

Advertising Rates and Information

Toronto Condo News Magazine • Condo Archives • Condo Resource Guide

Our mission is to help you build **YOUR** business!

- ✓ Toronto Condo News publishes condo-related articles addressing interests of, and issues affecting, the condo community
- ✓ Articles are designed to showcase advertisers' expertise and services
- ✓ Proprietary technology connects Toronto Condo News, Condo Archives and Condo Resource Guide to ensure maximum visibility for advertisers
- ✓ We continuously strive to achieve the largest possible readership by publishing in multiple formats and providing condo dwellers, managers and boards with free access to all resources

Advertise with Toronto Condo News

Millions of People

Residents * Owners * Directors * Management

Thousands of Issues

Pets * Noise * Cannabis * Renovations * Waste * Security

★ One Solution ★

Toronto Condo News magazine for current topics
 Condo Archives for specific condo-related matters
 Condo Resource Guide for condo vendors & services

Your #1 choice to reach Toronto's condo marketplace!



www.TOcondonews.com

Rely on
 Toronto Condo News
 to get your message
 to the Toronto & GTA
 Condo Community

Toronto Condo News

What condo dwellers are reading

Current information on condo living and management

Advertising opportunities in each issue
 Company mentions with articles
 Article submissions

Published monthly

Condo Archives

*Condo-focused library on
 condo living and management*

Fully searchable, Google-indexed

Global and category-specific placements
 Your ad in topic-relevant articles
 1,000+ articles in 60+ categories

Quarterly placement

Condo Resource Guide

*Toronto's #1 source for
 condo professionals*

Fully searchable, Google-indexed

Listings and advertising opportunities
 Listings customized for your business
 You select category placement(s)

Updated annually

**Your #1 choice
 to reach
 Toronto's condo marketplace!**

Quick Access Index

General Information	Page 2
Testimonials	Page 3
Advertising rates - All Properties	Page 4
Custom Content Program	Page 5
Submission Formats and Ad Dimensions	Page 6
Additional Information	Page 7
- Condo Resource Guide	
- Online Advertising	
Condo Resource Guide Order Form	Page 8/9
Condo Resource Guide Category Listing	Page 10



General Information

The Toronto Condo Community is a marketplace of over 1.5 million people that includes all demographic and ethnic groups. They purchase many products and services including those specific to condo living. Toronto Condo News is where the Toronto & GTA Condo Community goes for information on condo living and condo management, and to find condo-qualified vendors and service providers.

The Toronto Condo Community is comprised of:

- ✓ Condominium Directors
- ✓ Condominium Managers
- ✓ Condo Residents and Owners



Toronto Condo News provides information and resources to the Toronto and GTA condo community:

- ✓ **Toronto Condo News** - Our monthly magazine is what condo dwellers are reading.
- ✓ **Condo Archives** - Condo-focused library of articles for answers to questions about condo living and condo management.
- ✓ **Condo Resource Guide** - Vendors and service providers for condominium managers, condominium directors and condominium residents. Condo Resource Guide is Toronto's #1 source for the Condo Professionals you need.

Content of Toronto Condo News is specific to residents and management of residential condominiums and high-rise communities in Toronto and the GTA. We maintain an ad to content ratio below 50%.



Testimonials

Our clients and readers do a better job of promoting **Toronto Condo News** than we could ever hope to do ourselves. Here are some of our favourite comments direct from condo owners, directors and vendors.

<p>✓ I really appreciate your excellent choice of stories; they are uncannily right on the mark as to the interests of condo owners and directors. A. Simon, Yonge Corridor Condominium Association</p>	<p>✓ Last month was the first time we advertised in Toronto Condo News. We received our first call days after the ad appeared. Advertising in Toronto Condo News delivers results for us! Barry Herberman, Condominium Insurance Solutions</p>
<p>✓ LEaC Shield has found Toronto Condo News to be a proven way to reach new customers and educate existing clients. The number of new customers we have obtained has exceeded our expectations! James Lorenzen, LEaC Shield Limited</p>	<p>✓ Very helpful and informative. I am a condo unit owner so it's wonderful to have a great resource like yours (and yes, you can quote me). Lloyd Wasser, Condo Resident</p>
<p>✓ Great publication and information. I enjoy reading the issues. I look forward to the issues and I save them on my iPad for future reference. I think it's important for all condo owners to know this information. Ann Alimi, Condo Resident</p>	<p>✓ Toronto Condo News has become required reading for not only condominium directors, managers and residents, but for anyone serving and supporting the condo marketplace. Your reach is surprising broad! Patrick Gossage, Efficiency Capital</p>
<p>✓ We have spent so much on advertising in the past, never to receive such a quick response. We appreciate how efficiently and diligently you worked with us to ensure our placement and look forward to a long and continuing relationship with your publication." Andrea Mullen, ADM Design Incorporated</p>	<p>✓ You have my unsolicited admiration for how well you know your readers and the help you extended in getting up us and running on the program. The article, the support and how you structure your advertising program is first rate. Linda Wild, Parama Credit Union</p>

