

# OTTAWA BUSINESS JOURNAL

## **OUR STORY**

For more than 25 years the Ottawa Business Journal has kept local business leaders informed, inspired and connected through news, data and events.

OBJ is a true multimedia company with well-established products in many formats: web, social, email, video, audio and virtual events. Additionally, publishes authoritative print products, many of which target niche audiences.

What sets the Ottawa Business Journal apart? It is widely recognized as a trusted news source, a champion of entrepreneurship and a gatherer of business leaders from all sectors.

This media kit is your guide on how to connect with an exclusive and affluent audience of business decision-makers in Ottawa-Gatineau and Eastern Ontario.

**Need to talk with a real person? Please email [sales@obj.ca](mailto:sales@obj.ca)**

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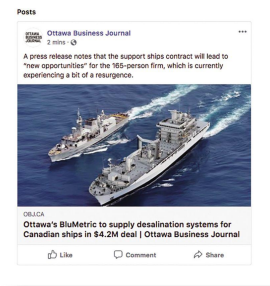
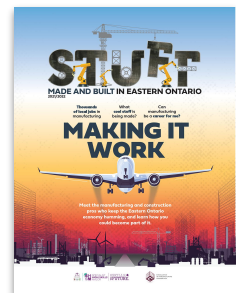
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## How to use this media kit

This media kit is an overview of OBJ products and services. In many cases, this media kit has links to other documents that provide more details. Also, whenever possible, images in this media kit are linked to digital examples of the products. OBJ recommends you talk to our team. Email [sales@obj.ca](mailto:sales@obj.ca)



**BUILD AWARENESS, SHARE EXPERTISE,  
CREATE CONNECTIONS**

Ottawa Business Journal is at the centre of the region’s business community. OBJ provides unique, relevant and compelling content across multiple channels. OBJ has built a large and loyal audience. The numbers speak for themselves.

**Local business news  
articles published**

**50K+**

**Local business  
events organized**

**500+**

**Awards presented  
to celebrate success**

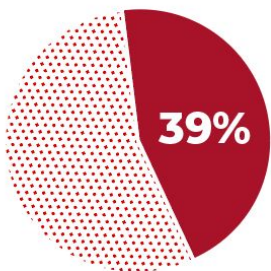
**1,000+**

**\$250K+** Cash donations to local charities

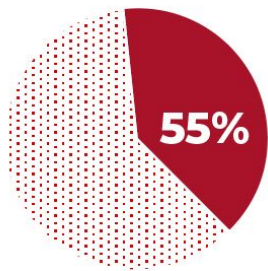


## **OBJ's COMMUNITY**

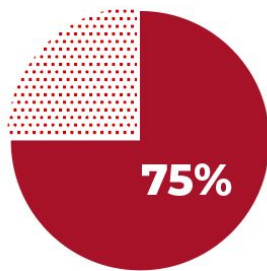
### OUR UNPARALLELED AUDIENCE



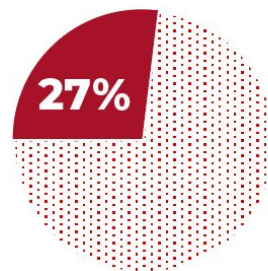
**Owners, CEOs, presidents**



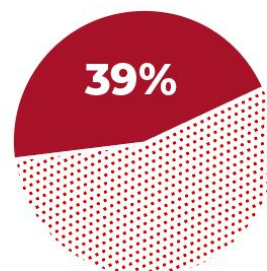
**Professionals, executives and managers**



**Make business purchasers under \$500K**



**Make business purchasers over \$500K**



**Household incomes above \$250K**

About 75% of OBJ's audience does not regularly consume other traditional local news media. OBJ's audience is largely unique and unreplicated by local TV, local radio and local newspapers.



## OBJ's AUDIENCE

### AUDIENCE AGE DEMOGRAPHIC

**29%**

25-34 Years

**25%**

35-44 Years

**21%**

45-54 Years

**12%**

55-64 Years

### AUDIENCE COMPANY PROFILE

**39%**

**Lead companies with  
\$3M+ in annual revenue**  
(26% companies more than  
\$10 million in revenue)

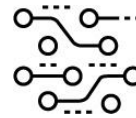
**80%**

**Have fewer than 25 employees**  
Reflecting Ottawa's business  
scene, OBJ speaks to small- to  
middle-sized companies

## AUDIENCE BY SECTOR

OBJ's audience works in diverse  
range of economic sectors.

The top five sectors include:



**1** TECHNOLOGY



**2** PROFESSIONAL  
SERVICES



**3** REAL  
ESTATE



**4** FINANCIAL  
SERVICES



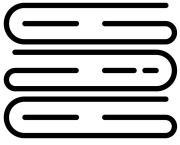
**5** PUBLIC  
SECTOR

## OTHER SECTORS

- Non-Profit
- Communications
- Education
- Business Services
- Hospitality
- Health & Wellness
- Retail
- Transportation
- Aerospace & Defence
- Construction

