

# SUMMIT

CANADA'S MAGAZINE ON PUBLIC SECTOR PURCHASING

2011 Rates and Data



# ABOUT US



**SUMMIT** magazine is Canada's public procurement magazine, and the professional publication of choice for:

- The Canadian Public Procurement Council (CPPC)
- Canadian Institute for Procurement and Material Management (CIPMM) (formerly known as MMI)

The Canadian public sector marketplace is a \$100 billion+ business, with municipal governments alone accounting for nearly \$75 billion in public spending. In fact, public sector spending represents almost one-quarter of the value of all goods and services provided in Canada.\*

Source: \*Canadian Labour Congress



Used as a source of news, analysis and a forum for dialogue between government, public sector organizations and their suppliers, **SUMMIT** covers everything that has an impact on procurement, including:

- tendering
- technology
- contract management
- training
- management
- finances
- politics
- law

**"Summit** helps me get ideas on dealing with issues in this changing global market. It should be helpful to the suppliers in trying to figure out the complex issues in dealing with government. Therefore it is in their best interest to support **Summit.**"

—Rob Ellis, Purchasing Agent, Infrastructure and Transportation, Procurement Services, MB

# OUR REACH

**SUMMIT** is individually addressed and delivered to public procurement officials and senior managers in all levels of government (federal, provincial and municipal) PLUS hospitals, school boards, universities and other public sector institutions.

## CIRCULATION FACTS

# of issues per year	4
Total Circulation	16,359*
Readers per copy	2.75**
Total Audience	44,987

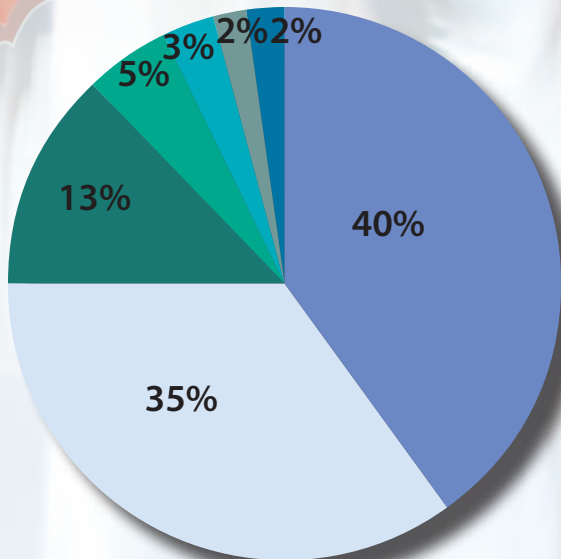
Source: \*September 2010 Publisher's Claim,  
\*\*2008 SUMMIT reader survey

*"A colleague introduced me to your magazine and I have found something useful and relevant in every issue... Although my preference is the printed copy, now your online version provides the opportunity to search for articles for reference and provides an e-source I can access when mobile."*

—Marguerite Ronholm, Regional Procurement and Contracting Officer, Correctional Service Canada, ON

**SUMMIT** reaches top Canadian procurement buyers in the following areas:

- All federal governments
- All provincial and territorial governments
- All municipal governments with a population of 1,000 or more
- Canadian healthcare facilities
- Colleges and universities
- Canadian school boards



- Federal Government
- Provincial Government
- Municipal Government
- School Boards
- Universities/Colleges
- Health Sector
- Other Public Sector

Source: September 2010 Publisher's Claim

# READER PROFILE

An ad with **SUMMIT** magazine is the easiest way to place your product and service in front of a large audience with purchasing power.

93% of our readers are involved in the purchasing process

56% are responsible for a budget of more than \$1 million and of that one-third have a budget or more than \$5 million. These readers alone account for no less than **\$21 billion** per year in procurement spending!

71% follow green procurement guidelines

65% make purchases outside of Canada, with 98% making purchases from the USA and 46% making purchases from Europe.

**SUMMIT** reaches an active and loyal audience of buyers and decision makers that see value in the publication.

84% read most issues

81% believe that **SUMMIT** provides valuable information

80% say that **SUMMIT** keeps them informed on new issues in public sector procurement

73% say **SUMMIT** is relevant to their profession

## Our readers take action after reading an issue!

70% discussed the material in the magazine with a client

63% visited a website

*"I look forward to receiving this magazine. I find the articles very current & informative. When I find articles that address issues/concerns I e-mail to my clients. Keep up the good work."*

—Judy Sens, Contracts Officer,  
Fisheries & Oceans Canada, BC

Here's what our readers are purchasing:

## Goods Purchased

67%

computer hardware/  
software/supplies

61%

office supplies

38%

motor vehicles  
(buy and lease)

31%

laboratory  
equipment

30%

clothing

## Services Purchased

51% maintenance and repair

48% communications services

46% printing

42% administrative support

41% construction

41% education & training

40% repair

38% architecture & engineering consulting

34% informatics services

34% transportation

Readers are constantly looking to stay up-to-date on the most current trends through continuing education and trade shows.

