BOARD’S MEMBERSHIP

As one of the largest and most influential chambers of commerce in North America, Toronto Region Board of Trade is backed by a diverse membership of more than 13,500 Members, from established corporations to emerging startups and scale-ups.

The Board’s constant flow of ideas, people and introductions to city-builders, government officials and thought leaders firmly roots us as connectors for—and with—the Toronto region’s business community.

Ours is a powerful mix of business leaders, with more than 60% of our membership consisting of decision-makers playing an integral role in making Toronto one of the most competitive and sought-after business regions in the world.

By advertising within the Board’s promotional products—including our quarterly magazine, OnBoard, and our e-newsletters, The Boardroom and BulletinBoard—your business will gain premium access to a coveted target audience of business influencers.
BEFORE YOU CAST YOUR BALLOT

Read expert advice for the business community & our policy recommendations for ON™-based government.

EMBRACE THE GLOBAL SPOTLIGHT
50TH ANNUAL DINNER

OnBoard Magazine is the Board's quarterly print publication offered via direct mail to select levels of Board of Trade Members and electronically to the public at large. OnBoard showcases the Board’s policy and advocacy work, promotes upcoming events and creates a viable platform for highlighting our Members’ expertise and services via editorials and ads.

OnBoard is a critical component of how the Board delivers on its mission to make Toronto one of the most competitive and sought-after business regions in the world, and as a trusted business partner with our Members to build their resources, enhance their profile and expand their influence.
ONBOARD MAGAZINE

MEMBER-FOCUSED CONTENT

• Newsbytes related to the Board and our business community
• New Member listings
• Feature articles on key issues of interest to the Board and its Members
• Articles and information on the Board’s policy and advocacy activities
• Photos and write-ups on recent speakers at the Board’s Podium
• Member-authored articles on a wide range of business topics
• Features on the Board’s Members who are business leaders and civic champions

DISTRIBUTION

Through print and online distribution (website, e-newsletters and social media), OnBoard is shared with more than 18,000 business professionals in the region (13,500 being Members of the Board). 1,600 print copies are directly mailed to members, with additional copies available at the Board’s head offices Downtown Centre or distributed at Board events.

KEY AUDIENCE FACTS:

• 60% are decision-makers in their organization
• 49% Toronto-based businesses
• 27% have more than 500 Employees
• 41% make more than $25 million in annual revenue
# Available Formats

## Full Page
- Live 7.875” wide x 10.5” high
- Trim 8.375” wide x 10.75” high
- Bleed 8.5” wide x 11” high

<table>
<thead>
<tr>
<th>NON-MEMBER RATES</th>
<th>MEMBER RATES</th>
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<tbody>
<tr>
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<td>$2,700</td>
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</tbody>
</table>

## Half Page (horizontal)
- Live 7.875” wide x 4.75” high
- Trim 8.375” wide x 5” high
- Bleed 8.5” wide x 5.25” high

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## Quarter Page
- Live 3.27” wide x 4.83” high

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<tbody>
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</table>
E-NEWSLETTERS

The Board publishes two e-newsletters, each designed and tailored to deliver relevant and valuable information to our audiences, ensuring easy access with a click or tap of the finger.

- Visually optimized
- Online version available
- Measurable results
- Mobile-friendly
- Cost-effective
- CASL compliant

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### IN THIS EDITION:

#### Feature Story
- UK AI Trade Mission comes to TO

#### In the News
- Toronto Life features our Annual Dinner
- Op-ed: How will we keep up growth trajectory?

#### Thought Leadership
- Agenda for Growth election series: giving you the information you need to make informed votes
- "The Edge" Leadership Insights w. Avik Dey

#### Events
- Distinguished Speaker Series: Digital Future
- Province of British Columbia: On CP
- President Andrea Horvath
- WTM-1: Executive Summit: Luxury Customer Experience: Electric Car
- Networking Opportunities
- World Trade Centre Toronto events

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#### IN THIS EDITION:

- **Business Stories**
  - CSE.T Canada
  - KPMG Canada
  - McCarthy Thraul
- **Thought Leadership & News in the Region**
  - HSBC: Navigating Growth Opportunities
  - TIBCO: Adopting Blockchain into Enterprise
  - Land and Development Conference: Mayor Tory and others speak about key issues in region
- **In Other News**
  - Nominate Private Business Growth Award
  - GDC Spring Policy Survey
  - The Big Bench: Support the region’s talent

#### Events
- Data: In the Era of Ultra-Personalization
- Complex Trade Triangle: Canada, China and the United States
- Pioneers for Change Gala
- Chang School Data Science Bootcamp

#### Free Events & Resources
- HSBC: Workforce Breathe Impact on Trade
- Rogers Small Business Event: Transparency as Action Tool

