

# EP&C

ENERGY PROCUREMENT and CONSERVATION

2008/09 Rate Card & Planner

# Welcome to Energy Procurement & Conservation (EP&C) Magazine

## About Energy Procurement & Energy (EP&C) Magazine

EP&C Magazine's mandate is to identify and thoroughly address the most pressing energy-related issues for the benefit of organizations and individuals that purchase both energy (electricity and natural gas) and energy consuming equipment and systems.

Energy remains one of the most talked-about issues on the planet. There are a number of reasons why energy remains in the forefront, including;

- The continuous fluctuation of energy costs due to political and economical factors
- Organizations are exploring and implementing "Corporate Sustainable or Green" strategies to appease shareholders, employees, tenants and the community as a whole
- Technological advancements of energy consuming equipment and systems
- Existing building (EB) and new construction energy incentives
- Carbon foot printing, taxes and credits
- Renewable energy technologies
- Energy deregulation
- Reducing energy costs to improve bottom-line profitability
- New building codes and legislations
- And more



## 2009 Editorial Advisory Board

The staff at EP&C, along with its Editorial Advisory Board, will identify and explore the most pressing energy issues. These issues will be objectively presented to our readers so they can be better understood and if applicable, implemented within their respective real estate portfolios. We are honoured to present the EP&C Editorial Advisory Board;

### **BLJC**

*Edwin Lim  
Vice President, Energy and Sustainability*

### **Bentall Capital LP**

*Carl Faucher  
Director, National Real Estate Services*

### **BOMA Toronto**

*R. Wayne Proulx  
CDM Program Director*

### **Constellation New Energy**

*Rob Reale  
Director, Demand Response*

### **Carma Industries**

*Rick Williams  
President*

### **City of Toronto**

*Angelo Poto  
Project Manager, Energy Efficiency*

### **Direct Energy Business Services**

*Frank Cammalleri  
Manager, Direct Energy Business Services*

### **Enbridge Gas Distribution Inc.**

*Bill Chihata  
Program Manager, Commercial Sector*

### **Encelium Technologies Inc.**

*Terry Mocherniak  
CEO*

### **Energy Advantage**

*Rob Kirkby  
CEO*

### **Energy Profiles**

*Neal Bach  
Principal*

### **Fraser & Company**

*Marion Fraser  
President*

### **Greater Toronto Airports Authority**

*Craig Rock  
Manager, Energy Management Facilities*

### **Halsall & Associates**

*Doug Webber  
Sustainability Practice Leader*

### **Jacques Whitford Limited**

*Sheila Brown  
Practice Director, Sustainable Building Solutions*

### **Sustainable Buildings Canada**

*Michael Singleton  
Executive Director*

### **Toronto District School Board**

*Sheila Penny  
Executive Superintendent Facility Services*

### **Toronto Hydro Energy Services**

*Yves Lemoine  
VP - Engineering & Business Development*

### **University Health Network**

*Ed Rubinstein  
Manager, Energy and Environment*

### **University of Toronto**

*Ron Swail  
Assistant VP Facilities & Services*

**MediaEDGE**  
TORONTO | GAINESVILLE | MELBOURNE | VANCOUVER | WINNIPEG

## About MediaEdge Communications

MediaEdge Communications, one of Canada's largest trade magazine publishers, is proud to unveil its latest publication entitled Energy Procurement & Conservation (EP&C). This magazine has been specifically designed for professionals involved in procuring

and conserving energy. Since 1985, MediaEdge Communications has produced quality trade magazines for many different market sectors, but their portfolio of real-estate and construction-oriented magazines remains unsurpassed in Canada. Please see the below logos which represent a cross section of MediaEdge's portfolio:

**Facility Management**

**HF&M**

**APARTMENT**  
Magazine

**Construction**

**Energy & Utilities**

**CONDOBUSINESS**

**EP&C**

**Construction**

**FOODSAFETY**  
MANAGEMENT

**Property Management**

**DESIGN**  
QUARTERLY

**THE B.C. EDITION**

**11**

## Readership of EP&C Magazine:

The readership of EP&C consists of 6,000, Ontario-based decision makers that are directly involved with developing and implementing energy management strategies and purchasing energy and energy-related products and services.