Your magazine is a gem. Keep up the great work!

Terry Gibson, Condo Owners Forum Society of Alberta

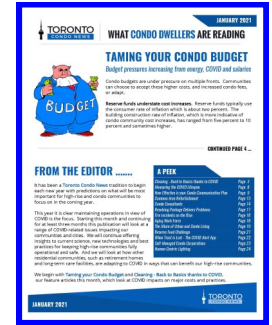
To reach the condominium and high-rise marketplace,
Toronto Condo News is where you need to be.



Advertising Rates 2024 and 2025

Toronto Condo News Magazine Ad Rates

	Single Month *	Quarterly+ Program ** (10% discount)	** <u>Quarterly+ Program</u> - One ad per quarter - 10% discount - Submit articles - Quotes within articles - Expanded Condo Archives placement
Full Page	\$995	\$3,582	
Half Page	\$665	\$2,394	
1/5 Page	\$515	\$1,854	
Business Card	\$395	\$1,422	



* Each magazine placement includes exposure in the Condo Archives.

Condo Archives and Web Site Advertising Rates

	Price
Comprehensive Online Coverage - Main landing pages; Past Issues, Condo Archives Home Page, Condo Resource Guide - Condo Archives - all article listing pages (80+) and within all articles (2,000+) Add placement at the top of each Condo Resource Guide category listing page (80+ pages)	\$995/month +\$225/month
Condo Archives - articles and article listings - All articles and listings - Individual categories (up to three categories)	See Condo Archives for available categories https://tocondonews.com/archives/ \$575/month \$250/month
Condo Resource Guide eSearch Ad appears on every screen of Condo Resource Guide eSearch	\$275/month

Condo Resource Guide 2025 Advertising Rates

	Condo Resource Guide (Annual)	CRG 2025 + Quarterly in TCN *	Add On ALL Condo Archives articles - equivalent categories
Listing Listings appear in up to three categories, includes a 200 character description and updates to current contact information.	\$450		
Full Page Advertisement (single placement) + Listing	\$1,995	\$5,577	+ \$2,995
Half Page Advertisement (single placement) + Listing	\$1,250	\$3,644	+ \$2,395
1/5 Page Advertisement (single placement) + Listing	\$985	\$2,839	+ \$1,995
Business Card Advertisement (single placement) + Listing	\$695	\$2,045	+ \$1,495
* Includes 10% discount on magazine placement. Full payment due by Dec. 22, 2024. GST additional. Listings and ads appear in all Condo Resource Guide formats; magazine, pdf and eSearch			
Submit completed Order Form. See page 7.			

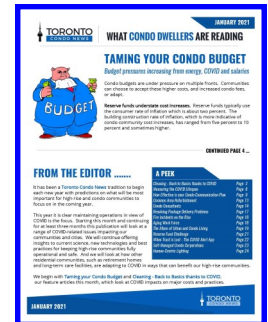
Custom Content Program

*Let us help you tell YOUR story
and
get your message across to our readers*

We work with you to craft and communicate your message to ensure it's engaging to our readers.

Your story appears in Toronto Condo News magazine. Length ranges from 300 to 700 words.

- We work with you to create an article consistent to Toronto Condo News standards
- Article appears in one issue of Toronto Condo News



Article appears in Condo Archives

- Condo Archives contains 1,800+ articles categorized and searchable by topic
- Condo Archives articles are Google-indexed

Your story is promoted through our social media channels in month of publication.