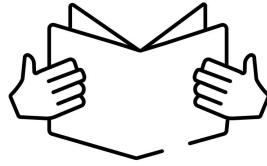
## OBJ's AUDIENCE BY THE NUMBERS

### NEWSMAGAZINE + DIGITAL EDITION



**10,000**

**Printed  
newsmagazines  
quarterly**



**18,000**

**Readers**  
(average of 1.8  
readers per copy)



**20,000+**

**Businesses  
reached by  
Canada Post  
every four issues**



**5,000**

**Readers of the  
digital edition  
newsmagazine**

### WEBSITE + E-NEWSLETTER

**125,000**

**Visitors on OBJ.ca each month**

**250,000**

**Pages read on OBJ.ca each month**

**8,000+**

**Opt-in subscribers to OBJToday,  
sent Monday to Friday.**

### VIDEOS ON YOUTUBE

**1,000+**

**Videos posted to YouTube**

**7,500**

**YouTube views per month**

**25,500+**

**Minutes of videos watched  
on YouTube per month**

### SOCIAL MEDIA CHANNELS

**24,000**

**LinkedIn followers**

**18,000**

**Twitter followers**

**8,000**

**Facebook followers**

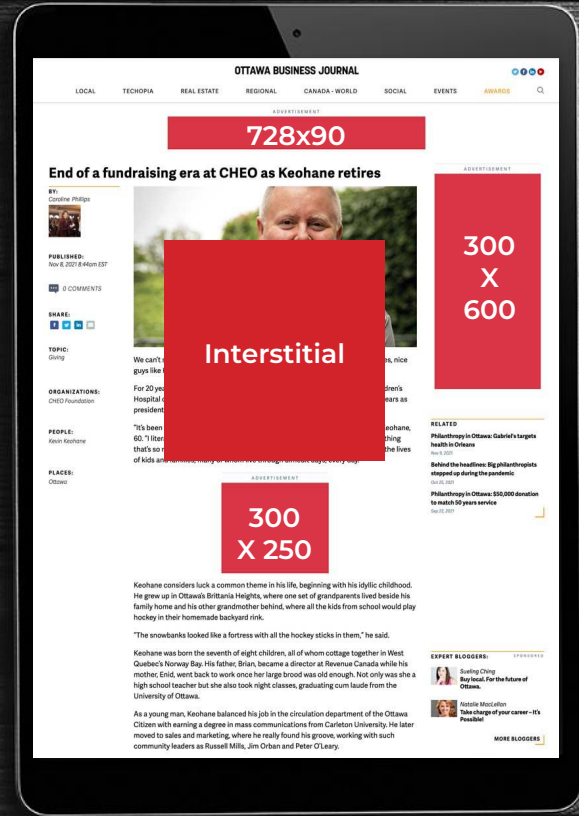
# DISPLAY ADVERTISING: DIGITAL WEBSITE BANNER ADS

# 125,000

Visitors on OBJ.ca each month

# 250,000

Pages read on OBJ.ca each month



IMPRESSIONS	1 MONTH	2-4 MONTHS	5-8 MONTHS	9-12 MONTHS
Number per month	Regular rate	5% discount	10% discount	15% discount
<b>40,000</b> (mth)	<b>\$2,400</b>	<b>\$2,280</b>	<b>\$2,160</b>	<b>\$2,040</b>
<b>60,000</b> (mth)	<b>\$3,480</b>	<b>\$3,306</b>	<b>\$3,132</b>	<b>\$2,958</b>
<b>80,000</b> (mth)	<b>\$4,480</b>	<b>\$4,256</b>	<b>\$4,032</b>	<b>\$3,808</b>
<b>100,000</b> (mth)	<b>\$5,400</b>	<b>\$5,130</b>	<b>\$4,860</b>	<b>\$4,590</b>
<b>Interstitial</b> (week)	<b>\$1,650</b>	—	—	—

## Web ads:

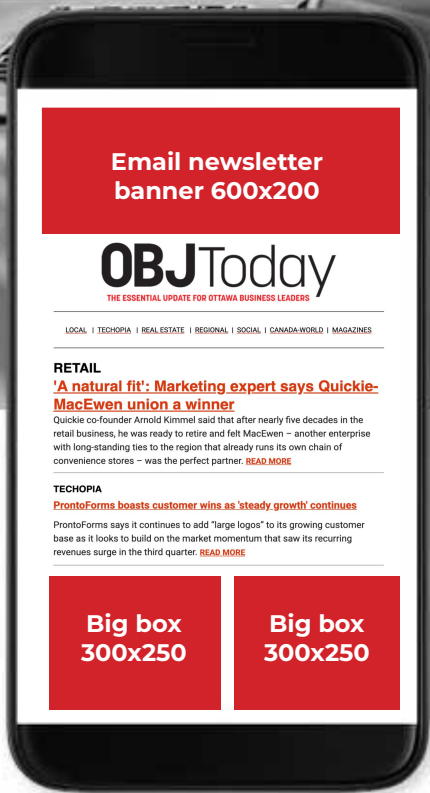
CPM rates included for 300x250, 300x600 and 728x90 web ad sizes. Interstitial web ads sold separately, by week.

## Discount Bundles:

- 5% overall discount for adding one additional marketing product
- 10% overall discount for adding two additional marketing products
- 15% overall discount for adding three or more marketing products

**CLICK HERE FOR DETAILED SPECIFICATIONS**

# DISPLAY ADVERTISING: DIGITAL EMAIL NEWSLETTER BANNER ADS



## REACHING INBOXES EVERY WEEKDAY

Deliver your marketing message directly to the inboxes of thousands of local business leaders. **OBJToday** email newsletter is sent Monday to Friday around 4 pm. It includes a quick update on the day's local business headlines, making it a favourite read. Display advertisements are available in two sizes – a top banner ad or big box ads. OBJ recommends monthly campaigns for best results.

