

## Advertising Opportunities

### CM Magazine

CM Magazine is the flagship quarterly publication of the Association of Condominium Managers of Ontario (ACMO) and is a leading provider of information to professionals within the condominium industry for the purpose of communication between the Association and its members. It is also a forum for fair comment and discussion on all matters of general interest to the condominium community at large.

**Audience:** Condominium managers, management firms, condominium boards, and suppliers.

**Printed Circulation:** Approx. 9,300+ / issue.

**Digital Circulation:** Approx. 300+ / issue mobile app downloads; 100+ / issue website views.



### Digital Advertising

ACMO.org is the official website of the Association of Condominium Managers of Ontario, providing news, the latest information, and access to exclusive membership benefits.

**Audience:** Everyone

**Monthly Users:** Approx. 1,000+

**DETAILS AND RATES  
COMING SOON!**



### Professional Services & Trades Directory

The ACMO Professional Services & Trades Directory is an annual publication designed to be a reference tool for those seeking companies servicing the condominium industry.

**Audience:** Condominium managers, management firms, and condominium board directors.

**Printed Circulation:** Approx. 2500+ / issue.

**Conditions:** Advertising is limited to ACMO 2000, Corporate, and Associate members only.





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## PUBLICATION SCHEDULE & EDITORIAL THEMES

Themes are subject to change without notice. See Editorial Guidelines.

### **SPRING**

**Publication Date:** March 21, 2020

Editorial deadline: Jan 24

Ads deadline: Feb 14

**Theme: The 2020 Manager**

What challenges and opportunities does the new decade present for managers?

### **SUMMER**

**Publication Date:** June 21, 2020

Editorial deadline: Apr 24

Ads deadline: May 8

**Theme: The RCM Advantage**

Why RCMs are considered a step above the rest.

### **FALL**

**Publication Date:** September 21, 2020

Editorial deadline: Jul 24

Ads deadline: Aug 7

**Theme: Diversity and its Challenges**

How do you manage an inclusive, cooperative environment that brings out the best in everyone?

### **WINTER**

**Publication Date:** December 21, 2020

Editorial deadline: Oct 23

Ads deadline: Nov 6

**Theme: Your Guide to Condo Living**

This guide will help condominium managers understand the perspective of condo owners.

Editor: Dianne Werbicki - [editor@acmo.org](mailto:editor@acmo.org)  
Advertising Manager: Ashley Chiamida - [ads@acmo.org](mailto:ads@acmo.org)

**Editorial Policy:**

Article submission is not open to the general public. 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 and other industry experts (e.g. government partners, educational partners, legal experts), if the subject matter requires a distinctive perspective that cannot be addressed by an individual ACMO member or company.

**Guidelines:**

All content should be educational and informative, for example, industry news, views on aspects of the condominium management field, evolving trends, etc. All content should be original to CM Magazine and not published elsewhere.

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, Dianne Werbicki - editor@acmo.org**, or the communications manager, **Tracey Doherty - tdoherty@acmo.org**.

Articles that are biased or strongly promote a proprietary product, company or service fall into the content marketing category. Although there may be educational aspects to this type of article, if it reads as a sales pitch, the article may be declined at the discretion of CM Magazine staff. If you are interested in submitting sponsored content (advertorial), contact the ads manager, **Ashley Chiaramida - ads@acmo.org**.

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. Plagiarized articles, whether in part or fully copied, will not be published. The author assumes any liability and repercussions for plagiarized content.

**Disclaimer:**

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.

**EDITORIAL THEMES & DEADLINES**

Themes are subject to change without notice. See Editorial Guidelines.

**Spring Issue: The 2020 Manager****Deadline for submissions: January 24, 2020**

What challenges and opportunities does 2020 present for condominium managers? What does it take to manage in an ever-changing environment? What is expected from condominium managers going forward?

**Summer Issue: The RCM Advantage****Deadline for submissions: April 24, 2020**

What impact has licensing requirements had on managers who hold their RCM designation? What unique experiences and continuing education opportunities are available through RCM membership? Why are RCMs a step above the rest?