Ad Placements

- Full page ad in [Toronto Condo News](#) alongside article
- Two smaller placements, approximately 3 inches square, in same publication month
- Alongside your article in Condo Archives in publication month
- Top of page in all Condo Archives articles (1,800+) and Condo Resource Guide categories (80+)

Required by you

- Draft article, outline or conversation prior to us creating a mutually acceptable article
- Ad copy (jpg or png format) for full page placement in [Toronto Condo News](#) (see page 5 for ad specs)
- Ad copy for Condo Archives placements (billboard, leaderboard or One-Fifth page sizes - see page 5)
- Ad copy (jpg or png format) for smaller placements in [Toronto Condo News](#)

Custom Content Program

\$5,500 plus applicable taxes

Submission Formats and Ad Dimensions

- ✓ Artwork submission format should be jpeg as this generally results in the best quality image. We can also accept bmp or png files. Pdf files should be avoided. We do not accept Adobe Illustrator or Adobe Photoshop formats.
- ✓ We will inform you in advance if your image is not of an appropriate size, dimension or quality.
- ✓ Ad sizes are approximate. Adjustments may be necessary to accommodate available space. Condo Resource Guide is unable to accommodate custom ad sizes.

Toronto Condo News Magazine	Dimensions (w x h inches)
Full Page	7.5" x 10"
Half Page	6.25" x 4.75"
1/5 Page	6.25" X 2.25"
Business Card	3.5" x 2"

Ad dimensions are for magazine format. Toronto Condo News resizes ads for online placement in Condo Archives and Condo Resource Guide eSearch. Proportional differences are maintained.

A \$200 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.

Condo Archives and Website (w x h pixels)
Various sizes accepted. Most common sizes include: 970 px by 250 px (Billboard) 728 px by 90 px (Leaderboard) 300 px by 250 px (Med rectangle)

Terms

1. Advertising space is not reserved or confirmed until payment is received. **Payment must be made by cheque payable to Toronto Condo News or etransfer to TOcondonews@gmail.com.** Mailing address is shown below.
2. Copy not received by issue deadline is automatically scheduled for the next issue. No refunds for late or non-submission of artwork.
Ad copy should be sent via e-mail to TOcondonews@gmail.com. Include your contact information, size of your ad and other information you feel is relevant. You will receive an e-mail confirming receipt.
3. We reserve the right to make slight changes in the size of your ad (larger or smaller) to accommodate other information on a page.
4. Copy and payment are due by the identified due dates. For Condo Resource Guide 2025 your order and ad listing information must be received by October 31, 2024. Your jpg file format advertisement must be received by October 31, 2024. Payment must be received by December 22, 2024.

Contact Information

Phone: (416) 721-8247
Internet: www.TOcondonews.com
E-mail: TOcondonews@gmail.com
Mail: #406 - 100 Promenade Circle, Thornhill, ON L4J 7W7

Additional Information Condo Resource Guide 2025



Condo Resource Guide is Toronto's #1 source for the Condo Professionals you need!

- ✓ Used by condominium managers, directors and residents
- ✓ Serves Toronto and surrounding communities

Condo Resource Guide is promoted monthly in Toronto Condo News magazine, and within 2,000+ Condo Archives articles searched by the Toronto & GTA Condo Community. All are Google-indexed.

Condo Resource Guide 2025 Deadlines

- October 31, 2024** Condo Resource Guide 2025 Order Form must be received. Ads must be received in jpg, png or bmp format via e-mail at TOcondonews@gmail.com
- March 31, 2025** Condo Resource Guide eSearch 2025 ONLY (10% discount after this date)



Additional Information - General

General Information - Online Advertising

- ✓ Toronto Condo News, Condo Resource Guide and Condo Archives are listed on major search engines plus social media sites which include X (Twitter), Facebook and LinkedIn
- ✓ Readership, Circulation and Distribution information available in a separate document

CONDO RESOURCE GUIDE 2025

Published by



Condo Resource Guide 2025 Order Form

Page 1 of 2

Complete each section of this two page order form. Should you require assistance, contact us at (416)721-8247 or 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 2025 Listing Contact Information

Check this box to use information in Part 1 or complete this section

Check this box to use Condo Resource Guide 2024 or earlier info

Company Name: Company Phone:

Company Address: Contact E-mail:

Company URL:

Part 3 Condo Resource Guide 2025 Listing Categories

Check this box to use same categories as Condo Resource Guide 2024 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. **Enter your Primary Category in the first space.**

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 Part 5 for pricing**

CONDO RESOURCE GUIDE 2025

Published by



Condo Resource Guide 2025 Order Form page 2 of 2

Part 4 Your Company Description

Your Condo Resource Guide 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 2024
- Check this box if you will submit a description via e-mail no later than October 31, 2024 (to TOcondonews@gmail.com).