AD SIZE	1 MONTH	2-4 MONTH	5-8 MONTHS	9-12 MONTH
	Regular Rate	5% Discount	10% Discount	15% Discount
<b>BANNER 600x200</b>	<b>\$3,600</b>	<b>\$3,420</b>	<b>\$3,240</b>	<b>\$3,060</b>
<b>BOX AD 300x250</b>	<b>\$3,000</b>	<b>\$2,850</b>	<b>\$2,700</b>	<b>\$2,550</b>

### Discount Bundles:

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- 15% overall discount for adding three or more marketing products

[CLICK HERE FOR DETAILED SPECIFICATIONS](#)



**DISPLAY ADVERTISING: DIGITAL**  
PROGRAMMATIC DISPLAY

Imagine advertising to only the people most interested in your product or services



# ADVERTISING + BIG DATA

- OBJ has established strategic partnerships with providers of state-of-the-art programmatic advertising
- In its simplest form, these are web banner ads that can appear on thousands of websites, across vast digital advertising networks
- The real benefit comes from powerful targeting options
- Advertisers can combine various targeting options — geographic, demographic, behavioural and propensity to buy — to only show their banner ads to very specific prospects
- This is the combination of advertising and big data coming together

**Campaigns start at \$1,000/month with a minimum of three-month commitment. Full campaign reporting provided.**

**Need to talk with a real person? Please email [sales@obj.ca](mailto:sales@obj.ca)**



# DISPLAY ADVERTISING: PRINT & DIGITAL EDITION

## OTTAWA BUSINESS JOURNAL NEWSMAGAZINE

OBJ's quarterly print newsmagazine is still a foundation of our local business journalism mission. With a polished design and high-impact cover stories, OBJ newsmagazine is a must-read for business owners and senior managers. It gives them the news, features and special reports all packaged together in a printed format and digital edition.

The newsmagazine also has a powerful distribution strategy that includes 300+ direct distribution points supplemented by thousands of drops from Canada Post.



**Each newsmagazine has 10,000 printed copies and 5,000 digital edition reads**



# IN EACH ISSUE

- Cover story
- Prospectus column from Michael Curran
- Editor's note from Anne Howland
- Datebook events calendar
- Up Close profile from Caroline Phillips
- Column: Mark Sutcliffe
- Column: Ron Corbett
- Real Estate
- Techopia
- HR Update
- OBJ Social
- The List
- People on the Move
- For the Record

# DISPLAY ADVERTISING: PRINT & DIGITAL EDITION

## OTTAWA BUSINESS JOURNAL SCHEDULE AND RATE CARD

<b>WINTER 2022</b> Jan 4   <b>Dec 7</b>	<b>SPRING 2022</b> March 28   <b>March 15</b>	<b>SUMMER 2022</b> June 6   <b>May 24</b>	<b>FALL 2022</b> Sept 26   <b>Sept 13</b>
<b>WINTER 2023</b> Jan 3   <b>Dec 13</b>	<b>SPRING 2023</b> March 27   <b>March 17</b>	<b>SUMMER 2023</b> June 5   <b>May 26</b>	<b>FALL 2023</b> Sept 25   <b>Sept 15</b>

Dates in **BLACK** are distribution dates. Dates in **RED** are ad booking deadlines.



### DISTRIBUTION

**Kanata and Rural West (5,000) Winter 2022 and 2023**  
**Ottawa West and South (5,000) Fall 2022 and 2023**  
**Central Ottawa (5,000) Summer 2022 and 2023**  
**Lowertown and Ottawa East (5,000) Spring 2022 and 2023**

### NEED MECHANICAL SPECIFICATIONS?

[Click here to access a detailed specifications document.](#)

## OBJ NEWSMAGAZINE ADVERTISING RATES 2022

OBJ NEWSMAGAZINE	1 INSERTION	2 INSERTIONS	3 INSERTIONS	4 INSERTIONS
<b>Ad Size</b>	<b>Regular Rate</b>	<b>5% Discount</b>	<b>10% Discount</b>	<b>15% Discount</b>
Full Page	\$3,158	\$3,000	\$2,842	\$2,684
3/4 Page	\$2,723	\$2,587	\$2,451	\$2,315
1/2 Page	\$1,991	\$1,891	\$1,792	\$1,692
1/4 Page	\$1,304	\$1,239	\$1,174	\$1,108
1/8 Page	\$510	\$484	\$459	\$433
<b>Special Ad Sizes</b>	<b>Regular Rate</b>	<b>5% Discount</b>	<b>10% Discount</b>	<b>15% Discount</b>
False Cover & Page 2	\$5,527	\$5,251	\$4,974	\$4,698
Double Page Spread	\$4,737	\$4,500	\$4,263	\$4,026
Backpage	\$3,948	\$3,751	\$3,553	\$3,356
Section Earlug *limited avail.	\$255	\$243	\$230	\$217

### Discount Bundles:

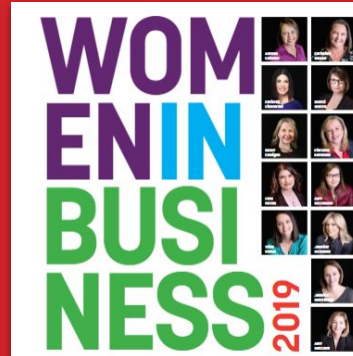
5% overall discount for adding one additional marketing product

10% overall discount for adding two additional marketing products

15% overall discount for adding three or more marketing products

# DISPLAY ADVERTISING: PRINT & DIGITAL EDITION

## SPECIAL REPORTS INSIDE OBJ NEWSMAGAZINE



The following are special reports that are contained inside OBJ's quarterly newsmagazine and digital edition. Special reports allow advertisers to target specific types of content.

**HR UPDATE** is a quarterly special report exploring issues and trends in human resources across a variety of sectors. For more more information [click here](#).

**BEST OFFICES OTTAWA** is an advertising supplement that profiles the most aesthetically beautiful, functional and healthy workplaces in the national capital region.

**DEFENCE & SECURITY** is an annual report that looks at Ottawa's thriving defence and security industry. For more more information [click here](#).

