

*Reach the Toronto and GTA condo community with*



Toronto Condo News Magazine • Condo Resource Guide • Condo Archives



reaches **MORE** Condominium Managers  
**MORE** Condo Directors  
**MORE** Condo Residents

#### **Toronto Condo News Magazine**

*What Condo Dwellers are Reading*

- ⇒ Ad placement is available for this monthly publication
- ⇒ Complimentary article submissions and mentions available to quarterly+ advertisers
- ⇒ See separate document for advertising rates

#### **Condo Resource Guide**

*Toronto's #1 source for the Condo Professionals you need!*

- ⇒ Published each January
- ⇒ Advertising and listings accepted June to October for the next calendar year
- ⇒ Condo Resource Guide eSearch placement accepted year round for current period

#### **Condo Archives**

*Comprehensive condo-related articles*

- ⇒ 600+ published articles organized in 50+ categories for easy access
- ⇒ Advertising can be placed in categories - within articles or article listings
- ⇒ See separate document for advertising rates

#### **Website Advertising**

- ⇒ Front, Past Issues and Condo Archives pages
- ⇒ See separate document for advertising rates

*All resources are available at [www.TOcondonews.com](http://www.TOcondonews.com)*

***It's time YOUR business benefits from  
exposure in Toronto Condo News***



## The Condo Market

Toronto's condo residents represent over 50% of its population.

The condo market is comprised of management - condo boards and property managers - and residents.

If you are not reaching this group, as an advertiser, you are ignoring over half the city's population!

Most condo buildings do not allow paper to be distributed in their building(s).

Condo Resource Guide is designed for distribution throughout the condo community. It is distributed electronically through the marketing channels of Toronto Condo News.

## Advertising Rates and Information

### General Information

Condo Resource Guide is Toronto's #1 source for the Condo Professionals you need! It is used by condominium managers, directors and residents in need of products or services throughout Toronto and surrounding communities.

Condo Resource Guide is available for viewing, searching, download and printing. Condo Resource Guide eSearch provides full search capabilities. All are available at [www.TOcondonews.com](http://www.TOcondonews.com).

### Condo Resource Guide 2018 Deadlines

**August 31, 2017** **Early Bird Deadline.** Orders and payment received by this date receive a 5% discount PLUS a free Q4 2017 ad in Toronto Condo News. Not available for Listings.

**October 31, 2017** Condo Resource Guide 2018 Order Form must be received. Ads must be received in jpg format via e-mail at [TOcondonews@gmail.com](mailto:TOcondonews@gmail.com)  
**Orders received after this date only for Condo Resource Guide eSearch 2018.**

**December 22, 2017** Payment receipt deadline. Unpaid listings and ads will be removed.

### Listings, Ad Sizes and Rates

	Condo Resource Guide	* CRG 2018 + 2018 Quarterly in TCN
Listing Listings appear in up to three categories, include a 200 character description and updates to current contact information.	\$325	
Full Page Advertisement + Listing	\$1,790	\$5,010
Half Page Advertisement + Listing	\$1,150	\$3,270
1/5 Page Advertisement + Listing	\$875	\$2,495
Business Card Advertisement + Listing	\$575	\$1,650

\* Toronto Condo News 2018 quarterly advertising includes a 10% discount when purchased with Condo Resource Guide 2018 AND full payment received by Dec. 22, 2017.  
GST additional

Listings and ads appear in both Condo Resource Guide and Condo Resource Guide eSearch

We attempt to place ads as closely as possible to your listing. Placement cannot be guaranteed. If your listing appears in more than one category, inform us as to which category is preferable for your ad placement.



### Readership & Distribution

Condo Resource Guide is available to decision makers online through the Toronto Condo News web site at [TOcondonews.com](http://TOcondonews.com).

Condo Resource Guide is advertised through Toronto Condo News' distribution channels. This includes nearly 800 identified condo buildings plus hundreds of additional property managers throughout Toronto and the GTA.

Condo Resource Guide is utilized by condo property managers, condo board members, condo office management and condo residents.

Toronto Condo News' marketing and distribution channels include its magazine, web site and social media vehicles including Twitter, Facebook and LinkedIn.

