



Association of Condominium Managers of Ontario
2233 Argentia Road, Suite 100, Mississauga, ON L5N 2X7
Tel: 905-826-6890, 1-800-265-3263 • Fax: 905-826-4873 • E-mail: ads@acmo.org • Web: www.acmo.org

CM Editorial Calendar - 2010

CM Condominium Manager has a very high per copy pass-along average among its readers. This leads to constant circulation growth, as qualified second-hand readers request and receive their own subscriptions. Readers have told ACMO that nearly 50% of them rate the magazine "excellent." More than another third rate CM "good." Nearly one-third of subscribers say they read every article in the magazine. The average magazine circulation tops 13,000 per issue. Of this, more than 10,000 copies are read by Ontario condominium directors, property managers and influential condominium management companies. For more information call 905-826-6890.

Spring

Legislative news – The Joint ACMO/CCI-Toronto Committees, lobbying efforts on HST, achievements with various levels of government, objectives going forward; Reserve Fund studies and updates on building components, assessing replacement components.

Summer

The Condominium Balancing Act – navigating the legislative requirements and governance issues of a new condominium while managing operational needs and resident expectations – comparison with Acts around the country; new NACM board (mission and goals including education).

Fall

Aging Condos – specific focus on townhouse issues; case studies from outside GTA; retrofits, escalating costs.

Winter

Ethics and Conduct – includes working with challenging people; tap into conference articles; comments from experts outside ACMO on a macro scale; explore personality types.

Regular Features:

From the ACMO President, Legislative and Case Law Updates, Letters to the Editor, Success Stories, Law Lights

Tips for Advertisers

When you decide to advertise for the first time in CM Condominium Manager magazine, the following may help you make decisions about creating your ad:

- If you do not have a commercial artist, printer or creative agency to produce your ad for you, CM Condominium Manager can typeset an ad for you based on an hourly fee. Photographs, logos and illustrations provided by you can be scanned for use in your ad at a nominal cost.
- Check the specifications on the ad rate card for exact size, mechanical requirements and colour availability. Digital files submitted to CM Condominium Manager magazine must meet the specifications detailed in the rate card.
- Send the ad on time. Check the closing dates on the rate card.
- When you receive a proof of your new or revised ad, read it carefully. The publication does not accept responsibility for errors (this is a trade practice).
- Remember, the effectiveness of your ad is determined by what you put into the space you are buying. No matter how well read a publication is, the response your ad generates is a direct result of the copy and layout of your ad. No one knows your business better than you. If you need advice, ask for it. You are the marketing director and must make all the decisions about how you spend your money.
- Note that repeat advertising increases your chances of creating and making sales.



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ACMO CM MAGAZINE ADVERTISING RATES Effective January 1, 2010

** Applicable taxes will be added to all fees, rates and charges as a separate item on our invoices.*

Member Discount. The member rate is offered to Corporate or Associate members in good standing with ACMO. 20% on cover ads (1–4 insertions*); 5% on full, 2/3 or 1/2 page ads, 2-page spreads (4 consecutive insertions*)

Black & White Rates (per insertion*)	<u>Standard Rate</u>		<u>Member Rate</u>	
	1 Insertion*	4 Consecutive Insertions*	1 Insertion*	4 Consecutive Insertions*
2-page spread	\$4,544	\$4,304	\$2,840	\$2,690
Full page	\$2,664	\$2,528	\$1,665	\$1,580
2/3 page	\$2,200	\$2,088	\$1,375	\$1,305
1/2 page	\$1,728	\$1,648	\$1,080	\$1,030
1/3 page	\$1,216	\$1,152	\$760	\$720
1/4 page	\$880	\$840	\$550	\$525
1/6 page	\$688	\$640	\$430	\$400

Colour Rates — in addition to black & white space rates (per insertion*)