### **WOMEN IN BUSINESS**

A report that explores gender issues in business and profiles finalists for the Women's Business Network's Businesswoman of the Year.

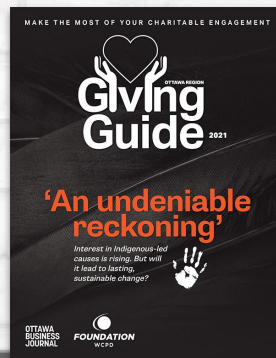
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**Need to talk with a real person? Please email [sales@obj.ca](mailto:sales@obj.ca)**



## DISPLAY ADVERTISING: PRINT & DIGITAL EDITION SPECIALTY MAGAZINES



### Book of Lists

The Book of Lists is OBJ's most sought-after publication. It contains lists of companies ranked by category and size, plus lots of bonus business data and profiles. Lock out the competition by sponsoring your industry list. [Read digital edition.](#)

### Building Owners and Managers Association (BOMA) Space Directory

This is a must-have directory of all major commercial and industrial building in Ottawa-Gatineau. It includes key data on all buildings, such as total square footage, year built, renovations, floor plate size and leasing contacts. [Read digital edition.](#)

### Giving Guide

Ottawa's only guide to corporate giving, including best practices in philanthropy, corporate social responsibility and profiles of major charities. [Read digital edition.](#)

### STUFF Made and Built in Eastern Ontario

STUFF is an annual guide to design and manufacturing in Eastern Ontario. It answers these three key questions: What is made and built? Who's making it? What kinds of jobs are available in the sector? [Click for website.](#)

## ASK US ABOUT SPONSORSHIP OPPORTUNITIES

### Discount Bundles:

5% overall discount for adding one additional marketing product

10% overall discount for adding two additional marketing products

15% overall discount for adding three or more marketing products

# DISPLAY ADVERTISING: PRINT & DIGITAL EDITION

## EASTERN ONTARIO BUSINESS JOURNAL NEWSMAGAZINE

Eastern Ontario Business Journal is OBJ's sister publication. It provides local business news coverage in outlying communities from Kington to Renfrew to Hawkesbury to Cornwall and everything in between.

**WHAT'S INCLUDED?** EOBJ includes weekly news coverage on OBJ.ca website, a monthly email newsletter and six printed / digital editions per year. Two of the editions are stand-alone publications. Four editions are supplements in OBJ's quarterly newsmagazine.



**20,000**  
printed copies distributed

Mostly using Canada Post, the Eastern Ontario Business Journal is distributed directly to thousands of businesses.



# DISPLAY ADVERTISING: PRINT & DIGITAL EDITION

EASTERN ONTARIO BUSINESS JOURNAL NEWSMAGAZINE

## PUBLICATION DATES 2022

DATE	FORMAT	BOOKING DEADLINE
<u>Jan. 8, 2022</u>	Supplement in OBJ	Dec. 7 2021
<u>March 28, 2022</u>	Supplement in OBJ	March 15,2022
<u>April 17, 2022</u>	Stand alone publication	March 13, 2022
<u>June 6, 2022</u>	Supplement in OBJ	May 24, 2022
September 26, 2022	Supplement in OBJ	September 13, 2022
<u>Oct. 16, 2022</u>	Stand alone publication	September 8, 2022

## DISTRIBUTION OF STAND-ALONE PUBLICATIONS

20,000 print copies are distributed by Canada Post to all commercial addresses in the following areas: Kingston in the west, Renfrew in the north and Cornwall in the south and Hawkesbury in the east, including the counties of Renfrew, Frontenac, Lanark, Leeds and Grenville, Stormont, Dundas and Glengarry and Prescott & Russell.



**Need to talk with a real person? Please email [sales@obj.ca](mailto:sales@obj.ca)**

## ADVERTISING RATES

AD SIZE	1 INSERTION	2 INSERTIONS	3 INSERTIONS	4+ INSERTIONS
FULL PAGE	\$2,453	\$2,330	\$2,208	\$1,962
1/2 PAGE	\$1,546	\$1,469	\$1,391	\$1,237
1/4 PAGE	\$981	\$932	\$883	\$785
1/8 PAGE	\$398	\$378	\$358	\$318

## FIND OUT MORE ABOUT SPONSORSHIP OPPORTUNITIES

### Discount Bundles:

5% overall discount for adding one additional marketing product  
10% overall discount for adding two additional marketing products  
15% overall discount for adding three or more marketing products

[CLICK HERE FOR DETAILED SPECIFICATIONS](#)

## CONTENT MARKETING

### OBJ360 BUNDLES



# Tell your story with OBJ360

**Produced sponsored content, videos and webinars**



**SPONSORED  
CONTENT**



**EXPERT BLOGS/  
EXPERTS ONLINE**



**VIDEOS**



**WEBINARS**

OBJ360 content marketing involves creating written articles, social media posts, photos and sometimes videos. All of this content is then shared across multiple channels to reach all of OBJ's audience. Your company gains access to the OBJ360 content marketing team, which consults with your company to craft stories and share them.

# CONTENT MARKETING


## OBJ360 BUNDLES

OBJ360 content marketing is a consultative process with our team of writers, editors, designers, photographers and sometimes videographers. OBJ360 takes all the expertise acquired by OBJ over a quarter century and puts this to work for you. OBJ360 will create multimedia content bundles that help you connect with local business leaders.