## Advertising Rates and Information

### Submission Formats and Magazine Ad Dimensions

Artwork submission format should be jpg as this generally results in the best quality image. We do not accept Adobe Illustrator or Adobe Photoshop formats.

Condo Resource Guide eSearch ads are resized to accommodate available space.

A \$175 fee applies if you require us to design an ad. A \$50 fee applies if you require us to scan material for which a design fee is not applied.

	Dimensions (w x h inches)
Full Page	8" x 10.5"
Half Page	6.25" x 4.75"
1/5 Page	6.25" X 2.25"
Business Card	3.5" x 2"
Ad sizes are approximate. Adjustments may be necessary to accommodate available space.	
Condo Resource Guide is unable to accommodate custom ad sizes	

### Terms

- Advertising space is not reserved or confirmed until payment is received. **Payment must be made by cheque payable to Toronto Condo News.** Mailing address for payment is shown below.
- No refunds are provided for late or non-submission of artwork once payment has been received.

Ad copy should be sent via e-mail to [TOcondonews@gmail.com](mailto:TOcondonews@gmail.com). Include your contact information, the size of your ad and other information you feel is relevant. You will receive an e-mail confirming receipt.

- We reserve the right to make changes in the size of your ad (larger or smaller) to accommodate other information on a page.
- Copy and payment are due by the identified due dates. For Condo Resource Guide 2018 your order and ad listing information must be received by October 31, 2017. Your jpg file format advertisement must be received by October 31, 2017. Payment must be received by December 22, 2017.

### Contact Information

**Phone:** (416) 721-8247  
**Internet:** [www.TOcondonews.com](http://www.TOcondonews.com)  
**E-mail:** [TOcondonews@gmail.com](mailto:TOcondonews@gmail.com)  
**Mail:** Toronto Condo News  
 112 George St., # 2104  
 Toronto, ON M5A 2M5



**To verify your 2017 listing and categories**

Access Condo Resource Guide 2017 at [TOcondonews.com](http://TOcondonews.com) or [tocondonews.com/condo-resource-guide](http://tocondonews.com/condo-resource-guide).

Find your 2017 listing(s) by viewing appropriate category(ies) or by searching for your company name using the Adobe Acrobat search feature when viewing Condo Resource Guide.

**OR**

Access Condo Resource Guide eSearch at [www.tocondonews.com/condo-resource-guide](http://www.tocondonews.com/condo-resource-guide).

Search category to confirm your current listing in that category.

## Condo Resource Guide 2018 Order Form page 1 of 2

To make the most effective use of Condo Resource Guide and Condo Resource Guide eSearch complete each section of this two page order form.

Should you require assistance, please contact us at (416)721-8247 or [TOcondonews@gmail.com](mailto:TOcondonews@gmail.com)

Completed forms can be submitted by e-mail or mail (see bottom of second page).

### Part 1 Your Contact Information

**This information may differ from what appears in your listing(s)**

Company Name:

Contact Name:

Company Address:

Contact Phone:

Company URL:

Contact E-mail:

### Part 2 Condo Resource Guide 2017 Listing Contact Information

- Check this box to use information in Part 1 or complete this section
- Check this box to use Condo Resource Guide 2017 info or complete this section

Company Name:

Company Phone:

Company Address:

Contact E-mail:

Company URL:

### Part 3 Condo Resource Guide 2017 Listing Categories

- Check this box to use same categories as Condo Resource Guide 2017 or complete this section

Each listing includes up to three category selections. We will attempt to place your ad within the first category listed. See last page for available categories.

Appearing in additional categories is available at a cost of \$100/set of three.

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

**Condo Resource Guide advertising can appear in each selected Condo Resource Guide eSearch listing category - see Order Form**



## Condo Resource Guide 2018 Order Form page 2 of 2

### Part 4 Your Company Description

Your Condo Resource Guide and Condo Resource Guide eSearch listing(s) include a description of up to 200 characters (approximately 30 words). Check applicable box.

- Check this box to use same description as in Condo Resource Guide 2017
- Check this box if you will submit a description via e-mail no later than October 31, 2017 (to TOcondonews@gmail.com).

