



CM MAGAZINE

New for 2016! CM is now available in online and mobile formats.
All ½ and full page ads receive a link to the company's website
at NO ADDITIONAL CHARGE!

Circulation

11,000 + / Issue

Audience

Condominium Managers
Condominium Management Companies
Industry Services & Trades Providers
Condominium Boards of Directors

Closing Dates

Spring

Editorial: Jan 25 / Ads: Feb 8

Summer

Editorial: April 25 / Ads: May 9

Fall

Editorial: July 25 / Ads: Aug 8

Winter

Editorial: Oct 24 / Ads: Nov 7

2016 Editorial Themes

Spring: Then and Now: Old vs. New Condominiums

Summer: Managing the New Condo Mix

Fall: New Trends & Emerging Technologies

Winter: ABCs of Managing Everyday Condo Issues

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Ads Manager: Kristy Joplin – ads@acmo.org



CM MAGAZINE ADVERTISING RATES

Contact: ads@acmo.org
905-826-6890 or 1-800-265-3263

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.

Multi Ad Discount: Multiple ads in the same issue are eligible for a 15% discount on the total price of advertising in CM Magazine (effective August 27, 2015)

Black & White Rates (per issue)

	<i>Standard Rates</i>		<i>Member Rates</i>	
	1 Issue	4 Consecutive Issues	1 Issue	4 Consecutive Issues
2-page spread	\$4,544	\$4,304	\$2,840	\$2,690
Full page	\$2,664	\$2,528	\$1,665	\$1,580
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

Colour Charges — in addition to black & white space rates (per issue)

Standard Rate - \$1,112
Member Rate - \$695

Covers and Positions (per issue)

Guaranteed position (members only) – additional 25% charge

	<i>Standard Rates</i>		<i>Member Rates</i>	
	1 Issue	4 Consecutive Issues	1 Issue	4 Consecutive Issues
Inside Front / Inside Back (colour only)	\$4,424	\$4,216	\$2,765	\$2,635
Outside Back (colour only)	\$4,632	\$4,408	\$2,895	\$2,755

Pro Cards

	1 Issue	4 Consecutive Issues
Super Pro (black & white only)	\$540	\$290
Pro (black & white only)	\$365	\$175

Inserts (per issue)

Standard Rate - \$2,576
Member - \$1,610

Ad Submission

Files are received as digital files only.

Acceptable formats include: high resolution pdf or eps; or high resolution psd/tif/jpeg at 300dpi.

All files should be either grayscale or CMYK.

All files should be sized to fit the specifications as indicated on the following *CM Ad Specifications* page.

Ad Production

ACMO's designer is available to assist you in the creation of your ad. Additional fees apply. Contact the advertising manager for details.

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 accepts no responsibility for the reproduction of ads prepared by the advertiser.



CM MAGAZINE SPECIFICATIONS

Full Page (Plus Bleed)	8.25" x 10.875"
1/2 Page Horizontal	6.875" x 4.875"
1/2 Page Vertical	3.5" x 10"
1/2 Page Island	4.5" x 7.5"
1/3 Page Square	4.5" x 4.875"
1/3 Page Horizontal	6.875" x 3.25"
1/3 Page Vertical	2.125" x 10"
1/4 Page Horizontal	6.875" x 2.375"
1/4 Page Vertical	3.375" x 4.875"
Super Pro Card	3.375" x 4.0625"
Pro Card (Business Card) ..	3.375" x 2"

Payment Terms

Invoices will be mailed upon production of the issue in which the ad appears. Pre-payment accepted upon request. Payment can be made by Visa, MasterCard, AMEX, or cheque payable to ACMO.

Contracts

Contracts earning the 4-issue rate will be subject to additional charges if cancelled before publications of all ads covered by the contract.

BUNDLED ADS — DISCOUNT STRUCTURE

Members only

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 do not apply to pro card advertisers.



E-NEWSLETTER

Member Only Quarterly Publication

Contact: ads@acmo.org
905-826-6890 or 1-800-265-3263

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" x 4.75" \$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

Digital files only.

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).

Files are used as they are received.

Ad Production

ACMO's designer is available to assist you in the creation of your ad. Additional fees apply. Contact the advertising manager for details.



PROFESSIONAL SERVICES & TRADES DIRECTORY

Member Only Annual Publication

Contact: ads@acmo.org
905-826-6890 or 1-800-265-3263

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

Rates (all rates include 4 colour charge)

Full page	\$1,665
1/2 page horizontal	\$1,070
1/3 page horizontal	\$760
Inside Front Cover*	\$1,865
Inside Back Cover*	\$1,865
Outside Back Cover*	\$1,965

**(Advertisers are limited to one cover placement. Cover placement is granted on a first come, first served basis.)*

20% discount available for B&W ads (excluding covers & placements)

Ad Specs

Full Page: 5.25" x 8"

Half Page: 5.25" x 4" (horizontal only)

1/3 Page: 5.25" x 2 5/8" (horizontal only)

Ad Placement

Placement is on a first come, first served basis. Cover placement is limited to one cover per company.

Ad Production

ACMO's designer is available to assist you in the creation of your ad. Additional fees apply. Contact the advertising manager for details.

Directory Production

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.



WEBSITE

Contact: ads@acmo.org
905-826-6890 or 1-800-265-3263

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

Banner Rates

Members: \$150/month

Non-members: \$350/month

Banner Dimensions

194 pixels wide X 150 pixels high

Technical Specs

Ad graphic must be provided 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.

ACMO reserves the right to reject a banner ad that is large enough to affect the download performance of the web page. 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.

Ad Submission

All finished banner ads must be emailed 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 before the scheduled mounting date.

ACMO 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.



EMAIL BLASTS

Contact: ads@acmo.org
905-826-6890 or 1-800-265-3263

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

ACMO frequently sends ACMO related email notices to their members and ad sponsorship can be purchased. Only two ad sponsorships will be sold per email blast and ad space is sold on a first come first served basis. The first sponsor (per email blast) will be given first right of refusal should a second sponsor come from a competing company.

Email advertising Rates (maximum 2 ad sponsors per email)

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