



**FE**

**FRPO'S FAIR EXCHANGE OF  
RENTAL INDUSTRY NEWS**

2010  
mediakit

MEDIA  
**PEACH**  
ADVERTISING

**frpo**  
Federation of Rental Housing Providers of Ontario



**1500** Property Management Companies & Owners

**1/4 Million Units**

## precision target marketing

- The official magazine of FRPO, Ontario's foremost representative of Property Managers and Owners
- Reach 1500 Property Management Companies and Owners representing over a quarter million rental units
- Rental housing providers need not be elusive - they can be reached effectively & practically
- Create a powerful communication with the clients you want and need to have to have your business grow
- FE has outstanding content - salient and timely

## editorial expertise

Published by FRPO, FE Magazine defines its market; offering readers insightful coverage of market trends, legislation, and building management and maintenance along with the latest news and events that the industry needs to know about. Quality editorial content today is more important than ever. FRPO members report that they read every issue from cover to cover. Our content inspires our readers to pursue their business goals with acute insight, and it provides a compelling editorial environment for our advertisers.

## market experts

FRPO has lead the Rental Housing Industry in Ontario for 25 years. We're the experts on property managers, property owners, and their passion for the industry. Our supportive marketing extensions include industry research, active websites, custom publishing, and events such as the MAC Awards, all of which reach a highly sought-after audience and create synergy driving that audience back to FE Magazine.





<b>inside rates</b> (includes full colour)	<b>1x</b>	<b>3x</b>	<b>6x</b>
Full Page (with full bleed)	\$1,123.50	\$1,076.25	\$1,050.00
Double Page Spread (limit 1 per issue)	\$1,942.50	\$1,863.75	\$1,785.00
1/2 Page Island (limit 3 per issue)	\$892.25	\$850.00	\$813.75
1/2 Page Horizontal or Vertical	\$824.25	\$787.50	\$756.00
1/3 Page Horizontal or Vertical	\$761.25	\$735.00	\$703.50
1/4 Page Horizontal or Vertical	\$698.25	\$666.75	\$640.50

<b>cover rates</b> (includes full colour)			
Outside Back Cover	\$1,685.25	\$1,614.90	\$1,575.00
Inside Front Cover	\$1,629.60	\$1,560.30	\$1,522.50
Inside Back Cover	\$1,517.25	\$1,453.20	\$1,417.50

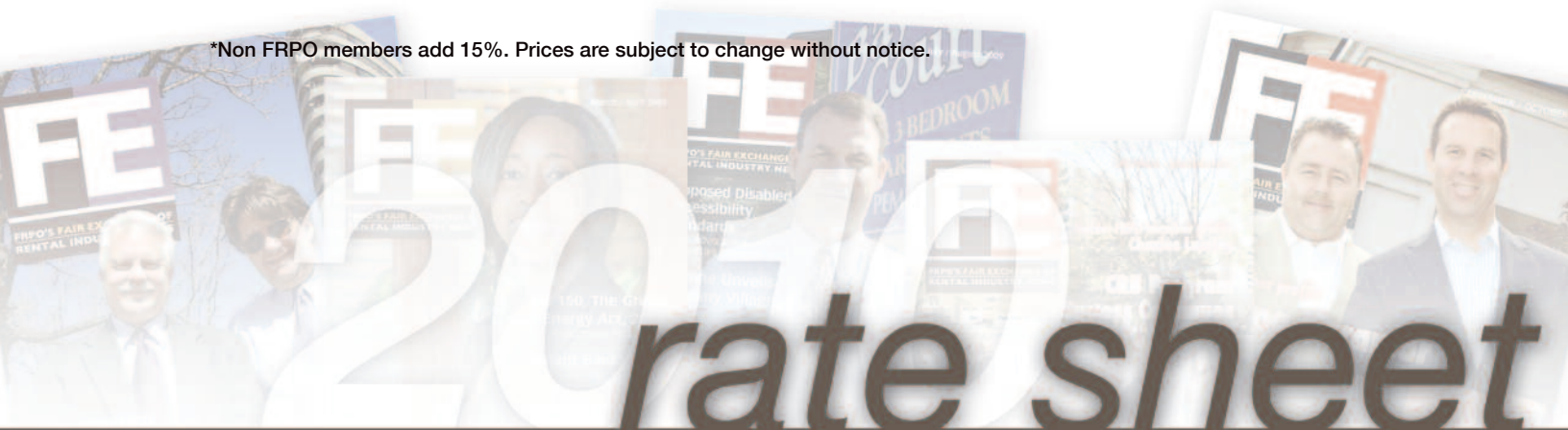
**reprints | postcards | insertions** (includes full colour)