## OBJ360 sample campaign

**Industry partnerships pave the way for a new generation of engineers**

University of Ottawa's Faculty of Engineering works with businesses to ensure graduates are ready to tackle real-world challenges on day one



**EDITOR'S NOTE**  
This article is sponsored by the University of Ottawa's Faculty of Engineering.


**ORGANIZATION:**  
University of Ottawa's Faculty of Engineering

**PEOPLE:**  
Tony Zaccaro, Peter Heath

The University of Ottawa's Faculty of Engineering is partnering with local industry leaders to provide students with co-op opportunities, internships and hands-on training to help them develop the working skills they need to be successful both inside and outside of the classroom.

**Ottawa Business Journal**

Sponsored: University of Ottawa, Wesley Clover team up to launch Alacrity Ottawa, to train, mentor and fund engineering students who want to become entrepreneurs. "Alacrity Ottawa is for those bright minds who want to learn what it takes to become an entrepreneur, but don't yet have a strong business idea and are looking for a challenge from industry," said Ottawa-Kanata North's Veronica Farmer (BAH, Executive MBA), #kannorth @alacrityOttawa



Building a pipeline of new Canadian entrepreneurs and tech startups in Kanata North | Ottawa Business Journal

**Industry partnerships pave the way for a new generation of engineers**

University of Ottawa's Faculty of Engineering works with businesses to ensure graduates are ready to tackle real-world challenges on day one



**EDITOR'S NOTE**  
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**ORGANIZATION:**  
University of Ottawa's Faculty of Engineering

**PEOPLE:**  
Tony Zaccaro, Peter Heath

The University of Ottawa's Faculty of Engineering is partnering with local industry leaders to provide students with co-op opportunities, internships and hands-on training to help them develop the working skills they need to be successful both inside and outside of the classroom.

**OBJ Today**  
THE ESSENTIAL UPDATE FOR OTTAWA BUSINESS LEADERS

LOCAL | TECHNOLOGY | REAL ESTATE  
REGIONAL | SOCIAL | CANADA-WORLD | MAGAZINES

**Acquisitions lay strong foundation for growth at Stittsville's Power-Tek Group**  
The transactions give the firm added momentum and even more room for growth as it comes off a fiscal 2020 that saw its revenues jump 20 per cent and crack the \$10-million mark.

**AVIATION**  
**Ottawa airport in 'scramble' to fund LRT station after feds cough up \$6.4M of projected \$16.8M cost**  
Passengers will likely face additional fee hikes to help pay for the project unless more funding can be found from other sources.

**360 LISGAR**  
Developer Ottawa (Ottawa Parking) Class '18' Office Space For Lease Available November 2021

**We connect great leaders with great organizations.**  
Explore and help leadership profiles, business opportunities and talent solutions.

**alacrity Ottawa**

**SPONSORED**  
Young entrepreneur sets sail

**SPONSORED**  
Building a pipeline of new

## OBJ360 campaign rates

CAMPAIGN DETAILS	1 TIME	2-6 TIMES	7-12 TIMES
Monthly campaign management fee	—	\$247	\$173
Write sponsored content article (350-600 words)	\$979	\$783	\$685
Professional photo shoots	\$412	\$330	\$288
Post sponsored content article to OBJ.ca	\$1,648	\$1,318	\$1,154
Post sponsored content article to OBJToday	\$412	\$330	\$288
Promote sponsored content article on OBJ social media	\$412	\$330	\$288
<b>TOTAL MONTHLY COST</b>	<b>\$3,750</b>	<b>\$3,240</b>	<b>\$2,835</b>
CAMPAIGN ADD-ONS			
Full-page in quarterly OBJ newsmagazine	\$1,545	\$1,236	\$1,082
Professionally produced 60-second video	\$2,500	—	—

# CONTENT MARKETING

## EXPERT BLOGS



# Blog on OBJ.ca

This is an excellent platform for professionals who want to demonstrate their expertise and [publish blogs on OBJ.ca website](#).

The blog is posted and actively promoted on OBJ.ca for minimum of one week with company name, author name and photo. (Note there is a also a video add-on available.)

Blog is then archived on OBJ.ca for at least one year, getting exposure for months and significant SEO benefits.

4-8 BLOGS	9-12 BLOGS
Blog including promotion	Blog including promotion
<b>\$595</b>	<b>\$495</b>