### Part 5 Payment Information

Select Condo Resource Guide 2018 advertising choice(s)

Insert Base Price from Page 1	Condo Resource Guide	CRG + Quarterly in TCN	Base Price (from left)	\$ _____
			Additional CRG Ads (50% Discount)	\$ _____
Listing Only (Early Bird Discount not applicable)		n/a	Additional Categories (\$100 per set of three)	\$ _____
Full Page Ad + Listing			Ad in all purchased listing Categories for CRG eSearch (\$100)	\$ _____
Half Page Ad + Listing			Add Ons (50% discount till Oct 31)	\$ _____
1/5 Page Ad + Listing			Ad Design (\$175)	\$ _____
Business Card Ad + Listing			Early Bird Discount (5%) (Full Payment due by Aug 31, 2017)	\$ _____

#### Add Ons (50% discount till Oct 31)

1 - Your ad in Condo Archives listings for categories that correspond to your CRG categories throughout 2018

2 - Your ad in Condo Archives articles - all or for select categories - throughout 2018

See Toronto Condo News rate card or call for pricing

Total \$ \_\_\_\_\_

13% GST \$ \_\_\_\_\_

**Total Enclosed** \$ \_\_\_\_\_

Check this box to receive an invoice.

Review the terms prior to submitting payment and this form to the address below. For payment enclosed you will receive an e-mail confirmation. Invoiced amounts must be received by due date to avoid cancellation of your listing(s) and ad placement(s).

**Phone:** (416) 721-8247  
**Internet:** www.TOcondonews.com  
**E-mail:** TOcondonews@gmail.com  
**Mail:** 112 George St., # 2104, Toronto, ON M5A 2M5  
**Make cheque payable to:** Toronto Condo News



## Condo Resource Guide 2018 Listing Categories

- |                                |                                     |
|--------------------------------|-------------------------------------|
| Accounting                     | Home Inspections                    |
| Air Quality                    | Home Office                         |
| Art & Framing                  | Home Services                       |
| Auto Alternatives              | Hotels                              |
| Auto Rental and Services       | HVAC                                |
| Auto Sales                     | Insurance                           |
| Building Sciences              | Internet/TV/Phone Services          |
| Cleaners                       | Landscaping/Snow Removal            |
| Cleaning Services              | Laundry Services                    |
| Cleaning Services - Ducts      | Legal Services                      |
| Cleaning Services - Windows    | Legal Services - Condo Law          |
| Condo Communications           | Legal Services - Full Service       |
| Condo Management               | Legal Services - Personal Injury    |
| Condo Rental Services          | Legal Services - Real Estate        |
| Condo Resources                | Lighting Services & Suppliers       |
| Condo Software                 | Maintenance Services - General      |
| Contractors - Electrical       | Mediation/Arbitration               |
| Contractors - General          | Meeting Minutes                     |
| Contractors - Mechanical       | Mould Detection & Remediation       |
| Design Services                | Moving and Storage                  |
| Door & Lock Services           | Odour Control                       |
| Elevator Services              | Painting                            |
| Energy Services                | Parking Equipment & Revenue Systems |
| Energy Services - Efficiency   | Parking Management/Cleaning         |
| Energy Services - Electricity  | Paving                              |
| Energy Services - Gas          | Personal Services                   |
| Energy Services - Water        | Pest Control                        |
| Engineering Services           | Pet Services                        |
| Environmental Consulting       | Plumbing Services                   |
| Financial Services             | Real Estate                         |
| Financial Services-Investments | Recreation and Fitness              |
| Financial Services - Loans     | Religion                            |
| Fire Protection                | Restoration Services                |
| Flooring                       | Retirement Homes                    |
| Funeral & Burial               | Roofing                             |
| Glass Repair Services          | Security Services and Technologies  |
| Health                         | Seniors                             |
| Health - Dental                | Snow Removal Services               |
| Health - Hearing               | Sound Control                       |
| Health - Vision                | Superintendent Services             |
| Health - Foot Care             | Waste Services                      |
| Home Care                      | Water Proofing & Systems            |
| Home Finishing                 |                                     |

Categories are determined according to terminology used in the condo marketplace.

Categories shown here are most popular.

Changes to categories will be considered on a case by case basis.