



# CM MAGAZINE

CM Magazine is the flagship publication of the Association of Condominium Managers of Ontario (ACMO) and has been a leading provider of information to professionals within the condominium industry for nearly 40 years.

## Circulation

10,000 + / Issue

## Audience

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

## Schedule

### SPRING

**Publication Date: March 21**

Editorial deadline: **Jan 25** / Ads deadline: **Feb 8**

### SUMMER

**Publication Date: June 21**

Editorial deadline: **April 25** / Ads deadline: **May 8**

### FALL

**Publication Date: September 21**

Editorial deadline: **July 25** / Ads deadline: **Aug 8**

### WINTER

**Publication Date: December 21**

Editorial deadline: **Oct 25** / Ads deadline: **Nov 8**

## 2019 Editorial Themes

**SPRING:** Management's Value Proposition

**SUMMER:** Fundamentals of Management

**FALL:** Can't we all just get along? (Mediation and beyond)

**WINTER:** Technology to Manage Business and Life

*Themes are subject to change without notice.  
See Editorial Guidelines on page 4.*

Editor: Dianne Werbicki – [editor@acmo.org](mailto:editor@acmo.org)

Ads Manager: Kristy Joplin – [ads@acmo.org](mailto:ads@acmo.org)



## CM MAGAZINE ADVERTISING RATES

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.

**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 (per issue)

	Standard Rates		Member Rates	
	1 Issue	4 Consecutive Issues	1 Issue	4 Consecutive Issues
2-page spread (advertising and *sponsored content)	\$5,239	\$4,999	\$3,535	\$3,385
Full page	\$3,359	\$3,223	\$2,360	\$2,275
1/2 page	\$2,423	\$2,343	\$1,775	\$1,725
1/3 page	\$1,911	\$1,847	\$1,455	\$1,415
1/4 page	\$1,575	\$1,535	\$1,245	\$1,220

\*Limit 1 sponsored content advertisement per issue; contact the Advertising Manager for details

### 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 upon opening of advertising sales in December.
- 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)	\$4,645	\$4,426	\$2,903	\$2,766
Outside Back (colour only)	\$4,863	\$4,628	\$3,039	\$2,892

### Business Card Ad Options – Directory Section

	1 Issue	4 Consecutive Issues
Super Pro	\$540	\$290
Pro	\$365	\$175

### Outserts (per issue)

Standard Rate - \$2,576

Member - \$1,610

Prices shown apply to single-page outserts measuring up to 8.5" x 11". For a quote on larger sizes, contact the Advertising Manager at ads@acmo.org.

### 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

Two Page (Plus Bleed) .....	16.5" x 10.875"
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

Payment is accepted online by Visa, MasterCard, AMEX. Cheques made payable to ACMO also accepted. Invoices available upon request.

### 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.
- Prices based on outserts measuring up to 8.5" x 11". For a quote on larger sizes, contact the Advertising Manager at ads@acmo.org.

### 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.*



# CM MAGAZINE EDITORIAL GUIDELINES

## Editorial Policy

Only ACMO members in good standing may contribute articles. From time to time we will reach out to the broader condominium industry and request articles from non-members (e.g. government partners, educational partners) and other industry experts if the subject matter is unique, or if a distinctive perspective is requested and cannot be addressed by an ACMO individual member or company.

## Guidelines

All content should be educational and informative. All content should be original to *CM Magazine* and not published elsewhere.

*CM Magazine* readers include: RCMs, candidates, students, board members, condominium unit owners, industry experts, associates, trades and other professionals.

Types of articles that we look for include: case studies; first person accounts; success stories; case law; RCM profiles; Manager/Board relations; how-to articles; top tips; and best practices. *If you are unsure, or want to suggest a topic, you should contact the editor or the communications and marketing manager.*

Articles that are biased or strongly promote a product, company or service fall into the content marketing category. There may be educational aspects, but if the feeling is that of a sales pitch, then the article may be declined at the discretion of *CM Magazine* staff. Exceptions may include articles submitted for the 'New Trends and Emerging Technologies' themed issue.

It is the author's responsibility to obtain approval from third parties to include personal/business information and to ensure that information is factual, accurate, and free from bias, etc. Information obtained from other sources must be properly cited.

## Disclaimer

Authors should be aware that articles may be edited for content, grammar and length. ACMO editorial staff reserve the right to refuse content deemed to be unsuitable or that do not meet the requirement of educational content as mentioned above.

**For more information on writing for *CM Magazine*, contact Dianne Werbicki at [editor@acmo.org](mailto:editor@acmo.org).**

## 2019 Editorial Themes

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**Summer:** Fundamentals of Management

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# DIGITAL PACKAGE

## Member Only Option

Contact: [ads@acmo.org](mailto: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](http://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.
- Ad space on the website and in the weekly e-blast will only be sold as part of the package.
- Digital Package is not eligible for bundle pricing with *CM Magazine*
- Purchase of digital advertising should not be considered an exclusive advertising opportunity. Digital ads from competing companies may be included during the same advertising period. In the event competing companies request inclusion during the same period, both companies will be notified prior to publication.

### 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](mailto: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.

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# 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](mailto:ads@acmo.org)  
905-826-6890 or 1-800-265-3263

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### **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
Back of Index Tabs (one of four options)* .....	\$1,735

*\*Advertisers are limited to one cover and/or tab placement. Special 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.

### **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](mailto: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.....	\$650
1/2 page horizontal: 7.5" x 4.75" .....	\$425

### **Ad Submission**

Contact [ads@acmo.org](mailto:ads@acmo.org) for specifications.  
Digital files only.

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