Reprints of your advertisement on glossy card stock 5"x7"	
4/0 printed on 1 side	\$572.25/1000
4/4 printed on 2 sides	\$682.50/1000

**ad placements**

We reserve the right to position advertisements at our discretion although we will make every effort to fulfill requests. Guaranteed positions are available at a 15% premium (with the exception of cover positions which are by nature guaranteed).

\*Non FRPO members add 15%. Prices are subject to change without notice.





**ad size**

Full Page (bleed)

Full Page

1/2 Page Vertical (bleed)

1/2 Page Vertical

1/2 Page Horizontal (bleed)

1/2 Page Horizontal

1/2 Page Island

1/3 Page Vertical

1/3 Page Horizontal

1/4 Page Vertical

1/4 Page Horizontal

**trim size**

8.5"x11"

7.5"x10"

4.125"x11"

3.635"x10"

8.5"x5.375"

8.5"x4.875"

4.917"x7.375"

2.333"x10"

7.5"x3.17"

3.625"x4.875"

7.5"x2.313"

**bleed size**

8.75"x11.25"

n/a

4.25"x11.25"

n/a

8.625"x5.625"

n/a

n/a

n/a

n/a

n/a

n/a

Live area on ads that bleed have a safe area of 3/8 next to the trim side.

**editorial schedule**

January/February

March/April

May/June

July/August

September/October

November/December

**ad closing**

January 5

March 3

May 5

July 7

September 5

November 3

**cover week**

January 20

March 17

May 19

July 21

September 19

November 17

\*Special editions are subject to change without notice.





Precision Target Marketing  
Editorial Expertise  
Market Experts

### artwork guidelines

QuarkXPress	.qxd	†Δ ‡
Adobe Photoshop	.tiff / .eps	†
Adobe Illustrator	.ai / .eps	†Δ
Generic EPS	.eps	†Δ
PDF	.pdf	†Δ

\*All artwork to be supplied CMYK or Grayscale respectively. Spot colour and RGB must be converted to CMYK or Grayscale. All PDF's must be press ready with crop marks.

† Raster artwork to be (greater than) 250 dpi and (less than) 350 dpi at print size

Δ Vector artwork must have all text converted to outlines or curves (graphic not text)

‡ QuarkXPress files to have all fonts (printer and screen) and images "Collected for output"

### sending files

**ftp:** Host: [mediapeach.com](http://mediapeach.com) Login: [upload@mediapeach.com](mailto:upload@mediapeach.com) Password: **mpguest**

FTP is case sensitive, be sure to copy the information correctly. Please send conformation email to [ads@mediapeach.com](mailto:ads@mediapeach.com). Contact us to confirm that the ad(s) has been sent **905-952-2224**.

**email:** All e-mailed files must be compressed and under 5MB. Files over 5MB must be sent via FTP(see above). Email files to [ads@mediapeach.com](mailto:ads@mediapeach.com). Please include FRPO-AD in the subject line, and specify the issue(s) the Ad will be running as well as the size(s). Contact us to confirm that the ad(s) has been sent **905-952-2224**.

**disk:** DVD/CD only. Files must include all images and fonts. Label the disk clearly and indicate the issue(s) and ad size(s). Include hard copy proof of the ad(s). Please send files to the following address, Mediapeach at 171 Main Street South Suite 10, Newmarket, ON L3Y 3Y9. Contact us to confirm that files have been sent and when it is expected to arrive **905-952-2224**.

\* Files not meeting these guidelines may be subject to additional pre-press charges of which you will be notified in advance and given opportunity to rectify time permitting.