82% augment their career with continuing education courses

75% attend trade shows and seminars

## Here's where they go:

37% PMAC

21% CPPC

17% CIPMM

15% GTEC

12% NIGP

# SUMMIT'S INTEGRATED MARKETING PLAN

## Looking to take your brand to the next level?

Gain valuable exposure and generate a sizable ROI by taking advantage of the NEW **SUMMIT** integrated marketing plan.

A number of different opportunities are available to ensure that your brand makes an impression with government's top buyers and decision makers.

## Ask the Experts

This unique 2 page advertorial not only provides you a full-page advertisement, but also gives you the opportunity to provide an in-depth description of how your product or service can facilitate the procurement process.

Use one page of this advertorial to pose a question or challenge within the industry, and then provide the solution using your products or services. This is an excellent opportunity to showcase how your business can supply the necessary tools to help all public procurement professionals.

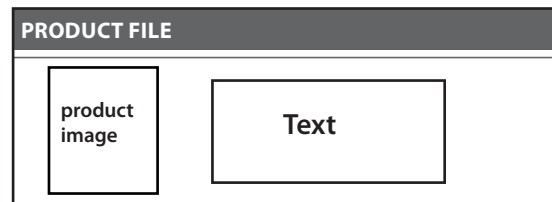


Ad size: DPS Trim (16.25 x 10.875)  
Cost: \$7,735

## Product Profile

This section provides a quick and easy way to promote your product to our audience of buyers and decision makers. Simply provide us with your product image and 150 words of copy and we'll do the rest!

This simple profile provides a fast and efficient reference for buyers looking for the next innovative product idea.



Ad size: 1/3 page horizontal (7.0 x 3.5)  
Cost: \$2,345

## Online Opportunities

on [www.summitconnects.com](http://www.summitconnects.com)

Don't miss out on the opportunity to reach **SUMMIT's** active audience while they search online. Combining print and online opportunities is the easiest way to double your exposure and ensure your brand is instantly recognized by the industry's leaders. Loaded with news, events, articles, columns, procurement tools and links, [www.summitconnects.com](http://www.summitconnects.com) is the website of choice for the purchasing community.



## Summit Online

This is a supplemental edition of **SUMMIT** magazine available only online. Reinforce your marketing message by including your ad within a *Summit Online* feature article. Different sizes are available – contact us for detailed information.

# 2011 EDITORIAL CALENDAR AND ONLINE RATES

## 2011 Editorial Calendar

Issue	March	June	September	December
Space Closing	January 28	April 27	August 12	October 27
Material Closing	February 4	May 4	August 19	November 3

Issue	Features
March	<p><b>'Green' Procurement</b></p> <ul style="list-style-type: none"> <li>• SEEP: purchasing program changes the way the City of Calgary buys</li> <li>• Global greening: International best practices and guidelines updates</li> <li>• Commission for Environmental cooperation: green building and used electronics</li> <li>• OECD research on sustainable purchasing</li> </ul>
June	<ul style="list-style-type: none"> <li>• Who is staying, who is going and who will be new – HR impacts in procurement</li> <li>• Ontario marketplace – a lesson for procurement</li> <li>• Trade agreements and their impact on your buying practices</li> <li>• Benchmarking your organization</li> </ul>
September	<p><b>Procurement Technology</b></p> <ul style="list-style-type: none"> <li>• Vendor management software</li> <li>• E-bonding software</li> <li>• Benchmarking tools</li> <li>• Purchasing cards – innovations in card technology and innovative uses</li> </ul>
December	<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• Featuring the winners and finalists of the Leadership in Public Procurement award program</li> </ul>

In addition, each issue features the following regular columns:

### Municipal Matters

– a special focus on municipal issues, needs and purchasing activities.

### Legal Notes

– discussion of contract law, and the legislation and policy that relates to public procurement through articles submitted by legal professionals specializing in procurement.