EP&C readers:

- Building Owners and Developers
- Asset, Property and Facility Management Professionals
- Building Operations and Engineering
- Energy Management and Environmental Program Department Professionals
- Procurement Departments
- Senior Executives and Department Heads (Presidents, CEO, COO, Executive Directors, CFO, etc.)
- Consulting Engineers, Architects, General Contractors and Specifiers
- Energy Consultants

## The building types represented by readers of EP&C include:

- Commercial/Office/Light Industrial
- Retail/Shopping Centre
- Large Industrial/Manufacturing
- Healthcare Facilities – Hospitals and Retirement Care Facilities
- Education – Universities, Colleges and School Boards
- Government - Municipal, Provincial and Federal
- Multi-Unit Residential – Condominiums and Apartments
- Several hundred of Canada's largest organizations that own and manage their respective real estate holdings. Samples of these organizations include; airports, technology-based firms, telecommunications, financial, processing, hotels, convention centres, warehousing, and more. These sites are either head office or larger regional office facilities

## EP&C Magazine Editorial Schedule

ISSUE	COVER STORY	ENERGY Q&A	CORPORATE SUSTAINABILITY	ENERGY INCENTIVES	TECHNOLOGY & RENEWABLE ENERGY
<b>Fall 2008</b> <i>(Bonus circulation at 2008 PM EXPO/Construct Canada)</i>	Properly Maintaining & Servicing HVAC Equipment for Energy Efficiency	Role of the Energy Consultant	The Definition(s) of "Green"	How and When Should Organizations Research, Register and Calculate for Energy Incentives? Agency Profile: Ontario Power Authority (OPA)	Chillers Solar
<b>Winter 2008/09</b> <i>(Annual Energy Products &amp; Services Buyers Guide)</i>	Electricity & Natural Gas - 2008 Year End Review and 2009 Forecast	Energy Retrofits – What are the Steps to Success?	How do Organizations Measure Green?	2008 Incentive Program Summary and New Programs Available for 2009 Agency Profile: Enbridge and Union Gas	Building Automation Systems (BAS) Wind
<b>Spring 2009</b>	Canada's Global Position on Energy & Greenhouse Gas Emissions	Tenants & Employees - Their Role and Impact on Energy Programs	How to Brand and Market Your Organization/ Building as Being "Green"	Utilizing Multiple Incentives on Single Projects Agency Profile: City of Toronto's Better Buildings Partnership (BBP)	Boilers Hydroelectric
<b>Summer 2009</b>	LEED Update & Project Profiles	Financing Options for Energy Retrofits	What are the Risks & Rewards of "Green"	Energy Incentive Project Case Studies Agency Profile: BOMA Toronto's Conservation Demand Management (CDM) Program	Lights & Lighting Systems Geothermal
<b>Fall 2009</b> <i>(Bonus circulation at 2009 PM EXPO/Construct Canada)</i>	High Performance Buildings	Climate Change	What are the Misconceptions and Stereotypes of Green?	Existing Building (EB) and New Construction Incentives - The Complete Ontario List Agency Profile – Ontario Local Distribution Companies (LDC's)	Cooling Towers Renewable Energy Case Study Profiles
<b>Winter 2009/10</b> <i>(Annual Energy Products &amp; Services Buyers Guide)</i>	Electricity & Natural Gas - 2009 Year End Review and 2010 Forecast	Researching and Procuring Energy Consuming Equipment	Communicating Green Messaging to Employees, Tenants and the Media	2009 Incentive Program Summary and New Programs Available for 2010 Agency Profile: NRCAN	Sub Metering Systems Solar