Part 5 Payment Information

Circle Condo Resource Guide 2025 advertising choice(s)

	Condo Resource Guide	CRG + Quarterly in TCN	CRG + Quarterly in TCN + Condo Archives Ad On
Listing Only	\$450	n/a	n/a
Full Page Ad + Listing	\$1,995	\$5,577	\$8,572
Half Page Ad + Listing	\$1,250	\$3,644	\$6,039
1/5 Page Ad + Listing	\$985	\$2,839	\$4,834
Business Card Ad + Listing	\$695	\$2,045	\$3,540

Condo Archives Ad On

Your ad appears in all Condo Archives articles for the equivalent category(ies) for 2025. This discounted pricing is only available to Condo Resource Guide advertisers until October 31, 2024.

Base Price (from left) \$ _____

Ad in Primary CRG Listing Category \$ _____

Ad in all selected categories - 50% of CRG cost \$ _____

Condo Archives Add On \$ _____

Additional Listings (\$100 per set of three categories) \$ _____

Logo with eSearch Listings (\$99 - for ALL your eSearch listings) \$ _____

Total \$ _____

13% GST \$ _____

Total Enclosed \$ _____

Check this box to receive an invoice.

Review terms prior to submitting payment and this form . You will receive an e-mail confirmation once your Order Form is received and processed - typically within a few days. Invoiced amounts must be received by due date to avoid cancellation of your listing(s) and ad placement(s).

Contact Information

Phone: (416) 721-8247
Internet: www.TOcondonews.com
E-mail: TOcondonews@gmail.com (etransfers accepted to this e-mail address)
Mail: #406 - 100 Promenade Circle, Thornhill, ON L4J 7W7
Make cheque payable to: Toronto Condo News

CONDO RESOURCE GUIDE

2025

Published by



Condo Resource Guide 2025 Listing Categories

Partial listing

Accessibility Products	Energy Services - Water	Mould Detection & Remediation
Accounting	Engineering Services	Odour Control
Air Quality	Financial Services	Painting
Automobiles - Alternatives	Financial Services - Investments	Parcel Management Solutions
Automobiles - Rentals	Financial Services - Loans	Parking Area Repair Services
Automobiles - Sales	Financial Services - Mortgages	Parking Equipment & Revenue Systems
Blinds, Shades, Balcony Flooring	Fire Protection	Parking Management/Cleaning Services
Building Sciences	Flooring	Paving, Concrete and Epoxy Coatings
Cleaning & Janitorial Services	Furniture	Pest Control
Cleaning Services	Home Care	Pet Services
Cleaning Services - Carpets	Home Finishing	Plumbing Services
Cleaning Services - Ducts	Home Inspections	Real Estate
Cleaning Services - Windows	Home Office	Recreation and Fitness
Condo Communications	Home Services & Automation	Renovation Services
Condo Management	HVAC	Rental and Tenant Services
Condo Resources	Insurance and Appraisals	Reserve Fund Planners/Performance Audits
Condo Software	Internet/TV/Phone Services	Restoration Services
Contractors - Electrical	Landscaping/Gardening Services	Retirement Homes
Contractors - General	Laundry Services	Roofing
Contractors - Mechanical	Legal Services	Roofing - Green
Design Services	Legal Services - Condo Law	Security Services and Technologies
Door & Lock Services	Legal Services - Full Service	Seniors
EV Charging Systems	Legal Services - Personal Injury	Snow Removal Services
Elevator Services	Legal Services - Real Estate	Sound Control
Energy Services	Lighting Services & Suppliers	Superintendent Services
Energy Services - Efficiency	Maintenance Services - General	Waste Services
Energy Services - Electricity	Mediation/Arbitration	Water Proofing & Systems
Energy Services - Gas	Meeting Minutes	Window Replacement/Repair

Complete list of categories available at www.tocondonews.com/condo-resource-guide

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.