

# GET NOTICED. GET RESULTS.

**EARLY BOOKING BONUS!**  
SEE PAGE 5



## CANADA'S INNOVATION LEADERS 2024

Take advantage of a unique opportunity to **CONNECT** with Canada's research and innovation leaders, decision-makers and influencers and **PROMOTE** your organization.

researchinforesource.com      December 7, 2023

<b>INSIDE</b>	3 Canada's Top 50 Research Universities	12 Canada's Innovation Achievements
6 Leaders' Corner	13 Canada's Top 40 Research Hospitals	20 Canada's Top 50 Research Colleges
10 Focus on Climate Change Research	24 Canada's Top 100 Research & Development Spendings	
11 Researchers' Corner		



### Solving Global Challenges Through Research Partnerships and Collaborations

**Canadian researchers work across disciplines, sectors and borders to tackle everything from climate change and green energy to food security and environmental sustainability**

By Debbie Lewis

The challenges facing humanity are increasingly global, complex and interconnected. They are also beyond the capacity of any one scientist, institution or even country to solve.

The lesson abundantly clear during the COVID-19 pandemic, when unprecedented mobilization of these kinds of capacities from around the world was critical to developing a safe and effective vaccine. It took just two months from sequencing the DNA of the SARS-CoV-2 virus to clinical use — the fastest in the history of vaccine development.

The concerted response to COVID-19 often inspired hopes that collaborating across disciplines, organizations and beyond is a viable solution to other global challenges, from climate change and energy to innovation in food security and environmental sustainability. Canadian scientists and researchers from government, academia, the public sector and industry are playing a role in all these efforts.

**CANADA'S ALBERTA**

**Preparing for the next pandemic.**

Canada was surprised when the COVID-19 pandemic struck in March 2020. A dearth of vaccine manufacturing capacity, the lack of major pharmaceutical companies, and a lack of highly skilled workers all hindered the country's ability to respond quickly to the largest global health crisis in a century.

Not again. The federal government is investing \$70 million to strengthen Canada's pandemic preparedness, with the creation of five new research hubs, including one led by the University of Alberta.

The PRABIE Hub brings together

reports, research facilities and training programs from the University of Alberta, in partnership with universities, government, and industry across Western Canada — all in a coordinated effort to accelerate the development and commercialization of vaccines, antivirals and diagnostics.

"It helps Canada prepare for the next pandemic, we needed a research and culture approach, one that identifies our specific regional strengths and coordinates them into a cohesive national response. The hubs play a key role in this response," said Dr. Anusha Beharwal Frick, Vice-President, Research and Innovation at U of A.

The U of A also houses the Strategic for Pandemic Preparedness Research Consortium, which received \$55 million from the provincial government to create a research Alberta vaccine and drug development pipeline. These activities bring together world-renowned experts in virology, diagnostics and analytics, including Dr. Loree Tyrrell, Michael Houghton, David Evans, Matthew Green, Joanne Lamont, and Chris Lee, as well as researchers in public health and the social impacts of pandemics. Dr. Timothy Chudoff, for example, is a leader in developing COVID-19 manufacturing and a speaker on pandemic science strategy.

"On the infrastructure side, we also have Canada's largest bioreactor facility for cell culture and pre-clinical studies and the Canadian Critical Drug Initiative, a new biomanufacturing facility that will produce virtually world-class and cost-effective biologics in the next four years," said Frick.

Preparing for the next pandemic requires a new perspective — one that acknowledges the human connections, most prominent in infectious diseases, the address clinical trials in Canada, the

U.S., Europe and Asia. It also produced a promising cellular therapy for COVID-19 within a few months at the height of the pandemic.

"BMC is unique because our biomanufacturing facility is embedded within a research hospital, and because we're the only such facility with a track record of both virus and cell manufacturing," explained Houghton.

For example, the BMC is the only Canadian facility capable of manufacturing clinical-grade viruses that can reprogram a patient's immune cells to recognize and kill their cancer.

"Thanks to BMC, we launched the first clinical trial of made-in-Canada CAR-T therapy in 2019. That trial has saved more than a dozen lives so far, and we are now expanding it across the country," said Houghton.

Collaborations have been key to the BMC's success. Over the past five years, it has partnered with eight manufacturing

Research Chair in Decisional Factors at Lethbridge University. Dr. Lara Ray and her team, including Dr. Anus Koni, Associate Professor in Lethbridge Department of Health Sciences, have partnered with traditional knowledge holders and Wapiti-epi, Indigenous epidemiology Health Access Centre (WNAHC), an Indigenous health clinic in Kananaskis, Alta.

"The project explores cancer as a spectrum of colonization, and how traditional healing, on its own, and in integration with Western medicine, can reduce cancer risks."

The health problems that resulted from colonization are far-reaching, whether from intergenerational trauma, poverty or a woman's diet. This project is active to recognize the value of Indigenous healing practices and use them in the treatment of Indigenous patients in collaboration with Indigenous leaders and Elders.

"I don't know of another project like this," said Ray. "It's a cross-cultural study and an under-researched one."