	<u>Standard Rate</u>	<u>Member Rate</u>
Black plus 1 process colour or standard red/green	\$640	\$400
Black plus one PMS colour	\$1,112	\$695
Process (4-colour) page or less.....	\$1,112	\$695

Covers and Positions (per insertion*)

	<u>Standard Rate</u>		<u>Member Rate</u>	
	1 Insertion*	4 Consecutive Insertions*	1 Insertion*	4 Consecutive Insertions*
IFC/IBC (4-colour only)	\$4,424	\$4,216	\$2,765	\$2,635
OBC (4-colour only)	\$4,632	\$4,408	\$2,895	\$2,755

Non-standard position – additional 15%. Guaranteed positions – additional 25%.

Pro Cards (per insertion*)

	<u>Standard Rate</u>	<u>Member Rate</u>
Super Pro Card (B/W only)	\$540	\$290
Pro Card (B/W only).....	\$365	\$175

Advertising Inserts (per insertion*)

	<u>Standard Rate</u>	<u>Member Rate</u>
Supplied in quantity by advertiser	Minimum \$2,576	Minimum \$1,610

* "Insertion" means one ad in one issue of the newsletter or CM magazine.

Ad Submission

Files sent to us are used as they are received. Printed proofs are not required. Mac or PC digital files only. Refer to separate sheet summarizing CMM ad sizes to confirm required dimensions. Use advertiser's name and issue date in file name; e.g., ABC_widgets.Smr08.pdf. 1st choice – high-res PDF using only colour being paid for with all fonts embedded. 2nd choice – Illustrator CS2 (or earlier) EPS file (fonts in paths, grayscale/PMS/CMYK graphics embedded). 3rd choice – 300-dpi, grayscale or CMYK (Photoshop CS2 or earlier) TIF file. Full-page ads – please fax smaller-than-actual printout of ad showing crop marks to 905.826.4873.

Ad Delivery

Email stuffed/zippered files up to 5mb to production@acmo.org. FTP by pre-arrangement with production@acmo.org. CDs can be sent to the ACMO office.

Ad Production

ACMO can typeset and layout your ad using copy, line art, original photographic prints and/or digital files provided by you. Rates are by the hour @ \$65/hour plus HST with a minimum charge of \$16.25. Simple ads can be typeset in less than an hour. Scanning photographs or artwork is charged for by the scan. Please contact the ad sales manager for more information.

Magazine Production

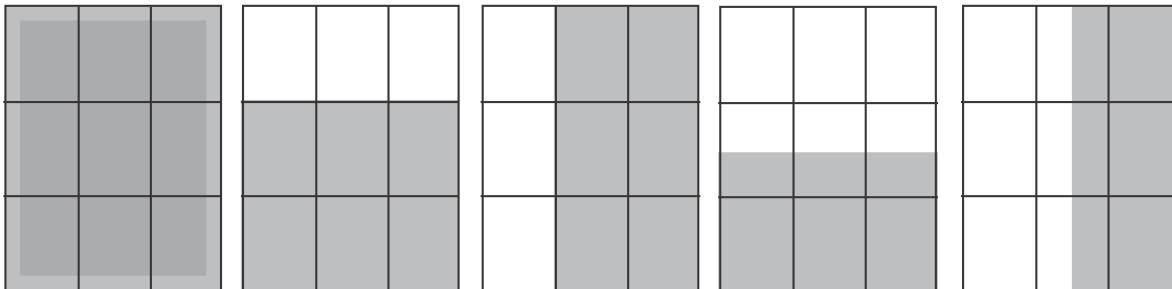
CM is printed on high-quality coated paper stock, with four-colour capability, by the sheet-fed offset method. All material must arrive by the closing date for guaranteed inclusion in the issue. CM Condominium Manager accepts no responsibility for the reproduction of ads prepared by the advertiser.