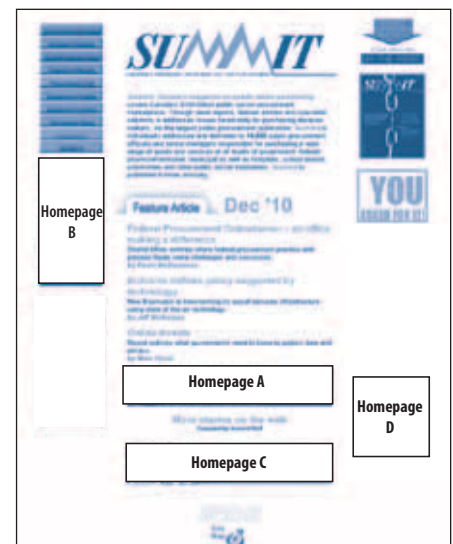
### Sustainable Purchasing

– issues, challenges and successes in green purchasing.

### Summit Up

– news briefs from around the industry.

Premium Positions	Unit Sizes (pixels)	Monthly Rate
Homepage A	392 x 72	\$950
Homepage B	120 x 240/90/60	\$650
Homepage C	392 x 72	\$650
Homepage D	125 x 125	\$650
Featured Positions	Unit Sizes (pixels)	Monthly Rate
In the News	468 x 60, 120 x 240/90	\$550
Articles & Columns	468 x 60	\$550
Procurement Tools	120 x 60	\$550
Summit Connects Links	120 x 240/90	\$550
Calendar	234 x 60, 392 x 72	\$550



# 2011 DISPLAY RATES AND DATA

## Display Advertising (Gross Rates)

4-colour	1x	2-3x	4x
DPS	\$9,565	\$9,090	\$8,635
Full page	5,625	5,345	5,080
1/2 page Island	4,780	4,540	4,315
1/2 page Hor.	4,220	4,010	3,810
1/3 page Vert.	3,655	3,475	3,300
1/4 page	3,095	2,940	2,795
1/6 page	1,690	1,605	1,525
Black & White	1x	2-3x	4x
DPS	\$7,280	\$6,915	\$6,570
Full page	4,045	3,845	3,655
1/2 page Isl	3,035	2,885	2,740
1/2 page Hor.	2,630	2,500	2,375
1/3 page Vert.	2,025	1,925	1,830
1/4 page	1,620	1,540	1,465
1/6 page	1,215	1,155	1,100
Covers	1x	2-3x	4x
IFC/IBC	\$6,750	\$6,415	\$6,095
OBC	7,030	6,680	6,345

## Advertorials

1-page	2-page	3-page	4-page
\$6,690	\$12,045	\$17,060	\$21,410

Advertorial package includes 4-colour design.  
Reprints available at additional cost.

### Inserts

Insert costs available on request (please provide sample or weight estimate).

### Editor's Notes

E-broadcast your marketing message to a reading audience of more than 8,200 recipients. Advertisers can write up to 300-words pushing a promotional offer or campaign. This is a cost-effective marketing solution that is distributed twice a month, and is picked up by a unique target audience who has opted to receive **Summit** email news.

### Cross-Marketing Opportunities

Custom packages available upon request for combination print/online campaigns.

## Dimensions (Inches)

Trim page	8.125 x 10.875
Bleed page	8.375 x 11.125
Live area	7.0 x 10
1/2 page Island	4.45 x 7.0
1/2 page horizontal	6.75 x 4.25
1/3 page vertical	2.139 x 9.583
1/3 page horizontal	7.0 x 3.5
1/3 page square	3.5 x 4.5
1/4 page	3.30 x 4.25
1/4 page horizontal	7.0 x 2.375
1/6 page	2.139 x 4.333
DPS trim	16.25 x 10.875

## Mechanical Requirements

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to [design@dvtail.com](mailto:design@dvtail.com) and [jforbes@dvtail.com](mailto:jforbes@dvtail.com).

**FTP Site:** [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the **Summit** FTP site.

**Design Services:** Complete design services are available at an additional charge. For details, please contact: Roberta Dick, [robertad@dvtail.com](mailto:robertad@dvtail.com) or Joanna Forbes, [jforbes@dvtail.com](mailto:jforbes@dvtail.com) Ph: 905.886.6640

## Terms & Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Our published rates do not include applicable taxes, which will be added in invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

## Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
Tel: 905.886.6640 Fax: 905.886.6615  
E-mail: [summit@dvtail.com](mailto:summit@dvtail.com) Website: [www.dvtail.com](http://www.dvtail.com)

**Cancellations and space changes not accepted after closing date.**



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