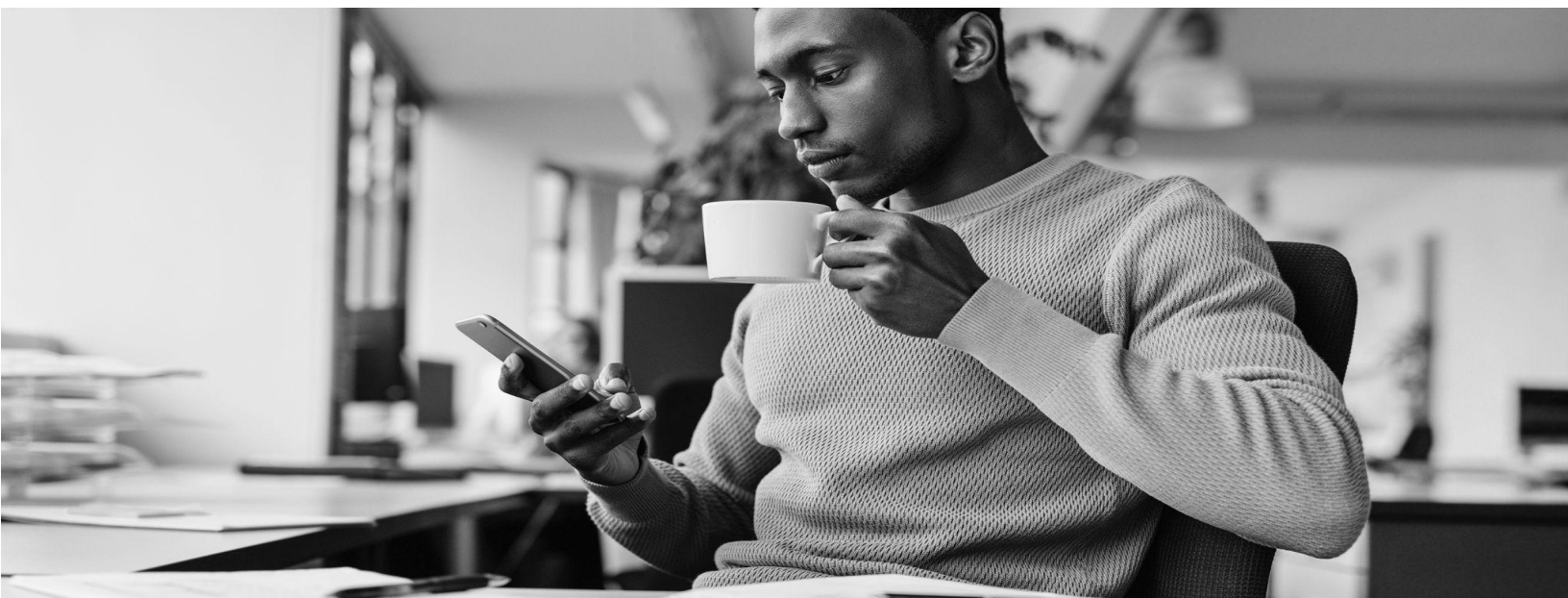
*Recommend minimum purchase of four blogs.*

Ask about adding a video interview for \$1,995.

### Discount Bundles:

- 5% overall discount for adding one additional marketing product
- 10% overall discount for adding two additional marketing products
- 15% overall discount for adding three or more marketing products

[CLICK HERE FOR DETAILED SPECIFICATIONS](#)



# 7,000

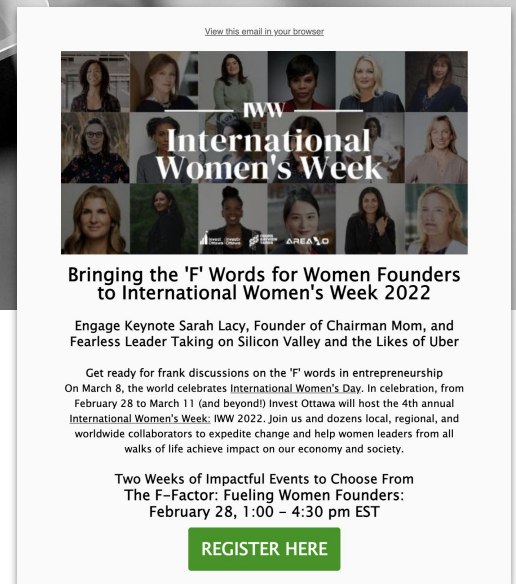
**Email subscribers**

PLUS, every blog is promoted on **OBJToday** email newsletter on five consecutive days, extending the audience



# CONTENT MARKETING

## CUSTOM EMAIL MARKETING BLASTS



- Email marketing is becoming ever more complicated and difficult because of the Canadian Anti-Spam Legislation (CASL)
- As a media organization, OBJ has the ability to regularly collect emails from website visitors, event attendees and social media followers
- OBJ offers a service to clients, where OBJ designs and sends its subscribers an email on behalf of the advertiser
- These emails reach OBJ's opt-in and CASL-compliant database of 5,000+ subscribers
- Limited availability, once per week

**Cost: Email with supplied content (HTML): \$1,650**

**Cost: Email that requires design: \$1,800**

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# CONTENT MARKETING

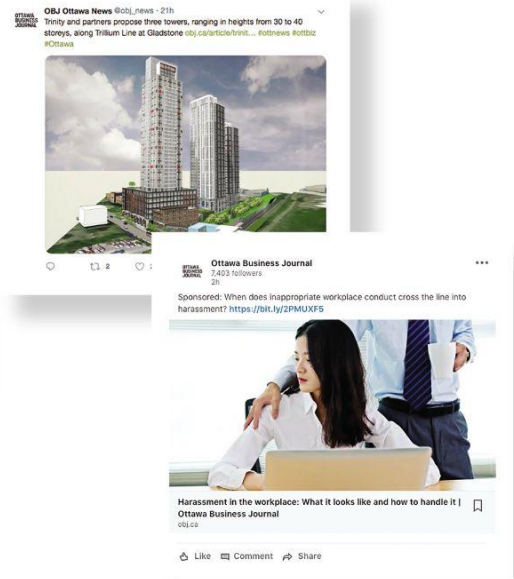
## SOCIAL MEDIA MARKETING

### Posts



## FAST FACT

OBJ has the largest LinkedIn following of any business group focused on the Ottawa market.



# 50,000+

followers on social media

**Amplify your OBJ360 campaign with sponsored posts on OBJ's LinkedIn, Twitter and Facebook accounts**

- OBJ will share your social media post (and boost the post for maximum reach) on all OBJ social channels, including LinkedIn (24,000), Twitter (18,000) and Facebook (8,000)
- Ask us about boosting your social media posts!

1 TIME	2-6 TIMES	7-12 TIMES
\$412	\$330	\$288

### Discount Bundles:

- 5% overall discount for adding one additional marketing product
- 10% overall discount for adding two additional marketing products
- 15% overall discount for adding three or more marketing products

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## CONTENT MARKETING

### OBJ WEBINARS

ON AIR

**12,500+**

**Minutes of videos watched  
on YouTube per month**

Webinars provide easy-to-access learning opportunities for OBJ's business audience. OBJ partners with subject matter experts to produce webinars on topical issues.