## Publishing Schedule

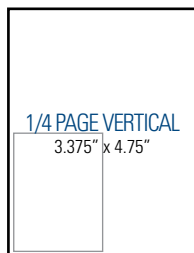
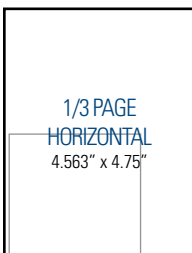
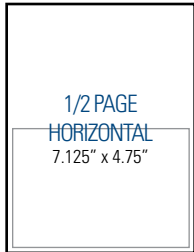
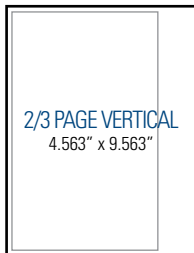
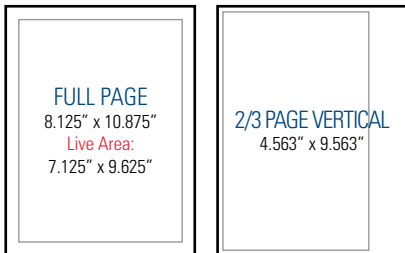
ISSUE	ADVERTISING CLOSING	ADVERTISING MATERIAL DUE	PUBLISH DATE
Fall 2008	October 22, 2008	October 29, 2008	November 26, 2008
Winter 2008/09	December 12, 2008	December 19, 2008	February 6, 2009
Spring 2009	March 6, 2009	March 13, 2009	April 10, 2009
Summer 2009	June 5, 2009	June 12, 2009	July 10, 2009
Fall 2009	October 16, 2009	October 23, 2009	November 20, 2009
Winter 2009/10	December 11, 2009	December 18, 2009	February 5, 2010

### Regular Editorial Departments:

- Editors Note
- Water Conservation
- Waste Management
- Carbon (Foot printing, Tax, Credits, etc.)
- Existing Building Retrofit Profile
- New Construction Project Profile
- Personality/Company Profile
- Calendar of Events

Sizes - Four Colour	1X	4X
Full page		
2/3 page		
1/2 island		
1/2 horizontal		
1/3 page horizontal		
1/4 page		
Premium Positions - Four Colour	1X	4X
Double Page Spread		
Inside Front Cover		
Inside Back Cover		
Outside Back Cover		
For black & white advertisements, please deduct 25%	For guaranteed position placements, please add 15%	For advertising agency commission, please add 15%
Rates are based on advertising sizes indicated in this media kit.		

**FOR ADVERTISING PLEASE CONTACT:** Neil Barbaro at 416-512-8186 ext 268 or neilb@mediaedge.ca



### MECHANICAL REQUIREMENTS

Type page: 7.125" x 9.625" • Trim size: 8.125" x 10.875" • Bleed size: 8.375" x 11.125"  
 Halftone screen: 133 line maximum • Printed offset, saddle stitch bound.

### DIGITAL FILES:

Preferred format is InDesign CS3, QuarkXPress 6.5, Adobe Illustrator or PDF. Please include all image files and all fonts used in the document and a laser copy for reference. No Microsoft Office or Corel Draw files will be accepted.

### GENERIC PDF FILES:

Generic PDF files, created with Adobe Acrobat Distiller using high resolution CMYK (no colour profiles), with all the fonts embedded.  
 "Save-as" PDF files (Adobe Illustrator, Adobe Photoshop) and native application files (QuarkXpress, Adobe InDesign, Pagemaker, Corel Draw, Microsoft Word) are **not acceptable** for digital ad submissions. These files are not final material and can create problems with reproduction.

### WHEN SENDING MATERIAL:

1. Submit files on a Macintosh formatted CD-ROM.
2. Include a Magazines Canada standards colour proof, for accurate reproduction. All colour files must be accompanied by a colour proof or a separated laser proof. Publisher assumes no responsibility for accuracy where no proof is provided.
3. Upload files to the FTP site.  
 Host: ftp3.mediaedge.ca  
 Username: me\_epc\_ad  
 Password: artwork
4. Digital materials, Film, artwork, etc. to be sent to:  
 Production Manager, 5255 Yonge Street, Suite 1000, Toronto, Ontario M2N 6P4

### INSERTS

**Supplied:** 1 page, overleaf available to publisher – b&w page rate plus 25%. 1 page, overleaf blank – rates on request. Maximum weight 100lbs. Allow 2-1/2" binding lip and 1/4" head trim.

**Reader Reply Cards:** must be accompanied by minimum 1 page adjacent advertisement. Standard size 5.75" x 4.375"; allow 2.50" binding lip and .25" head trim. Charged at 1/3 page rate plus \$20.00 per thousand for stitching.

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