# submission

# Mediapeach inc. Advertising Contract / Insertion Order

171 Main Street South, Suite 10, Newmarket, ON, L3Y 3Y9  
 christine@mediapeach.com T: 905 952.2224 x32 TF: 1 866 952.2224 F: 905 952.0826

Company Name	Area Code	Phone
Contact Name	Area Code	Fax
Email	Website	
Address: number street city province postal code		
Billing Address (if different than above)		

Issue	Year	Size of Ad	Cost	Production / Design Fee	Total
Jan/Feb					
Mar/Apr					
May/Jun					
Jul/Aug					
Sept/Oct					
Nov/Dec					
<b>Optional Charges</b>					
Positioning					
Non Member 15% surcharge					
					GST
					<b>TOTAL</b>

**Payment and Cancellation Polices** The advertiser and its agency will be held jointly and severally liable for monies due and payable for ads ordered and published. Cancellations or changes in orders (advertising contracts) made by the advertiser or the agency for any reason other than a change in rates will result in the advertiser being short-rated for previous insertions at rates in effect at the time of cancellation. **Publisher Protection** The advertiser and its agency assume liability for all content of ads printed, and also assume responsibility for any claims arising there from made against the Publisher. Publisher reserves the right to reject or cancel any ad or space reservation at any time. Publisher shall not be liable for any costs or damages if for any reason the publisher fails to publish an ad, for errors in key number, reader service number, or ad index. 1. All advertising is subject to MEDIAPEACH INC. approval. MEDIAPEACH INC. reserves the right to reject any advertising it believes does not meet the standards of the association or that may be deemed offensive in any way. 2. Verbal insertions are not accepted. 3. MEDIAPEACH INC's liability for error will not exceed the ad rates for the ad in question. 4. MEDIAPEACH INC. will be held armless from any liability arising from the possible loss or damage to any and all elements supplied for the purpose of reproduction for advertisements in MEDIAPEACH INC. publications. 5. Advertisements that are not in the appropriate electronic format will incur composition and/or production charges, which will be billed to the advertiser at current market rates. Line art and laser submittals are unacceptable. 6. All advertisers must supply an accurate proof (Matchprint or Chromalin for 4-color and laser, PMT or velox for b/w ads) by the artwork deadline. MEDIAPEACH INC. cannot guarantee the quality of your printed ad if an accurate proof is not provided. 7. There are no agency commissions. 8. With the exception of the covers, ad position is not guaranteed. MEDIAPEACH INC. will make every effort to meet position requests but assumes no obligation to meet those requests. 9. All insertions are accepted subject to prevailing rates. 10. The advertiser and the advertising agency agree to hold harmless the publisher from any and all loss, cost, liability or expense arising from the cost of defending the total content of any advertisements printed, including the printing of any photographs, trademarks or other copyrighted material. 11. Copy simulating editorial format will be marked "advertisement" or will not be accepted. 12. Cancellations: Written notice of cancellation must be received by the copy deadline. A 15% cancellation fee will be applied for all cancelled ads. 13. Payment in full must accompany contract to reserve space. No ad will run if payment is not received by the reservation deadline. 14. Returned checks will incur a \$55 fee. 15. MEDIAPEACH INC. is not responsible for archiving any material supplied. 16. It is the advertiser's responsibility to ensure that the ad dimensions are correct. Dimensions for all ad sizes are listed below. 17. Space is available on a first-come, first-served basis. Make space reservations as early as possible; some issues may fill before closing. 18. Please note rates are effective as of 10/30/03. MEDIAPEACH INC. reserves the right to increase rates, if necessary, with less than 30 days written notice to the advertiser. 19. Use of the MEDIAPEACH INC. authorized mark(s) must conform to specifications in the MEDIAPEACH INC. Trademark Usage Guide. Submitter(s) hereby agree to pay all costs associated.

I understand that my ad will not run if payment is not received by the reservation deadline. I agree to follow all MEDIAPEACH INC. policies as stated on this contract:	
Name (print)	Date
Signature	

Please fax or mail to mediapeach