

INSITE^{TO} CONDOS

2024-25 Advertising Guide

About

The Canadian Condominium Institute North Alberta (CCI NA) Chapter publishes [*Insite to Condos*](#), a quarterly magazine that is focused on the condominium community and industry.

The editorial content focuses on issues, trends, and best practices, and shares valuable and practical information with our audience. The magazine is available online and in print; hardcopies are delivered to all CCI North Alberta members.

The audience and readership is primarily members of CCI North Alberta, which include condominium corporations and boards, condo residents/owners, condominium management companies and other industry-serving businesses that specialize in condominiums and provide services to the condo industry.

Publication & Distribution Details:

Publication: *Insite to Condos*

- Published quarterly, online and in print
- ~48 Pages, Full Colour

Distribution: Online & Print

Print Run: 3,300 print copies per issue

Reach: Primarily Northern Alberta

Online Distribution to our e-newsletter subscribers: ~4000

Print Distribution to our membership and interested community members

Audience:

- Condominium owners/residents & Condo Board members
- Condo Managers
- Business and service providers
- Provincial and Municipal elected officials
- Other members of the condo industry

Interested in advertising with us? Please complete the booking form at:

www.ccinorthalberta.com/advertising-form-2024-2025.

If you have questions or require more information, please contact: info@ccinorthalberta.com

Advertising Rates:

Advertisers are welcome to order advertising for a single issue or multiple issues (*up to 4 at a time*). Advertising rates are subject to change at the beginning of each fiscal year (July 1). New rates are posted by June annually and we will endeavor to notify all advertisers of any rate changes promptly. All advertising requests are subject to approval and space availability.

Discounts:

Advertisers receive discounts in the following ways:

1. Advertisers buying ad space in four consecutive issues receive a 10% discount (*including members & non-members*).
2. Members of CCI North Alberta Chapter receive a 40% discount off of the Standard rate.
3. Annual Sponsors receive advertising space in 4 issues (*during the sponsorship year*).

Note: Annual Sponsors may upgrade their ad size for the year (4 Issues) and pay the difference.

- Platinum Sponsors = Full Page (*premium placement*)
- Gold Sponsors = Half Page
- Silver Sponsors = Quarter Page
- Bronze Sponsors = Business Card Size

Ask us about Membership or Annual Sponsorship: info@ccinorthalberta.com

| Ad Size | Dimensions | RATES (add 5% GST) | | | |
|---|-------------------|--------------------|-----------------------|--------------------|-----------------------|
| | | Standard | 4 Issues*** (-10%) | Member** (-40%) | 4 Issues*** (-10%) |
| Back Cover* | 7.62" w X 8.48" h | \$3,025.00 | \$2,722.50 | \$1,815.00 | \$1,633.50 |
| Full Page Premium* (Pages 2, 3 or inside back cover) | 7.0" w X 9.5" h | \$2,712.00 | \$2,440.80 | \$1,627.20 | \$1,464.48 |
| Full Page | 7.0" w X 9.5" h | \$2,358.40 | \$2,122.56 | \$1,415.04 | \$1,273.54 |
| Half Page | 7.0" w X 4.75" h | \$1,573.00 | \$1,415.70 | \$943.80 | \$849.42 |
| Quarter Page | 3.5" w X 4.75" H | \$785.40 | \$706.86 | \$471.24 | \$424.12 |
| Business Card | 3.33" w X 1.83" H | \$363.00 | \$326.70 | \$217.80 | \$196.02 |

*Back Cover & Full Page Premium are included in Annual Platinum Sponsorship benefits and are reserved for those sponsors on a first right-of-refusal basis and therefore may have limited availability.

** Member rates are available to all active CCI NA Members in good standing.

*** Advertisers that book ad space in 4 consecutive issues receive a 10% discount.

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Artwork Requirements

Advertisers must provide print-ready, approved, and correct versions of any advertisements by the Submission Deadline. Final artwork must be received by the deadline to be included in the magazine.

CCI NA is not responsible for making revisions or adjustments to any submitted artwork. If any changes are required (by either CCI NA or the advertiser) it is the advertiser's responsibility to make those changes and resubmit the artwork by the submission deadline.

CCI NA reserves the right to approve or reject advertisements.

File Requirements:

Accepted File Types: PDF, PNG, JPEG, AI, EPS

Artwork must meet the dimension specifications listed below and have a resolution of 300 dpi or a file size larger than 1MB. We do not guarantee the printed results of files not meeting these specifications.

If in doubt, follow this general guideline for file size based on file type:

- PNG - 1000 KB (or greater) / PDF/JPG = 1 MB (or greater)

For technical support contact: info@ccinorthalberta.com

Dimensions:

| Ad Size | Dimensions |
|--|-------------------|
| Back Cover* | 7.62" w X 8.48" h |
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| Business Card | 3.33" w X 1.83" H |

**Please ensure the dimensions of the ad are correct.*

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Submission Information:

Submission Deadlines:

| Magazine Issues | Deadlines |
|------------------|-------------------|
| Issue 1 (Fall) | August 30, 2024 |
| Issue 2 (Winter) | November 10, 2024 |
| Issue 3 (Spring) | February 16, 2025 |
| Issue 4 (Summer) | May 10, 2025 |

Submission Details:

Upload artwork with your booking form at: www.ccinorthalberta.com/advertising-form-2024-2025 or email it to: info@ccinorthalberta.com

(To submit 15 MB or larger files, please email us in advance to make arrangements, or share via Google Drive, Dropbox, or other file-sharing tools).

Creative Graphic Design Services:

Need help designing your advertisement?

CCI NA offers in-house creative graphic design services to advertisers for an additional fee based on requirements. **Please contact us to discuss your design needs.**

These services must be booked well in advance by advertisers to allow time for the design process and for CCI NA to receive approval and sign-off from advertisers prior to the submission deadline. Final artwork for ads designed by CCI NA is also due by the submission deadlines.

- **Does not include:** Development of advertisements or content. All content must be provided by the advertiser, this includes logos, any specific graphics or images, and all written information to be included on the advertisement.
- **Does include:** Creative design and sourcing of images or graphics to support the advertisement. In certain circumstances suggestions for how to enhance or optimize an advertisement for the magazine may be offered.

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Payment Information:

Payment Schedule:

The following applies for all advertisers, including members, non-members, and annual sponsors.

- **Single Issue:** Invoices are sent after the issue is published.
- **Four Issues:** Choice to be invoiced for all four at once or separately
- **Annual Sponsor Upgrade:** Invoiced along with annual sponsorship commitment.

Payment Terms:

Invoices will be emailed and payments may be made by cheque or credit card. Payments are due within 30 days of invoice.

5% GST will be added to all rates. (GST Registration # 899667364 RT0002)

Cheque:

- **Make cheques payable to:** Canadian Condominium Institute - North Alberta Chapter
- **Mail to:** CCI - North Alberta Chapter #102, 8925 82 Ave NW, Edmonton, AB T6C 0Z2

Credit Card:

- Payment link will be provided on the invoice when sent via email.

Late Payments:

Any outstanding balances must be received within 30 days of invoice, otherwise interest will be added at a rate of 2% per month until payment is completed.

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