As a mother scientist, Lethbridge has strong links with local Indigenous Council. More recently, it played a key role in creating the Canadian Pandemic Preparedness Hub (CP2H), which brings together industry, academia, healthcare, and government to share discoveries, state-of-the-art practice — quickly and cost-effectively.

"Our hub is particularly strong in biomanufacturing, which is the biggest gap in this process," said Stewart.

"We have an incredible opportunity right now to expand BMC as part of the Ottawa Hospital's new campus and solidify Ottawa's role as a leading destination for health innovation and early-phase clinical trials."

**LEADERSHIP UNIVERSITY**

**Developing cancer care**

Cancer is among the leading causes of death for First Nations people in Canada, and it's a leading cause of death for young people in Canada.

Traditional healing could help to reverse the rising trend.

That's the idea driving a five-year, \$1.5-million grant led by the Indigenous

## Coming November 2024

Showcasing Canada's leading research universities, hospitals, colleges, and companies that are enhancing Canada's global competitiveness in the knowledge economy.

**Editorial Theme**  
Advancing research for a prosperous future

**Featuring**  
Focus on Artificial Intelligence Research



**UNIVERSITY OF CALGARY**  
Start something.

At UCalgary, we're **pushing the boundaries of discovery** to tackle global challenges and maximize impact through collaborative transdisciplinary approaches.

As **Canada's #1 startup creator** for the third year running, we're shaping a future where research excellence drives societal transformation.

**Research and innovation, ahead of tomorrow.**

research.ucalgary.ca/our-impact

CANADA'S TOP  
**50**  
RESEARCH  
UNIVERSITIES

CANADA'S TOP  
**40**  
RESEARCH  
HOSPITALS

CANADA'S TOP  
**50**  
RESEARCH  
COLLEGES

CANADA'S TOP  
**100**  
CORPORATE  
R&D SPENDERS

researchinforesource.com  
X @R\_Inforsource

# Canada's Innovation Leaders



Connecting you with Canada's research and innovation leaders, decision-makers, and influencers

## Who We Are:

Canada's Innovation Leaders (CIL) is the premier national print and digital publication showcasing Canada's leading research universities, hospitals, colleges, and companies.

Canada's Innovation Leaders offers authoritative national research and development (R&D) rankings and analysis:

- Canada's Top 50 Research Universities
- Canada's Top 40 Research Hospitals
- Canada's Top 50 Research Colleges
- Canada's Top 100 Corporate R&D Spenders

## Our Reach:

- Over 750,000+ decision-makers and influencers in key government, corporate, higher education, healthcare and non-profit sectors across Canada and abroad.
- Key targeted audiences that conduct, support and influence innovation and research internationally, nationally, regionally and by sector.



*Book Now*

	<b>Going Live</b> Thursday, November 28	<b>Space Closing</b> Friday, October 25	<b>Material Due</b> Friday, November 1
---	--	--	---

# Messaging Opportunities



**CIL2024 Editorial Theme:** Advancing research for a prosperous future.

**Invited Editorials:** CIL's content will feature unique commentary from respected leaders in the research and innovation community.



## Focus on Artificial Intelligence Research

Artificial intelligence (AI) research promises to play a pivotal role in Canada's future, driving innovation across all sectors. As a global leader in AI, Canadian research can foster advancements in healthcare, education, finance, and technology significantly improving efficiency and decision-making processes. AI research attracts top talent and substantial investments, bolstering the economy and creating high-skilled jobs. Moreover, Canada's emphasis on ethical AI development ensures responsible and inclusive technological growth, addressing societal challenges.

By highlighting the progress in AI research within universities, hospitals, colleges, and companies, CIL2024 will showcase its powerful future impact. Join us as we celebrate Canada's innovation leaders' contributions to AI research technology and applications and explore the transformative strides being made towards a smarter future. Together, we can drive positive change and create a lasting impact on society.

## Promote your Organization

### Canada's Innovation Achievements

Innovation worth celebrating! Showcase your organization's research impacts and achievements with a snapshot from the past, present and new initiatives moving into the future.

*Up to 150 words with photo included.*

### Leaders' Corner

Insights from Leaders in R&D and Innovation: A unique messaging opportunity to highlight your organization's view on research and innovation with a short quote.

*Up to 50 words with photo included.*

### Researchers' Corner

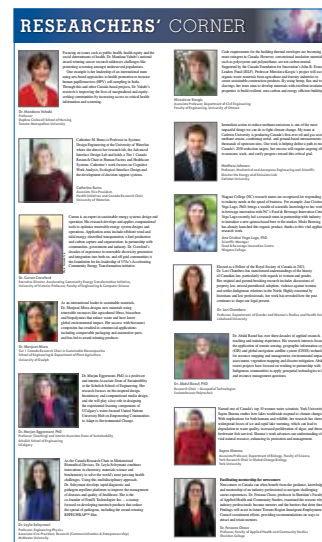
Showcase your Researchers: Shine the spotlight on the accomplishments of your leading researchers. Tell the nation why their research is important and how it is influencing positive change.

