workplacehealth@ottawa.ca)

Call to book your services  
613-580-6744, ext.24197

Join **Workplace Health Ottawa** and connect with others interested in wellness at work.

Subscribe to our **free e-bulletin** to stay up-to-date with current issues.

Follow us on **Twitter**

Like us on **Facebook**

613-580-6744  
TTY/ATS: 613-580-9656

[OttawaPublicHealth.ca](http://OttawaPublicHealth.ca)  
[SantePubliqueOttawa.ca](http://SantePubliqueOttawa.ca)

Hire Immigrants Ottawa, an Ottawa Business Journal partner, is offering complimentary cross-cultural competency training sessions for employers, managers and human resources staff. You'll gain skills, tools and strategies to help you adapt your workplace for a diverse employee base. See below for details.



**Get support to EFFECTIVELY MANAGE YOUR DIVERSE WORKFORCE.**  
Complementary Cross-cultural competency training for businesses, HR personnel and people managers. **REGISTER NOW!**

**Be COMPETITIVE. Be PROACTIVE. Be INNOVATIVE.**



#### Learn strategies to:

- MAXIMIZE employee engagement
- OPTIMIZE communication among your employees
- LEVERAGE diverse perspectives of your teams

#### What we offer:

##### CROSS-CULTURAL COMPETENCY TRAINING

- Seven modules
- Interactive, half-day sessions
- Free of cost professional development
- Complete four sessions for certification

Funded by: 

**Register Now**

[info@hireimmigrantsottawa.ca](mailto:info@hireimmigrantsottawa.ca)

Tel: 613-683-3370

#### Who should attend:

- Business owners
- HR personnel
- People managers
- Diversity managers
- Anyone with HR responsibilities



Ottawa Business Journal partner **Corporate Renaissance Group (CRGroup)**, a global provider of innovative solutions that improve business management and performance, is hosting free seminars here in Ottawa.



**Start the New Year with Better Business Software**  
Attend a free seminar (or two) at the Sheraton Hotel on Tuesday, February 10, 2015

Would you like to start the New Year with a new business system that will help you see and understand your data? Or do you need a solution that will improve your budgeting, planning and forecasting in 2015? Take your pick!

CRGroup will be hosting two complimentary seminars on **February 10th** at the **Sheraton Hotel in Ottawa**.

- The first seminar will demonstrate how easy it is to use **business intelligence and data visualization** tools to gain insight into your data.
- The second seminar is geared towards finance folks that need to streamline and improve their **budgeting and forecasting** process.

**Corporate Renaissance Group (CRGroup)** is a global provider of innovative solutions that improve business management and performance, based in Ottawa. Learn more at [www.crgroup.com](http://www.crgroup.com).

Please note that space is limited, so make sure to register early!

**Tableau Software for Data Analysis**  
9:00 AM - 10:00 AM

**Budgeting & Planning Solutions**  
10:30 AM - 12:00 PM

**Date:** Tuesday, February 10, 2015

**Location:** Sheraton Ottawa Hotel, 150 Albert Street, Ottawa, ON K1P 5G2

**Register:** To secure your spot in one or both seminars, please visit: [www.crgroup.com/events](http://www.crgroup.com/events) or call 613-232-4295 ext. 319.

