



CM MAGAZINE

CM is 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 8

Fall

Editorial: July 25 / Ads: Aug 8

Winter

Editorial: Oct 25 / Ads: Nov 8

2017 Editorial Themes

Spring: Let's Talk Money!

Summer: Add Customer Service to Your Skill Set

Fall: Green Your Condo

Winter: So You Want to be a Condo Manager

Themes are subject to change without notice

Editor: Dianne Werbicki – editor@acmo.org
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.

Black & White Rates (per issue)

	Standard Rates		Member Rates	
	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 Charge — in addition to black & white space rates (per issue)

Standard Rate - \$1,112

Member Rate - \$695

Covers and Positions (per issue)

- Placement on covers and prime positions should not be considered an exclusive right beyond the current contracted period. Advertising on a cover or premium position is on a first come, first served basis.
- Guaranteed position (members only) – additional 25% charge (excluding cover positions)

	Standard Rates		Member Rates	
	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

Business Card Ad Options – Directory Section

	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

Inserts Policies & Procedures

- Publisher will advise of receipt deadline and shipping address for mailing house
- Advertiser assumes cost of printing inserts and shipping to mailing house
- Artwork must be approved by the Ads Manager prior to inclusion
- Inclusion of an insert should not be considered an exclusive advertising opportunity. Inserts from competing suppliers/providers may be included in the same shipment. In the event competing companies request inclusion in the same issue, both companies shall be notified prior to publication.



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"

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.

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 above.

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.

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.

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 or the Digital Package in bundled pricing.

Multi Ad Discount: Multiple ads in the same issue are eligible for a 15% discount on the total price of advertising in CM Magazine

Contact ads@acmo.org for more information on bundle pricing

NOTE: Bundled ad discounts do not apply to pro card advertisers.



DIGITAL PACKAGE

Member Only Option

Contact: ads@acmo.org

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

Package includes

- Ad box in the footer of the acmo.org homepage
- Company's logo at the bottom of the weekly e-newsletter, ACMO Envelope. Company's website will be linked to the logo.

Rates

- \$600 / 4 weeks
- \$175 / week

Policies

Only 3 ads will be sold per email blast, and ad space is sold on a first come first served basis. The first advertiser (per email blast) will be given first right of refusal should a competing company request advertising space. In the event a competing company wants to advertise on the website or in an e-blast, the current company must relinquish their spot after the contracted period has ended. However, they are eligible to renew for the next cycle.

Ad Specifications

- Website: Digital file format; 194px w x 170px h
- E-Blast: jpeg file

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 counter-productive 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.



PROFESSIONAL SERVICES & TRADES DIRECTORY

Member Only Annual Publication

NOTE: Ad sales open at the beginning of the production cycle for the Directory, typically in late spring/early summer. ACMO 2000, Corporate Members, and Associates will be notified via email.

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.*

Black & White Ad Rates

B&W ads are accepted at 20% off the regular rate (excludes Covers & Placements). B&W ads are not eligible for bundle pricing.

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.

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Directory Production

The Directory is published annually in the fall with advertising and data collection occurring in the summer. 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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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

Contact ads@acmo.org for specifications.
Digital files only.

Ad Production

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