**Fall Issue: Diversity and Its Challenges****Deadline for submissions: July 24, 2020**

How do you manage an inclusive, cooperative environment that brings out the best in everyone? Advice on dealing with language barriers, multi-cultural backgrounds, and aging populations.

**Winter Issue: Your Guide to Condo Living****Deadline for submissions: October 23, 2020**

ACMO's first comprehensive guide to help condominium managers understand the perspective of condo owners. Topics will include the Declaration, Rules and Bylaws; the relationship between manager and owner; and much more.

## Advertisement Rates:

rate per issue	STANDARD RATES		MEMBER RATES	
	single issue	4 consecutive issues	single issue	4 consecutive issues
2-page spread*	\$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
inside cover† inside front or back	\$4,645	\$4,426	\$2,903	\$2,766
outside cover† back	\$4,863	\$4,628	\$3,039	\$2,892

\* 2-page spreads are reserved for sponsored content (advertorials). Limit of 1 sponsored content piece per issue. Contact [ads@acmo.org](mailto:ads@acmo.org) for pricing and details.

† 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 period. Guaranteed positions are reserved for members only and are subject to a 25% surcharge (excluding cover positions).

## Business Card Advertisement Rates:

rate per issue	single issue	4 consecutive issues
super pro	\$540	\$290
pro	\$365	\$175

## Outserts Rates:

rate per issue*	single issue
standard rate	\$2,576
member rate	\$1,610

\* Prices shown apply to single-page outserts measuring up to 8.5" x 11". For a quote on larger sizes contact [ads@acmo.org](mailto:ads@acmo.org).

## Outsert Terms & Conditions:

- Artwork must be approved by the Advertising Manager prior to printing. Contact [ads@acmo.org](mailto:ads@acmo.org).
- The advertiser assumes the cost of printing outserts and shipping to mailing house by the ad deadline.
- Outserts should not be considered an exclusive advertising opportunity. Outserts from competing suppliers/providers may be included in the same shipment. In the event competing companies request an inclusion in the same issue, both companies shall be notified prior to publication.

## Payment Terms:

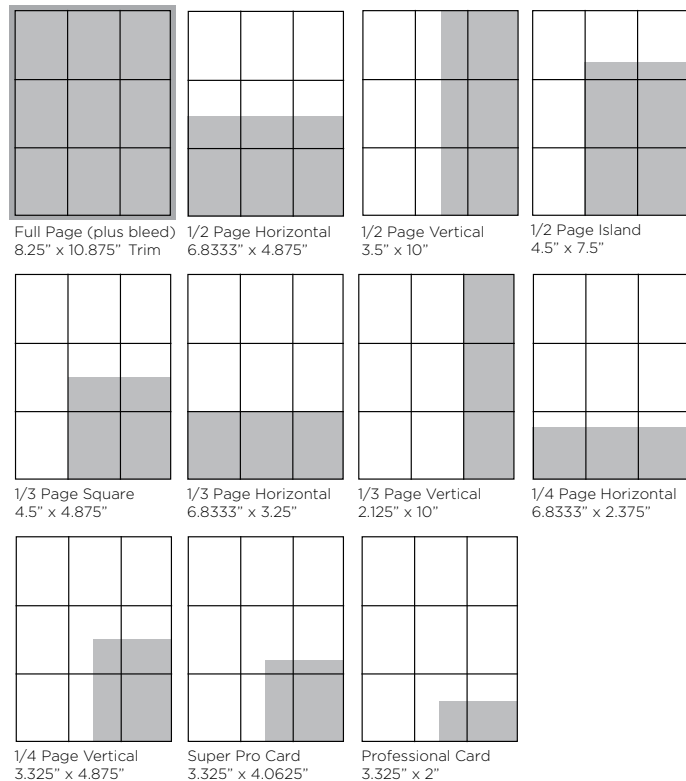
All rates are subject to change without notice. Should rates change mid-year, existing contract rates will be honoured until their date of expiry.