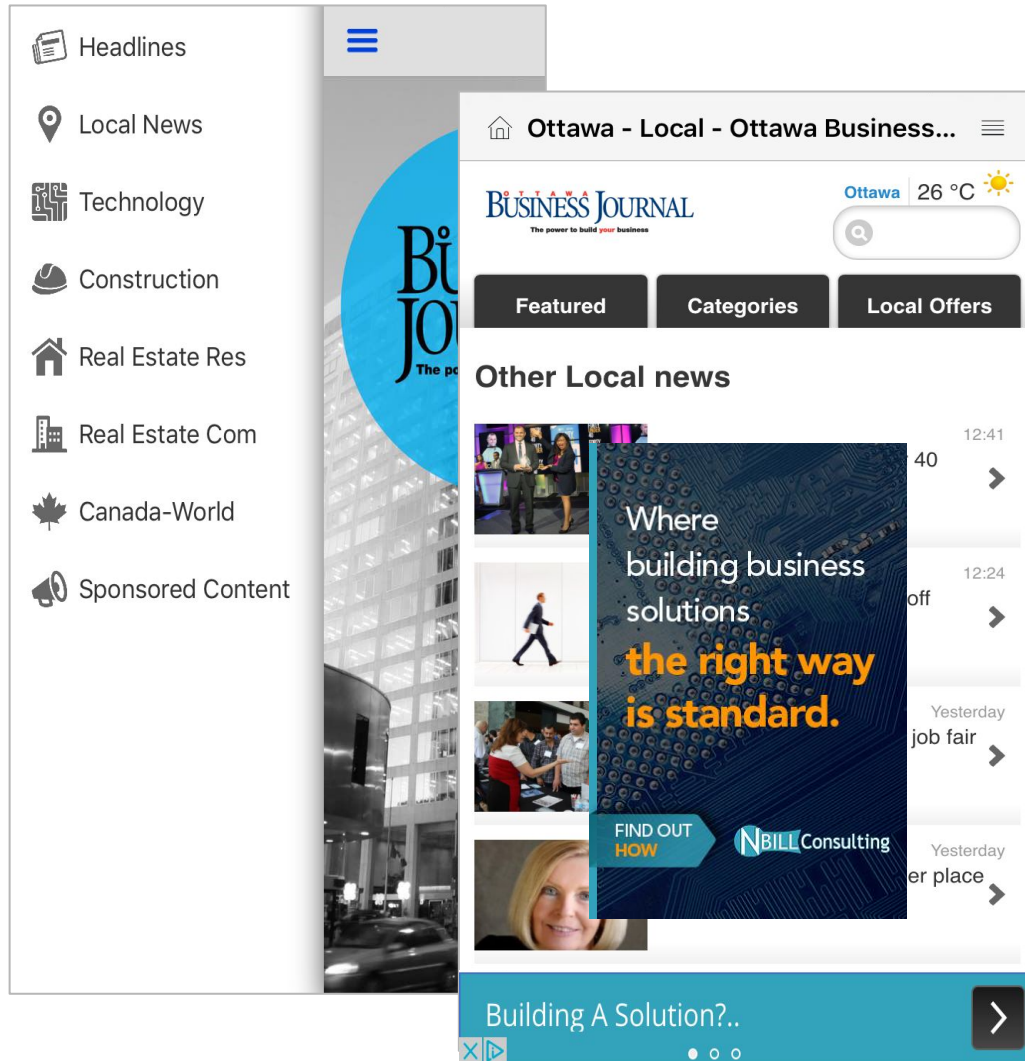
**25 Years of Exceptional Service and Solutions**

## SPONSORED EMAILS (E-BLASTS)

- These allow advertisers to reach OBJ's opt-in and CASL-compliant database of 4500+ subscribers who have agreed to receive special messages from OBJ clients. Limited availability, once per week. See specs sheet for creative requirements. **Cost is \$1,000 per email send.**



# OBJ Mobile App Advertising for 2016 - 2017



## OBJ MOBILE APP SPONSORSHIP

### LAUNCHED JUNE 2016

- **NEW** mobile web app from Ottawa Business Journal for IOS and Android devices. App is available for free download from the Apple and Google Play stores. OBJ readers can instantly and directly access the obj.ca mobile website with a dedicated app - no browser required. Sponsorship packages will get your brand message in front of dedicated OBJ readers. Quarterly sponsorship packages available in 3-month blocks. **\$4,000/ 3-months**

## AD SIZES:

### Interstitial Ads (Pop-ups)

- 320 x 480 px Smartphone Interstitial (portrait)
- 480 x 320 px Smartphone Interstitial (landscape)
- 768 x 1024 px Tablet Interstitial (portrait)
- 1024 x 768 px Tablet Interstitial (landscape)
- 320 x 50 px Mobile Banner (portrait)
- 480 x 50 px Mobile Banner (landscape)

## GETTING TECHNICAL

- .GIF, .JPG, .PNG format
- Max file weight is 150 kb, 50 kb is ideal
- URL web link required
- Company logo
- Company colours in RGB / Hexidecimal codes

# OBJ Programmatic Advertising Specs for 2016 - 2017

## OBJ MOBILE APP SPONSORSHIP

### LAUNCHED JUNE 2016

- **NEW** mobile web app from Ottawa Business Journal for IOS and Android devices. App is available for free download from the Apple and Google Play stores. OBJ readers can instantly and directly access the obj.ca mobile website with a dedicated app - no browser required. Sponsorship packages will get your brand message in front of dedicated OBJ readers. Quarterly sponsorship packages available in 3-month blocks. **\$4,000/ 3-months**

## AD SIZES:

### Interstitial Ads (Pop-ups)

- 320 x 480 px Smartphone Interstitial (portrait)
- 480 x 320 px Smartphone Interstitial (landscape)
- 768 x 1024 px Tablet Interstitial (portrait)
- 1024 x 768 px Tablet Interstitial (landscape)

### Text Banner Ad

- Headline: 25 characters
- Ad text line 1: 35 characters
- Ad text line 2: 35 characters

## GETTING TECHNICAL

- .GIF, .JPG, .PNG format
- Max file weight is 150 kb, 50 kb is ideal
- URL web link required
- Company logo
- Company colours in RGB / Hexidecimal codes