Canada's most authoritative publication on the issues shaping city-regions and rural municipalities today.
Curb Magazine provides a forum for how we can make our communities better places to live. Our vision is to spark critical conversations that promote more resilient and sustainable municipalities.

Produced by the City-Region Studies Centre at the University of Alberta, the tri-annual magazine is distributed nationally and can be found in select retail outlets, including Chapters/Indigo, in addition to being available online.

Informative, engaging, and beautifully designed, we are one of Canada’s most authoritative publications on the issues shaping city-regions and rural municipalities today. Exploring topics such as urban design, governance, housing, sustainability, and transportation, we regularly feature articles written by planners, city officials, industry experts, and NGOs from across the country.

We publish articles on innovative projects and research as well as best practices in planning and policy making:

• URBAN DESIGN • SUSTAINABILITY • TRANSPORTATION • GOVERNANCE • SOCIAL EQUITY • ECOLOGY & RESOURCES

Leading publication on urban planning and community development.

• READ BY MUNICIPALITIES ACROSS CANADA • HIGHLIGHTING INNOVATIVE PROJECTS & RESEARCH • PUBLISHING AUTHORITATIVE VOICES ON SUSTAINABLE, RESILIENT COMMUNITIES • CURB TALKS – ENGAGING ONLINE PLATFORM
the curb audience

With a tri-annual publication and an active blog, Curb Magazine reaches a diverse audience locally, regionally, and nationally.

our readers

Curb connects with an audience of researchers, policy makers, city planners, industry experts, non-profit practitioners and engaged citizens seeking critical perspectives on sustainable urban planning and community development.

What do Curb readers say?

“Curb provides thoughtful articles on urban policy and development. I recommend Curb to all my Edmonton colleagues who have an interest in the city and its healthy development.”

- Chris Lumb, CEO of TEC Edmonton

“Curb fills a unique space in Canada. It is well placed between technical publications, academic journals and the popular press. The magazine is accessible and a fun read for students, practitioners, and academics.”

- Zachary Spicer, Post-Doctoral Fellow, Wilfrid Laurier University

“Curb Magazine is a valuable publication for municipal governments and city planners to learn about critical approaches and perspectives on the issues that shape our cities and communities”

- Edmonton Mayor Don Iveson
Cities in the Making (Winter 2016)
This issue of Curb will examine the fleeting and often intangible aspects of the city, focusing on how cities are made rather than just planned.

Urban Ecologies (Spring 2016)
This issue will examine the environmental concerns at the intersection of urban and rural settings, focusing on issues around land use and water management.

Engaging Cities (Fall 2016)
How can towns and cities better engage citizens so as to build community connections and inform government? This issue will explore municipal citizenship, inclusiveness and collective contributions to city-building.

Special Topic (2016-2017) – Urban responses to the TRC
Curb is addressing how communities and municipal governments can positively respond to the Truth and Reconciliation Commission ‘Calls to Action’. For three issues, beginning in Spring 2016, we will be exploring this important topic, coordinated within our regular publication schedule.

curb distribution
Curb Magazine is mailed directly to 4000 municipalities across Canada, in addition to our individual print and digital subscription base.

Connect with Curb audience online:
- Digital Issues: Magzter Digital Newsstand
- Facebook: The City-Region Studies Centre
- Twitter: @CityRegions / @CurbMag_CRSC
Through your support, you can help Curb Magazine achieve its aims of informing positive urban and municipal futures. This can be a means to give back to the community, maximize exposure, and invite focused discussion on areas of interest relevant to your organization.

There a number of ways to sponsor Curb (sponsorship rate table is provided on following page):

**issue sponsors**

If you or your organization has a topic which is of particular relevance to you, we can help you develop a topic in relationship to a full or partial issue of the magazine. Sponsorship is an opportunity to work with our editorial committee and production staff to advance a conversation, share stories, and build communities. Past themes for sponsored issues have included land stewardship, sustainable land use planning, and rural futures.