Contracts earning the 4-issue rate shall be paid in full before the publication of the first issue. If payment is not received by the week after the ad submission deadline, the ad will not be included in the publication. For more information email [ads@acmo.org](mailto:ads@acmo.org) or call 1-800-265-3263.

Payment is accepted online by Visa, Mastercard, or AMEX. Cheques made payable to ACMO also accepted. Invoices available upon request. Applicable taxes will be added to all fees, rates and charges as a separate item on our invoices.

## Advertisement Specifications:

Two Page (full bleed)	16.5" x 10.875" + 0.25" bleed
Full Page (full bleed)	8.25" x 10.875" + 0.25" bleed
1/2 Page Horizontal	6.8333" 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	6.8333" x 3.25"
1/3 Page Vertical	2.125" x 10"
1/4 Page Horizontal	6.8333" x 2.375"
1/4 Page Vertical	3.325" x 4.875"
Super Pro Card	3.325" x 4.0625"
Pro Card	3.325" x 2"



## Advertisement Submissions:

Files are received as complete digital files only. Acceptable forms include high resolutions PDF or EPS, high resolution PSD, TIF, JPEG at 300 dpi. All files should be either greyscale or CMYK.

## Magazine Production:

CM Magazine is printed on high-quality coated paper stock, with 4-colour offset lithography, saddle-stitch bound, and trimmed to 8.25" x 10.875". All material must arrive by the listed closing date for guaranteed inclusion in the issue. CM Magazine accepts no responsibility for the content or reproduction of ads prepared by the advertiser.

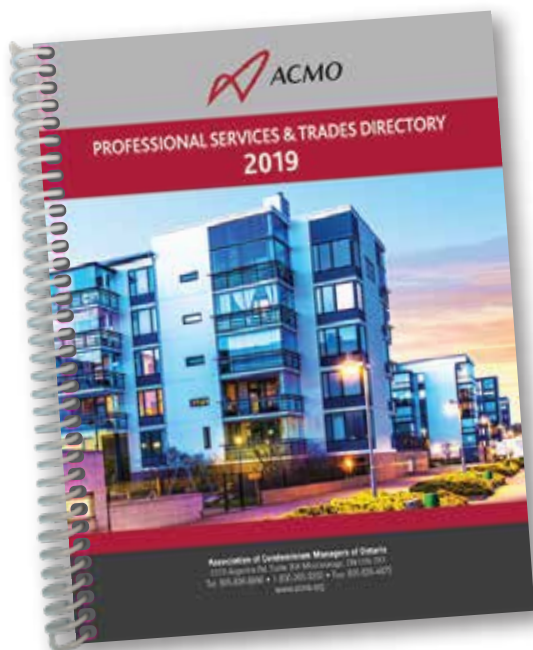
## Disclaimer:

All material must arrive by the closing date for guaranteed inclusion. ACMO accepts no responsibility for the content or reproduction of ads prepared by the advertiser.

ACMO reserves the right to reject, discontinue, or omit an advertisement in accordance with standards established by the Association of Condominium Managers Of Ontario, without penalty to either party.

Contact [ads@acmo.org](mailto:ads@acmo.org)  
or 1-800-265-3263





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**Audience:** Condominium managers, management firms, and condominium board directors

Advertising in this publication is restricted to ACMO 2000, Corporate, and Associate Members only.

Ad sales open at the beginning of the production cycle for the directory.

## Directory Production:

The Directory is published annually in the fall. Members will be notified by email when the advertising period opens.

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## Payment Terms:

Payment is accepted online by Visa, Mastercard, or AMEX. Cheques made payable to ACMO also accepted. Invoices available upon request. Applicable taxes will be added to all fees, rates and charges as a separate item on invoices.

## Colour Ad Rates:

rate per issue	single issue
full page	\$1,665
1/2 page horizontal	\$1,070
1/3 page horizontal	\$760
inside front cover*	\$1,865
inside back cover*	\$1,575
outside back cover*	\$1,965
back of index tabs	\$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 Ads:

Black & White ads are accepted at 20% off the regular rate (excluding covers and placements).

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