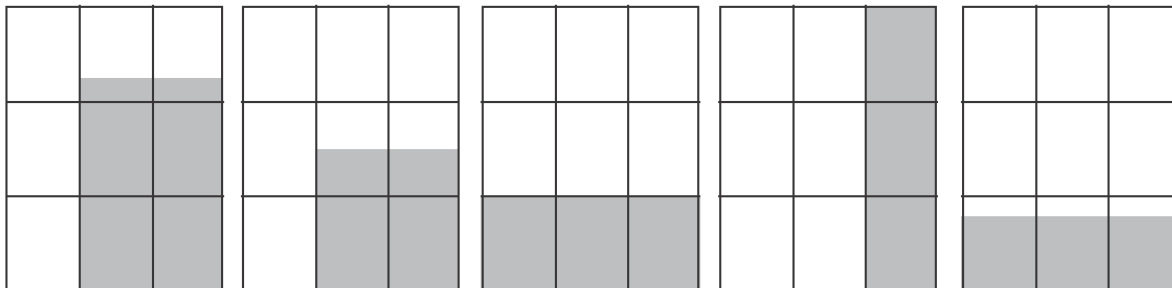
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<p>Terms: All advertisements must be received and paid for in full before the closing dates as published by ACMO. Payment can be made by AMEX, VISA, MasterCard or cheque payable to ACMO.</p> <p>Contract: Contracts that earn the four-time rate will be subject to additional charges if cancelled before the publication of all ads covered in the contract.</p> <p>Agency Discounts Publisher pays, upon request, a standard agency discount of 15% to all <u>recognized</u> advertising agencies for display ad space, colour, bleed and position only.</p>	<p>2010 Closing Dates</p> <p>Ads must be paid for and received by the following dates:</p> <table border="0"> <thead> <tr> <th><u>Issue</u></th> <th><u>Closing</u></th> </tr> </thead> <tbody> <tr> <td>Spring (April)</td> <td>February 5</td> </tr> <tr> <td>Summer (July)</td> <td>May 7</td> </tr> <tr> <td>Fall (October)</td> <td>August 6</td> </tr> <tr> <td>Winter (December)</td> <td>October 29</td> </tr> </tbody> </table>	<u>Issue</u>	<u>Closing</u>	Spring (April)	February 5	Summer (July)	May 7	Fall (October)	August 6	Winter (December)	October 29
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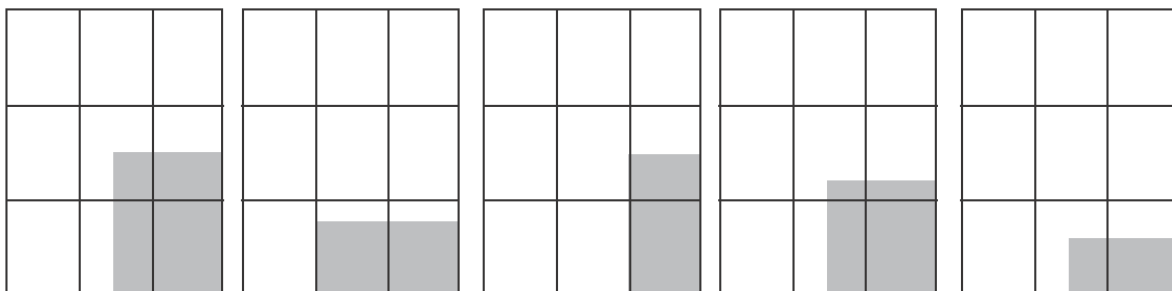
A WIDE CHOICE OF AD SIZES TO SUIT YOUR ADVERTISING NEEDS!
 These standard units correspond to the rate card:



6 7/8" x 10" h Page 8 1/4" x 10 7/8" Trim	2/3 Page Horizontal 6 7/8" x 6 5/8"	2/3 Page Vertical 4 1/2" x 10"	1/2 Page Horizontal 6 7/8" x 4 7/8"	1/2 Page Vertical 3 1/2" x 10"
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1/2 Page Island 4 1/2" x 7 1/2"	1/3 Page Square 4 1/2" x 4 7/8"	1/3 Page Horizontal 6 7/8" x 3 1/4"	1/3 Page Vertical 2 1/8" x 10"	1/4 Page Horizontal 6 7/8" x 2 3/8"
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1/4 Page Vertical 3 3/8" x 4 7/8"	1/6 Page Horizontal 4 1/2" x 2 3/8"	1/6 Page Vertical 2 1/8" x 4 7/8"	Super Pro Card 3 3/8" x 4 1/16"	Professional Card 3 3/8" x 2"
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Two-page spread trim size (add bleed):
 16 1/2" wide x 10 7/8" high

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ACMO e-NEWSLETTER ADVERTISING RATES Members only, effective January 1, 2010

** Applicable taxes will be added to all fees, rates and charges as a separate item on our invoices.*

Black & White or Colour Rates (per issue)

Full page: letter size + appropriate bleed \$1,000
1/2 page horizontal: 7.5 inches wide x 4.75 inches high \$750

Ad Submission Deadlines

First Quarter issue January 8
Second Quarter issue April 8
Third Quarter issue..... July 6
Fourth Quarter issue..... October 4

Ad Submission

Mac or PC digital files only. Use advertiser's name and issue date in file name; e.g., ABC_widgets.1Q2008.pdf.
1st choice – high-res grayscale PDF with all fonts embedded.
2nd choice – Illustrator CS2 (or earlier) EPS file (fonts in paths, grayscale graphics embedded).
3rd choice – 300-dpi, grayscale TIF file (Photoshop CS2 or earlier).
Full-page ads – please fax smaller-than-actual printout of ad showing crop marks to 905.826.4873.
Files sent to us are used as they are received. Printed proofs are not required.

Ad Delivery

Email stuffed/zipped files up to 5mb to ads@acmo.org. FTP by pre-arrangement with ads@acmo.org.
CDs can be sent to the ACMO office.

Ad Production

ACMO can typeset and layout your ad using copy, line art, original photographic prints and/or digital files provided by you. Rates are by the hour @ \$65/hour plus HST with a minimum charge of \$16.25. Scanning photographs or artwork is charged for by the scan. Please contact the ad sales manager for more information.

Magazine Production

The newsletter is emailed to ACMO members and posted on the ACMO web site. All material must arrive by the closing date for guaranteed inclusion in the issue. ACMO accepts no responsibility for the reproduction of ads prepared by the advertiser.



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ACMO MEMBERSHIP AND PROFESSIONAL SERVICES TRADE DIRECTORY ADVERTISING RATES Members only, effective January 1, 2010

** Applicable taxes will be added to all fees, rates and charges as a separate item on our invoices.*

Black & White Rates (per issue)

Full page (call for dimensions)	\$1,650
1/2 page horizontal (call for dimensions)	\$1,070

Ad Submission

Mac or PC digital files only. Use advertiser's name and issue date in file name; e.g., ABC_widgets.pdf.

1st choice – high-res grayscale PDF with all fonts embedded.

2nd choice – Illustrator CS2 (or earlier) EPS file (fonts in paths, grayscale graphics embedded).

3rd choice – 300-dpi, grayscale TIF file (Photoshop CS2 or earlier).

Full-page ads – please fax smaller-than-actual printout of ad showing crop marks to 905.826.4873. Files sent to us are used as they are received. Printed proofs are not required.

Ad Delivery

Email stuffed/zipped files up to 5mb to production@acmo.org. FTP by pre-arrangement with production@acmo.org. CDs can be sent to the ACMO office.

Ad Production

ACMO can typeset and layout your ad using copy, line art, original photographic prints and/or digital files provided by you. Rates are by the hour @ \$65/hour plus HST with a minimum charge of \$16.25. Scanning photographs or artwork is charged for by the scan. Please contact the ad sales manager for more information.

