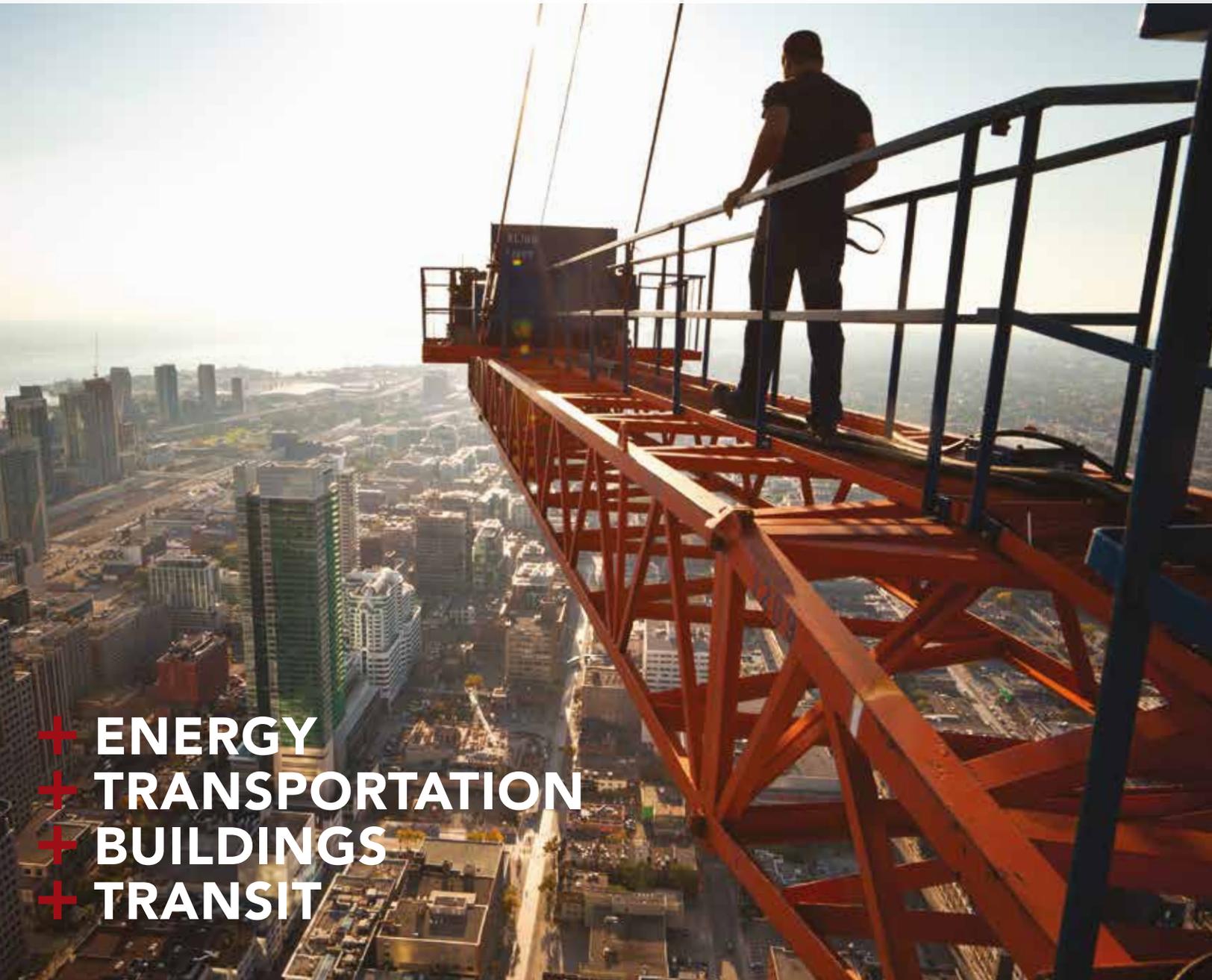


MEDIA KIT 2023

ReNew

CANADA

Reaching Key Influencers of
Canadian Infrastructure Projects

- 
- + ENERGY
 - + TRANSPORTATION
 - + BUILDINGS
 - + TRANSIT

ReNew

CANADA

- 12,000 ave. monthly page views
- 4,000 ave. monthly unique visitors
- 3,500 e-newsletter subscribers
- 5,100 Twitter followers
- 82,000 ave. monthly Twitter impressions
- 2,000 ave. monthly LinkedIn impressions

| PLATFORM | AD UNIT | SIZE (PIXELS) | MIN. MON. IMPRESSIONS | RATE |
|-----------------|-------------------|---------------|-----------------------|--------------------|
| ReNewCanada.net | Leaderboard | 1,200 x 200 | 2,500/month | \$1,000/month |
| | Box Ad | 300 x 250 | | \$500/month |
| E-newsletter | Sponsored Story | 1,000 words | 2,500/month | \$3,000/story |
| | Banner | 600 x 200 | | \$500/e-newsletter |
| | Dedicated E-blast | NA | 3,500 recipients | \$1,500/deployment |