#### Upcoming Networking Events
- WTM-1: Executive Summit: Luxury Customer Experience: Electric Car
- Networking Opportunities
- World Trade Centre Toronto events

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**We’re closed on Monday, May 21**

It’s Victoria’s Day, a statutory holiday, on May 21. Our offices (including the ROGERS Business Innovation Centre and Streetside Work Lounge) will be operating on the following schedule:

- Open for a half day today (May 18) from 9:00 a.m. to 12:00 p.m.
- Closed on May 21 (reopening at regular business hours on May 22)

Please note, the next edition of The Boardroom will be in your inbox on May 28.
BULLETINBOARD

Connecting our audience to key people, events & ideas within the region’s business community. Shining the light on our more than 13,500 Members, BulletinBoard shares the latest events, stories and achievements within the business community.

CONTENT ONLINE

*Success Stories:* celebrating the achievements of our members

*Connections:* featuring a first-hand experience demonstrating the value of connections made via the Board

*Member of the Week:* showcasing a Member’s news and achievements

*Thought Leadership & News in the Region:* news and publications from our members, about our members or affecting our members

*Events:* listings of upcoming events in the business community

*Free Resources:* tools that our members can use grow their business, from webinars to workshops

*Member Workshops and Executive Education:* upcoming professional development & business growth sessions at the Board

DISTRIBUTION

Subscribers: +7,000  
Frequency: Weekly

Open Rate: 26%  
Click Rate: 2.6%

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<tr>
<th>AVAILABLE FORMATS</th>
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<th>MEMBER RATES</th>
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| Leaderboard  
![Leaderboard Ad](https://example.com/leaderboard_ad)  
*600w x 90h* | $1,000  
$900 | |

| Big Box  
![Big Box Ad](https://example.com/big_box_ad)  
*252w x 210h* | $750  
$675 | |

MEDIA KIT  
| adsales@bot.com |
THE BOARDROOM*

Bringing our audience news, events & thought leadership from the Board’s frontlines. The Boardroom keeps our readers apprised of the Board’s policy & advocacy initiatives, events, services and promotions.

CONTENT ONLINE

Feature Story: the top story of the moment affecting business in the region

In the News: recent news coverage and mentions of the Board

Where’s Jan: an insider’s look at our President & CEO Jan De Silva’s itinerary

Thought Leadership: our latest reports, advocacy and policy work

Likes, Posts & Comments: resonating conversations on our social media channels

Events: upcoming events hosted by the Board and World Trade Centre Toronto, our trade services arm

*A new publication, the first issue of The Boardroom was emailed on Dec 2017.

DISTRIBUTION

Subscribers: +7,000

Frequency: Bi-Weekly

Open Rate: 18%

Click Rate: 1.5%

AVAILABLE FORMATS

Non-Member Rates
Member Rates

Leaderboard
600w x 90h
$1,000
$900

Big Box
252w x 210h
$750
$675

* TOauen MEDIA KIT | adsales@bot.com
TECHNICAL SPECIFICATIONS - OnBoard

OnBoard’s Preferred Format: Print-ready, high-resolution PDF.

Preparing Files

To avoid reproduction problems and additional charges:

- Include all printer and screen fonts and supporting postscript fonts and graphics with your ad file.
- Ensure all colour is converted from RGB to CMYK and is set for CMYK printing.
- Ensure that at least ¼” bleed is included, if required, on all sides.
- Allow for text box margin of ¼” from the trim edge.
- Confirm that the file is prepared to the size that is booked.
- Graphics and scans should be 300 dpi at reproduction size and saved in an appropriate format.

Note

Submitted ads will be reviewed to ensure they will print correctly. If edits are required, additional charges may apply. You will be contacted with an estimate and/or asked to resubmit the artwork immediately.

Delivery

Email: 25 MB or smaller, accompanied by a colour PDF proof of ad. Please compress files (.zip) before emailing them to your relationship manager or adsales@bot.com. Ensure to label material clearly, including your company name and the issue of the publication. (e.g., Company_OnBoard_Spring18)

Questions? Please email adsales@bot.com or contact your relationship manager.

TECHNICAL SPECIFICATIONS - E-Newsletters

E-Newsletters’ Accepted File Formats: JPG or PNG, must be 90KB or less. Static images only, no animated GIFs/Flash files.

Submission Guidelines: Please send your ad directly to your relationship manager. When emailing your ad(s), please label each with your company name, the newsletter name (“BulletinBoard” or “Boardroom”) and the date on which your ad is to be placed. (E.g. Company_BulletinBoard_March18)

Submission Deadline: Advertising artwork must be submitted by 5 p.m. on the Wednesday prior to the date your ad is to be placed.

Questions? Please email adsales@bot.com or contact your relationship manager.