Directory Production

The directory is printed on high-quality uncoated paper stock by the sheet-fed offset method. All material must arrive by the closing date for guaranteed inclusion in the issue. ACMO accepts no responsibility for the reproduction of ads prepared by the advertiser.



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ACMO WEB BANNER ADVERTISING RATES **Members only, effective January 1, 2010**

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Side Banner Rates

Members: \$150/month

Non-members: \$350/month

Tips for a Successful Banner Design

Eye-catching colours are important (some research indicates that blue, green and yellow are more effective than white, red and black). Please avoid using a similar background as that of the web page. If you do, your message won't stand out, no matter how compelling the content.

The eye is always attracted by motion, so animation can get attention.

- Buttons are enticing.
- Keep the file size under 20 kilobytes and preferably under 10kb. If the visitor can't wait for the download to finish, they'll never see your graphic extravaganza.

Technical Specs

We strongly advise that you have a professional create your banner ad (we can arrange that for you). Please provide your banner ad designer with the following information. Failure to do so may lead to an unsatisfactory result.

1. SPECIFICATIONS

Banner ad dimensions are 170 pixels wide by 150 pixels high. Please conform to this specification. Banner ads must have a white background.

We will not be responsible for the graphic distortion that may result when a banner created to a different specification is displayed at this size. We will only accept flash source files.

The banner ad graphic file must be in either GIF or JPEG format, and should not require more than 25 kilobytes of memory in total (including animated banners). Exceeding this maximum will result in slow downloads that are counterproductive for both the advertiser and the host site. We reserve the right to reject a banner ad that is large enough to affect the download performance of the web page.

2. SENDING YOUR BANNER AD CONTENT

All finished banner ads must be e-mailed to ads@acmo.org no less than 7 business days in advance of the scheduled go-live date. The advertiser must approve the final advertisement by email or fax before the scheduled mounting date. The Association of Condominium Managers of Ontario reserves the right to reject, discontinue or omit any advertisement in accordance with standards established by the Association of Condominium Managers of Ontario, without penalty to either party.

Banner ad GIF or JPEG files may be sent as attachments to an e-mail message. Please use the .gif or .jpg filename extension.

On a final note, as a service to you, the webmaster will review your site prior to ads running live. This is done to ensure that the link is functioning. If it's appropriate, minor changes or modifications may be suggested as a way to help you maximize your results.

If you have any questions about specifications or transmission of files, the ACMO office will be pleased to assist you. They can be reached at ads@acmo.org or 905-826-6890.



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ACMO LUNCHEON VIDEO PRESENTATION

Members Only, effective January 1, 2010

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ACMO luncheon video presentations are now posted on the ACMO website and ad sponsorship can be purchased. Only two ad sponsorships will be sold per presentation and ad space is sold on a first come first served basis. The first sponsor (per video) will be given first right of refusal should a second sponsor come from a competing company.

Video Presentation Rates (maximum 2 ad sponsors per video)

Members: \$250 per ad Non-members: \$500 per ad

ACMO BUNDLED ADS — DISCOUNT STRUCTURE

Members only, effective January 1, 2010

** Applicable taxes will be added to all fees, rates and charges as a separate item on our invoices.*

Bundles are combined advertising packages that are available in multiples of 2 or 3. *CM* magazine advertising must be included in a bundled contract as a constant. There is no discount on *CM* ads in bundled pricing.

For 2 multiple products: CM and Directory, or CM and Web

ACMO offers 20% off the second product (Directory or Web). Discount does not apply to *CM* ad pricing, which remains at the member rate.

For 3 multiple products: CM, Directory and Web

ACMO offers a 25% discount off each of the Directory and Web ads. Discount does not apply to *CM* ad pricing, which remains at the member rate.

NOTE: Bundled ad discounts APPLY TO CM ADVERTISERS WITH ADS IN CM 1/6 page and greater. It does not apply to pro card advertisers.