INFRAIntelligence

DIGITAL CONVERSATIONS WITH INDUSTRY LEADERS

WEBINAR & PODCAST SERIES

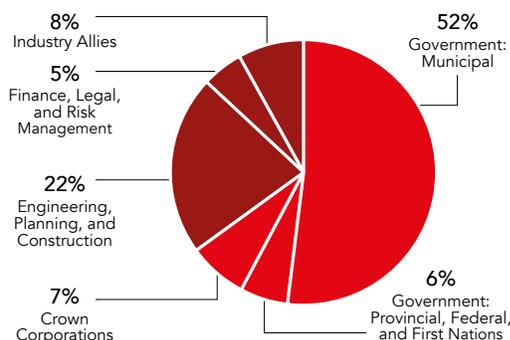
- Opportunity to speak for 2-3 minutes at beginning of panel discussion, or participate as an expert panelist (at discretion of editor).
- A feature article based on the webinar will be published in a subsequent issue of ReNew Canada.
- Digital or print advertising (Value \$3,000).
- Website and social media exposure with tags and logos in event promotion.
- Immediately following the event, a recording of the session is available to share with your network.

Panel discussions are 1-hour in length and are managed by in-house event and editorial teams.

Webinar Sponsorship: \$8500,
Podcast Sponsorship: \$2500,
Webinar & Podcast: \$10,000

AUDIENCE & DEMOGRAPHICS

ReNew is the voice of Canada's multi-billion dollar infrastructure sector. Our audience represents both sides of the project, including owners, and delivery teams.



KEY PLAYERS & OWNERS DINNER

February 21, 2023

The Carlu, Toronto
6 PM Reception

Join us for this high-powered evening and network with your colleagues, peers, and owners, constructors, engineers and anyone and everyone building Canada's biggest infrastructure projects.

Contact Nick@actualmedia.ca for corporate tables.

Top100
Canada's Biggest Infrastructure Projects



TOP100 PROJECTS WEST

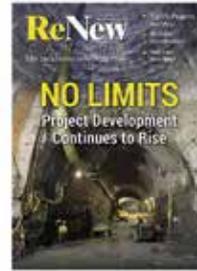
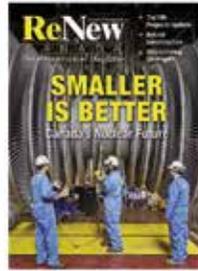
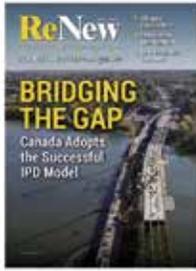
May 11, 2023

Harbourfront Pinnacle Hotel,
Vancouver
6PM Reception

The Top100 Projects Dinner moves west! A high-powered cocktail reception and dinner to celebrate the largest public infrastructure projects across Canada, on Canada's beautiful west coast.

Contact Nick@actualmedia.ca for corporate table reservations.

EDITORIAL CALENDAR



| | JANUARY/ FEBRUARY | MARCH/ APRIL | MAY/ JUNE | JULY/ AUGUST | SEPTEMBER/ OCTOBER | NOVEMBER/ DECEMBER |
|-------------------------------|------------------------------------|--|--------------------------------------|---|---------------------------|---|
| | Top100 Projects report | 2023 Outlook | Financing the infrastructure boom | Building Canada's electrical grid | Infrastructure in 2050 | Net zero infrastructure development |
| | Deep energy building retrofits | Canada's construction skill shortage | Delivering healthcare projects | Public transit infrastructure | Nuclear power's future | Green construction materials |
| | The evolution of the P3 project | High speed rail | First Nations partnerships | Mass timber revolution | Modular construction | Planting the flag: International projects |
| Advertising Closes | NOV 18 | JAN 13 | MAR 17 | MAY 5 | JUL 28 | SEP 22 |
| Creative Due | NOV 25 | JAN 20 | MAR 24 | MAY 12 | AUG 4 | SEP 29 |

Print Advertising Rates

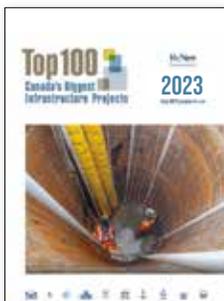
| STANDARD | 1X | 3X | 6X |
|---------------------------|---------|---------|---------|
| Full Page | \$3,675 | \$3,305 | \$2,975 |
| Half Page | \$2,385 | \$2,145 | \$1,935 |
| Third Page | \$2,025 | \$1,815 | \$1,635 |
| SPECIAL | 1X | 3X | 6X |
| Outside Cover | NA | NA | \$4,295 |
| Inside Cover | NA | NA | \$3,865 |
| Double Page Spread | \$6,055 | \$5,455 | \$4,905 |