#### What's included?

- A 30-minute “talk show format” that is produced by a six-person team at OBJ, including a host, two producers, a designer, a video editor and a marketing specialist
- Consultation to select a topic that will resonate with OBJ's audience
- Creation of a content and marketing plan
- Email and social marketing to drive sign-ups to registration page
- Technical test to ensure audio and visual quality
- A practice run with host and presenter
- Virtual studio and broadcast on YouTube live and other platforms
- Follow-up email to registrants to encourage them to contact you
- A full web, email and social media campaign to promote the webinar recording after the live broadcast
- Contact information for all registrants



**Price: \$5,000**

#### Discount Bundles:

5% overall discount for adding one additional marketing product

10% overall discount for adding two additional marketing products

15% overall discount for adding three or more marketing products

## SPONSORSHIPS

# EDITORIAL SPONSORSHIPS

Ottawa Business Journal includes many editorial projects with very specific goals. Sometimes that means providing editorial coverage to a particular sector – such as the technology sector – and sometimes that means undertaking research – such as running an annual survey for local business leaders. Either way, editorial sponsorships allow OBJ to accomplish its journalistic mission and sponsors to receive a bundle of marketing benefits.

## WHAT'S INCLUDED?

Branded recognition, sponsored content print, digital and video advertising, and speaking opportunities are just some of the benefits.



**WHAT IS IT?** Techopia is a spinoff brand from OBJ that aims to connect next generation and established technology sector executives in Ottawa.

**WHAT'S INCLUDED?** Techopia is a digital-first journalism project that includes daily web reporting and social media, a weekly email newsletter and regular video and audio podcasts (typically biweekly). It also includes quarterly reports and in-person events.

The collage features three main elements:

- Newspaper Article:** A page from the Ottawa Business Journal with the Techopia logo at the top. The headline reads "Making sense of data so driverless cars can drive". The sub-headline is "AutoGuardian's autonomous test project will guide shuttles through suburban Whitby". The article text discusses the company's software, sensor data, and the challenges of autonomous vehicle development. A photo of Terrie Houston is included.
- Video Frame:** A screenshot of a video recording showing Michael Curran speaking. The background includes the Techopia logo and the Ottawa Business Journal logo.
- Podcast Frame:** A screenshot of a podcast recording showing Solon Angel speaking. The background includes the Techopia logo and the Ottawa Business Journal logo.



# SPONSORSHIPS

## EDITORIAL SPONSORSHIPS



**WHAT IS IT?** OBJ.social is a multimedia journalism project that reports on social events and community initiatives in Ottawa. The project is led by one of the city's most connected reporters, Caroline Phillips. This is a must-read for Ottawa's social crowd.

**WHAT'S INCLUDED?** Regular web articles (often several per week), photography, videos, social media, a biweekly email newsletter and quarterly reports in OBJ's newsmagazine.

**OBJ.social** is supported by the generous patronage of Mark Motors, the National Arts Centre and Sparks Dental. STORIES AND PHOTOS BY CAROLINE PHILLIPS

**VIRTUAL EVENT**  
**It's a \$1M win for the Cancer Champions Breakfast**

You can bet 2020 Cancer Champions Breakfast chair Ian Sherman and the rest of the Ottawa Regional Cancer Foundation will be up to their eyeballs in celebrating the million bucks.

The nonprofit organization has announced that its virtual breakfast, held Sept. 16, raised more than \$1,000,000 for its cancer research program and its support of local cancer research and clinical trials.

The million-plus dollars is the most amount of money the event has ever raised in a single year, according to the Cancer Foundation. It's a particularly satisfying result when one considers the challenges that organizers faced this year in holding the breakfast. The breakfast, hosted by experienced public-speaker and oncologist Catherine Clark, featured interviews with local cancer care professionals and patients. There were also remarks from Sherman, who took over the hosting duties for the breakfast this year. He's a tax partner at PwC, where he's worked for nearly 18 years.

Sherman had previously expressed confidence that he and the fundraising team could reach \$1 million. His hope evaporated in their target was a special 2020 campaign that asked 27 individuals, families and companies to donate \$25,000 to honour the Foundation's 25th anniversary.

For Sherman, the breakfast turned out to be a labour of love.

"It's gratifying to have been hoping that we would be meeting as a community, in person, physically, at the healthy Convention Centre, back on July 12th," he said during the virtual breakfast, in conversation with Clark. "However, I think we are the first - at least in the city within this community - to have a virtual breakfast, and the effort has been so worthwhile for such a worthy cause."

The Cancer Champions Breakfast followed right on the heels of the boys-and-

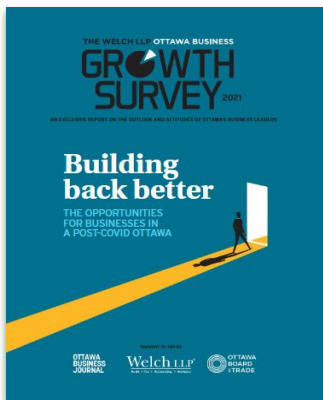
Club's Club of Ottawa's virtual breakfast, which was held the day before. It also raised \$1 million. Together, the two fundraisers helped provide news in a world that truly needs a lot of sunshine.

**Pure driving energy.**  
Join us September 26th for our Welcome to Porsche Test Drive event, with exclusive offers on the fully electric Taycan.

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**WHAT IS IT?** Ottawa Business Growth Survey is the definitive annual survey of local business leaders. The survey includes a business confidence index and topical questions. Results are presented in a insightful report and live event for local business leaders.