*Up to 75 words with photo included.*

### Highlight your Views

Use an op-ed to add your leader's voice to the discussion on this year's theme or a topic of your choice. Join other leaders of some of the country's most influential universities, hospitals, colleges, companies, and organizations as they discuss their views.

*From 250 words to 1,450 words with photo included.*





# Benefits & Readership



Reach over **750,000+** key influencers



Be part of an influential research community



Be recognized for your achievements



Year-long exposure



Reach key targeted audiences



Add your voice to the line-up of this elite group

## DIGITAL READERS



**1 Million+** page views annually

**6.1** average page views per visitor

**13,500** average unique web visitors per month

**150,000+** unique web visitors per year

## PRINT DISTRIBUTION

### Thursday, November 28

- National Post: Calgary & Edmonton
- Montreal Gazette
- Chronicle Herald (Halifax)
- Calgary Herald
- Edmonton Journal

### Friday, November 29

- National Post: Greater Toronto Area (GTA), Ottawa, Montreal

### Saturday, November 30

- National Post: Vancouver

### Sunday, December 1

- Vancouver Province

### Wednesday, December 4 (print and digital)

- The Hill Times

### January 2025 (print and digital)

- University Affairs

## Circulation

National Post ..... 23,600

Montreal Gazette ..... 13,884

Chronicle Herald (Halifax) ..... 23,500

Calgary Herald..... 3,733

Edmonton Journal..... 4,970

Vancouver Province ..... 27,500

The Hill Times\* ..... 22,300

University Affairs\* ..... 21,000

Targeted research & innovation community ..... 50,000

*\*Print and digital.  
Note: based on 2024 circulation.*



## E-EDITION & WEB PORTAL

**LIVE: November 2024**

**[researchinfosource.com/cil/2024](https://researchinfosource.com/cil/2024)**

Canada's Innovation Leaders e-edition and web portal content will be electronically distributed to key audiences of the research and innovation ecosystem starting November 2024:

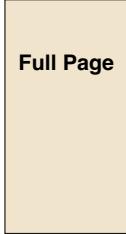
- Elected officials of national and provincial governments (MPs, MLAs, MPPs and Senators)
- Key research and innovation audiences in business, higher education, not-for-profit organizations/associations, etc.
- Select Global Affairs Canada offices worldwide

We will continually expand this distribution to garner optimal exposure for your organization.

# Rates & Packages

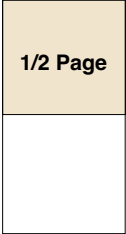


AD SIZE INCLUDES*		PRINT & E-EDITION	E-EDITION ONLY
Full page logo on the corresponding list	500 offprints	\$42,500	\$21,250
1/2 page logo on the corresponding list	350 offprints	\$23,250	\$11,625
1/3 page logo on the corresponding list	300 offprints	\$17,000	N/A
1/4 page logo on the corresponding list	250 offprints	\$12,750	\$6,375
1/8 page logo on the corresponding list	100 offprints	\$7,100	N/A
Canada's Innovation Achievements (Maximum 150 words + photo)	25 offprints	\$3,900	N/A
Leaders' Corner Message (Maximum 50 words + photo)	10 offprints	\$2,850	N/A
Researchers' Corner Message (Maximum 75 words + photo)	10 offprints	\$2,850	N/A
Logo only	10 offprints	\$2,850	N/A
Popover display ad for 12 months	N/A	N/A	\$550
Premium placement: OFC (1/3 page ad), OBC, facing Top List		+15%	



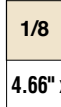
**Full Page**

9.5" x 19.875"




**1/2 Page**

9.5" x 9.812"

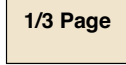


**1/8**

4.66" x 4.812"




**1/4 Vertical**



**1/3 Page**

9.5" x 6.5"



**1/4 Horizontal**

4.66" x 9.812" (vert.)

9.5" x 4.812" (horiz.)

\*Your logo will be prominently displayed on our website (researchinfosource.com) with a link back to your own website providing continuous digital exposure. Note: ad rates are net.

DIGITAL	SIZE	DURATION / RATE
Leaderboard	728 x 90	Call for details
Skyscraper	160 x 600	Call for details
Big Box	300 x 250	Call for details

Note: cost may vary dependent on both print and digital ad size, duration and timing of digital run, and number of page placements.

## EARLY BOOKING BONUS!

**Book your ad space early and you will be invited to be interviewed and included in one of our feature articles.**

PACKAGES	GOLD	SILVER	BRONZE
1 Full page ad print + e-edition	✓		
1/2 page ad print + e-edition		✓	
1/4 page ad print + e-edition			✓
1/4 page Partner Perspective	✓		
Canada's Innovation Achievement Message + Photo		✓	
Your choice: Leaders' Corner OR Researchers' Corner Message + Photo	✓	✓	✓
Online ad placement on 1 page (e.g., home page, Top 50 Research Universities page, etc.)	Leaderboard	Sky Scraper	Big Box
Popover display ad	✓	✓	✓
<b>Investment</b>	<b>\$40,150</b>	<b>\$25,300</b>	<b>\$16,500</b>