**bundled sponsorships**

Curb magazine is produced by the City-Region Studies Centre (CRSC) within the Faculty of Extension at the University of Alberta. Sponsorship of Curb magazine can be bundled with other Centre activities. Curb is produced in coordination with the Centre’s longstanding and highly regarded Regional Planning Speakers Series (RPSS). Opportunities also exist to work with researchers and staff to host custom workshops or special events. CRSC works to build partnerships to address key aspects of urban and municipal development. Bundling a sponsorship for Curb in collaboration with CRSC activities is a great way to maximize your impact and exposure. Our regular sponsors often work with us across projects and help us identify strategic priorities through participation on our advisory committees.

Learn more about the Centre’s research and programming on our website www.crsc.ualberta.ca

**Entry Level Sponsorships**

A great way to support Curb Magazine and feature your organization is through an entry level sponsorship. This opportunity provides sponsors with organizational recognition within a single issue of the magazine in the form of an advertisement (full page, half page, or one-third page).

**Advertorial**

If you have a story you want to tell or an event you would like to promote, Curb magazine offers the opportunity to publish single and double page “advertising supplements” or mat features (infomercials).
## Sponsorship Summary Table

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Summary</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issue Sponsorships</strong></td>
<td>Work with Curb editorial board to establish and feature a specific topic in either a full or partial issue of Curb Magazine.</td>
<td></td>
</tr>
<tr>
<td>Full Issue (80% content)</td>
<td>A courtesy full page advertisement on either the back or inside front cover and a courtesy half-page advertisement in another issue of Curb Magazine.</td>
<td>$12000</td>
</tr>
<tr>
<td>Partial Issue (40% content)</td>
<td>A courtesy full page advertisement on either the back or inside front cover.</td>
<td>$6000</td>
</tr>
<tr>
<td><strong>Bundled Sponsorships</strong></td>
<td>Combine sponsorship of Curb Magazine with Regional Planning Speakers Series (RPSS), an engagement activity, or workshop.</td>
<td></td>
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<tr>
<td>RPSS – Gold</td>
<td>A courtesy half page advertisement in three issues of Curb Magazine. Prominent Logo placement on RPSS signage for one series (3-5 events). Logo placement on event advertising and webpage for one series. Verbal acknowledgement during one series of events. Opportunity to showcase branded marketing material at one series of RPSS events. Attendance at event dinners with speakers and panelists.</td>
<td>$10000</td>
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<tr>
<td>RPSS – Silver</td>
<td>A courtesy half page advertisement in two issues of Curb Magazine. Logo placement on RPSS signage for one series (3-5 events). Logo placement on event advertising and webpage. Verbal acknowledgement during events. Attendance at event dinner with speakers and panelists.</td>
<td>$5000</td>
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<tr>
<td>RPSS – Bronze</td>
<td>A courtesy half page advertisement in a single issue of Curb Magazine. Logo placement on RPSS signage for one series (3-5 events). Logo placement on event advertising and webpage. Verbal acknowledgement during events.</td>
<td>$2000</td>
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<tr>
<td><strong>Entry Level Sponsorships</strong></td>
<td></td>
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<tr>
<td>Level One</td>
<td>Full page colour advertisement.</td>
<td>$1000</td>
</tr>
<tr>
<td>Level Two</td>
<td>Half page colour advertisement.</td>
<td>$750</td>
</tr>
<tr>
<td>Level Three</td>
<td>One-third page colour Advertisement.</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Advertorial</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two page</td>
<td>Full spread colour “advertising supplement” or event listing.</td>
<td>$2500</td>
</tr>
<tr>
<td>One page</td>
<td>Single page colour “advertising supplement” or event listing.</td>
<td>$1500</td>
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</tbody>
</table>
Graphic design of advertisements is available at extra price.

*Advertorials are textual articles containing 300-500 words per page. These are subject to Curb’s editorial revisions and must either run with a written note on page distinguishing it as an advertisement or be formatted stylistically different from editorial content. Price includes layout.

Discounts of 10% are available for purchase of recurring issue advertising space (2 or more issues).

Curb Magazine is a member of Magazines Canada and complies with its code of ethics in editorial and advertising policy.

**contact information**

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