NOTE: All rates are effective September 1, 2022. All advertising rates are net and are based on receiving complete electronic artwork. Taxes are extra. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. GST# 87301 2900 RT001

Print Advertising Dimensions

| AD SIZE | BLEED | TRIM | SAFE AREA |
|----------------------------------|-----------------|-----------------|----------------|
| Double Page Spread | 19.25" x 13.25" | 19" x 13" | 18" x 12" |
| Full Page | 9.75" x 13.25" | 9.5" x 13" | 8.25" x 11.75" |
| Half Page | NA | 8.166" x 6" | NA |
| Third Page Horizontal | NA | 8.166" x 3.375" | NA |
| Third Page Square | NA | 5.375" x 5.875" | NA |

Please provide all ad art as a high-quality, full-colour PDF at 300 dpi resolution. There must be a minimum 1/4" safe area from the trim edge for all primary content. All content that is meant to bleed off the page must be pulled out to 1/8" from the trim edge on all four sides for DPS and FULL PAGE ads. For questions or art submission, contact Gordon Alexander, Art Director and Senior Designer at gord@actualmedia.ca



Top100 Projects Annual Report

- Detailed updates on Canada's biggest infrastructure projects.
- Distributed with the Jan/Feb issue of ReNew Canada magazine.
- Over \$250 billion in funded projects profiled.

top100projects.ca

Full page rate: \$4,500

| AD SIZE | BLEED | TRIM | SAFE AREA |
|------------------|------------------|------------------|-----------|
| Full Page | 8.375" x 11.125" | 8.125" x 10.875" | 7" x 10" |

Editorial inquiries: John Tenpenny, Editor
416-444-5842 ext. 0113 john@actualmedia.ca

ReNew
CANADA

2023 ENGAGEMENT PACKAGES

Engage with your target market across a variety of channels, ensuring your messaging is reaching the right audience, across the widest possible interface.

Engagement packages deliver:

- **Brand visibility** combining the impact of print, and the interactivity of digital.
- **Thought leadership** through content alignment.
- **Lead generation** through social media connectivity.

| PARTNERSHIP TIERS | | | |
|--|---|---|--|
| PREMIERE | ELITE | SELECT | CHOICE |
| (EXCLUSIVE): \$33,500 Value: \$43,650 Savings: \$10,150 | \$25,500 Value: \$34,110 Savings: \$8,610 | \$15,500 Value: \$21,540 Savings: \$6,040 | \$10,500 Value: \$13,800 Savings: \$3,300 |
| Full Page ad in 2023 Top100 Projects Report | | | |
| Corporate Table for 8 at Top100 Projects Dinner, or Top100 Projects West | | | |
| 12-months Leaderboard on Top100Projects.ca | 12-months Box ad (spot A) on Top100Projects.ca | 12-months Box ad (spot B) on Top100Projects.ca | |
| Social media coverage leading up to and after the Event | | | |
| Logo included in post-event coverage, ReNew Canada | | | |
| Large logo placement at Top100 Event | Medium logo placement at Top100 Event | | Small logo placement at Top100 Event |
| 6 x Full Page ads in 2023 ReNew Canada magazine | 3 x Full Page ads, or 6 x Half Page ads in 2023 ReNew Canada magazine | 2 x Full Page ads, or 4 x Half Page ads in 2023 ReNew Canada magazine | |
| Signage at Top100 Event | | | |
| Introduction of Keynote Speaker at Top100 Event | | | |





CREATE MEMORABLE EVENTS

We create professional in person and virtual events from start to finish so you don't have to. From conferences to webinars, our team of experts look after all the planning and details to create experiences that leave a lasting impression and make you look good.

- **Strategy:** best practices, themes, enhanced experiences
- **Planning:** schedules, contracts, programs, venues
- **Logistics:** staffing, production, decor, speakers, sponsors

HIRE THE EXPERTS AND MAKE YOUR
NEXT EVENT ONE TO REMEMBER.

actualmedia
EVENTS

Sarah@actualmedia.ca

(416) 444-5842 x0115 ● www.actualmedia.ca

EXPERT MARKETING

Stand out from the competition and get the visibility you need, from the team that knows your business. We'll create marketing that looks good, sounds great, and delivers results. We plan, write, design, deploy, and manage the metrics so you don't have to.

Let Actual Agency be your trusted marketing partner.

- Strategy
- Advertising
- Communications
- Design
- Websites
- Video

actualmedia
A G E N C Y

Todd@actualmedia.ca

(416) 444-5842 x0111 ● www.actualmedia.ca