**WHAT'S INCLUDED?** Recognition in a \$20,000 publicity campaign, content marketing, display advertising and event sponsorship.



**WHAT IS IT?** Eastern Ontario Business Journal is OBJ's sister publication in Eastern Ontario. It provides local business coverage in outlying communities.

**WHAT'S INCLUDED?** Sponsorships include banners advertising on [www.obj.ca/regional](http://www.obj.ca/regional), monthly email newsletters, full-page advertisements in six print and digital editions.

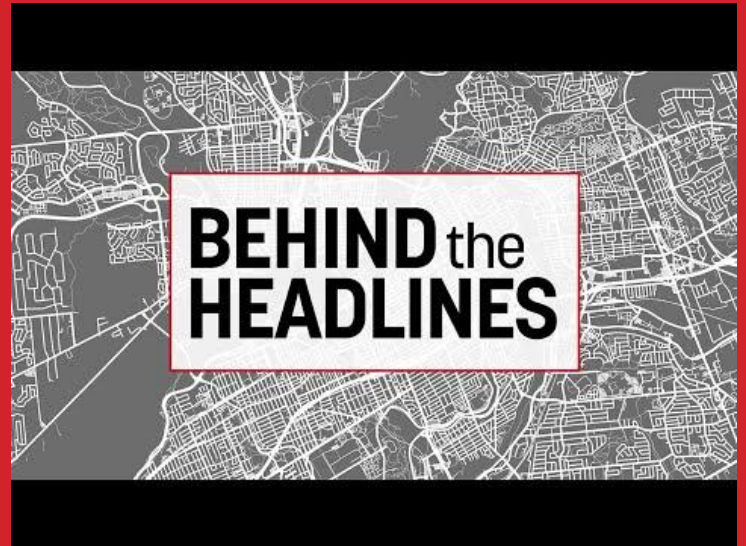
To find out more about these sponsorships email [sales@obj.ca](mailto:sales@obj.ca)

## SPONSORSHIPS

### PODCAST SPONSORSHIPS

#### BEHIND THE HEADLINES

The podcasts that explores Ottawa's biggest local business headlines



Behind the Headlines is a video and audio podcast that features OBJ editors and local newsmakers to explore topical business issues. The video podcast is shared across all OBJ's digital channels. The audio podcast is posted on all major platforms, including Spotify, Apple, Google and SoundCloud.

**Boost your brand and share your message on popular digital platforms and receive these benefits:**

- Podcast has a maximum of four sponsors: one lead sponsor and up to three supporting sponsors
- All sponsors are acknowledged at the beginning of each show with visual hold screen and verbal shout-out
- Lead sponsor is interviewed by host for 2-3 minutes each episode
- Each supporting sponsor receives a 20-second visual and audio profile with call-to-action every third episode
- All sponsors acknowledged at conclusion of each show
- Each sponsor promoted on social media throughout the season

**PRICING** (Full season sponsorship is 24 episodes)

**Lead sponsor:** \$995/episode

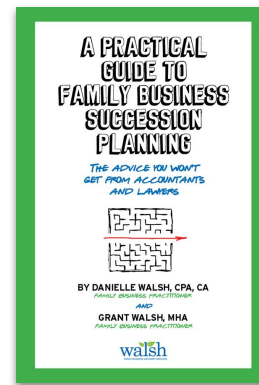
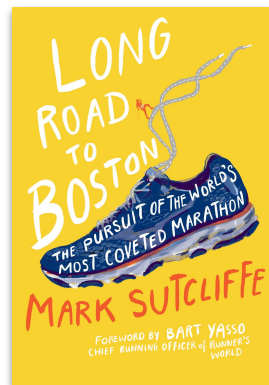
**Supporting sponsors:** \$495/episode

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## CUSTOM PUBLISHING

COPYWRITING, RESEARCH AND DESIGN SERVICES



## Leverage decades of publishing experience to create compelling custom reports and even books

Whether its reports, magazines or books, OBJ has a team of publishing experts with decades of experience.

From marketing, editing, design and distribution, OBJ's team can help organizations (or budding authors) create plan to bring them from vision to reality.

OBJ takes a modern approach to custom publishing, including finding the right business model and digital considerations.

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## EDITORIAL CALENDAR

ISSUE	OBJ NEWSMAGAZINE	EASTERN ONTARIO BUSINESS JOURNAL	SPECIALTY PROJECTS	MAJOR EVENTS
<b>JANUARY 2022</b>	STARTUPS TO WATCH / HR UPDATE	SUPPLEMENT TO OBJ	BOOK OF LISTS	
<b>FEBRUARY 2022</b>			BOMA OFFICE SPACE DIRECTORY	
<b>MARCH 2022</b>	FASTEST GROWING COMPANIES / HR UPDATE	SUPPLEMENT TO OBJ	BEST OFFICES OTTAWA	
<b>APRIL 2022</b>		STAND-ALONE		
<b>MAY 2022</b>				
<b>JUNE 2022</b>	FORTY UNDER 40 / HR UPDATE	SUPPLEMENT TO OBJ	BUSINESS GROWTH SURVEY	FORTY UNDER 40
<b>JULY 2022</b>				
<b>AUGUST 2022</b>				
<b>SEPTEMBER 2022</b>	CEO OF THE YEAR / HR UPDATE	SUPPLEMENT TO OBJ		
<b>OCTOBER 2022</b>		STAND-ALONE		
<b>NOVEMBER 2022</b>			GIVING GUIDE	BEST OTTAWA BUSINESS AWARDS
<b>DECEMBER 2022</b>				

# OTTAWA BUSINESS JOURNAL

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