



Federation of Rental-housing  
Providers of Ontario

# 2018 MEDIA KIT

FE MAGAZINE & FRPO MEMBERSHIP DIRECTORY





FRPO'S FAIR EXCHANGE OF RENTAL INDUSTRY NEWS

# FAIR EXCHANGE PRINT ADVERTISING

Connect with more than 2,300 Landlords, Property Managers and Owners who are responsible for more than 350,000 units across Ontario.

Fair Exchange (FE) is the official magazine of the Federation of Rental-housing Providers of Ontario (FRPO) and a powerful voice for the rental housing industry.

This is YOUR opportunity to engage in target marketing to create precise and effective communication with the decision makers in rental housing.

## READERSHIP

Readers include more than 2,300 landlords, property managers and owners who are FRPO members.

- The FRPO membership list is maintained daily and is a highly accurate depiction of industry contacts in Ontario.
- These members are responsible for more than 350,000 units across Ontario.
- Eight of the 10 largest apartment owners and managers in Canada are FRPO Members and represent 124 million sq. ft. of residential real estate.

## EVENTS

FE magazine is available at our flagship event, MAC Awards and many landlord tradeshow and seminars across Ontario. This is another layer of engagement with our highly sought-after audience and creates synergy driving the event audience back to FE Magazine.

## EDITORIAL

Every issue will engage our members with 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.

## MARKET KNOWLEDGE

Since 1985, FRPO has been the voice of Ontario's rental housing industry. We're the experts on property management, rental housing regulation and residential tenancies law. Our supportive marketing extensions include industry research and digital communications.

91% of members read every issue cover to cover

90% of members find the content "relevant and useful"

## EDITORIAL SCHEDULE

### JANUARY/FEBRUARY

Ad Closing: January 19  
Cover Week: February 1

### MARCH/APRIL

Ad Closing: March 2  
Cover Week: April 2

### MAY/JUNE

Ad Closing: May 11  
Cover Week: June 4

### JULY/AUGUST

Ad Closing: July 13  
Cover Week: August 6

### SEPTEMBER/OCTOBER

Ad Closing: September 14  
Cover Week: October 8

### NOVEMBER/DECEMBER

Ad Closing: November 2  
Cover Week: December 3

# 2018 FAIR EXCHANGE ADVERTISING RATES

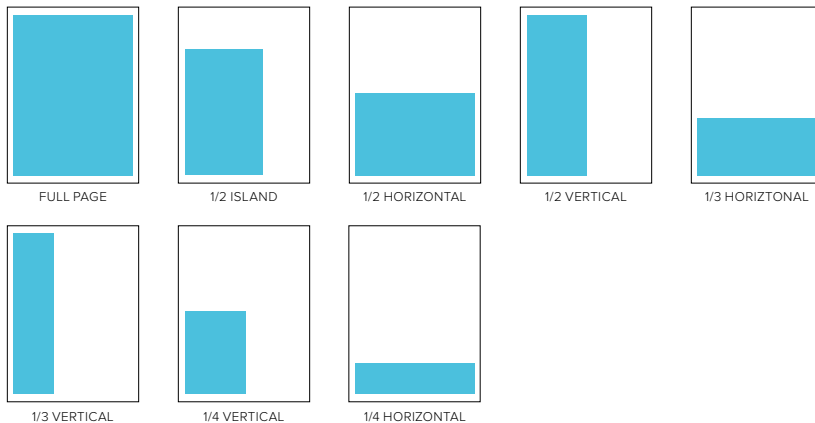
	FRPO MEMBERS			NON-FRPO MEMBERS		
	1 Issue Rate	3 Issue Rate	6 Issue Rate	1 Issue Rate	3 Issue Rate	6 Issue Rate
Double Page Spread (limit 1 per issue)	\$2,795	\$2,655	\$2,376	\$3,354	\$3,186	\$2,851
Full Page (with full bleed)	\$1,695	\$1,610	\$1,441	\$2,034	\$1,932	\$1,729
1/2 Page Island (limit 3 per issue)	\$1,395	\$1,325	\$1,186	\$1,674	\$1,590	\$1,423
1/2 Page Horizontal/Vertical	\$1,195	\$1,135	\$1,016	\$1,434	\$1,362	\$1,219
1/3 Page Horizontal/Vertical	\$995	\$945	\$846	\$1,194	\$1,134	\$1,015
1/4 Page Horizontal/Vertical	\$795	\$755	\$676	\$954	\$906	\$811
1/6 Page	\$595	\$565	\$506	\$714	\$678	\$607

## Premium Positions

Outside Back Cover	\$2,119	\$2,013	\$1,801	\$2,543	\$2,415	\$2,161
Inside Front Cover	\$2,119	\$2,013	\$1,801	\$2,543	\$2,415	\$2,161
Inside Back Cover	\$1,949	\$1,852	\$1,657	\$2,339	\$2,222	\$1,988

All rates include 4 colour charge.  
All rates are net.

## PRINT SPECIFICATIONS



## Advertising Sizes

Double Page Spread with Bleed	16.5" x 11.125"
Double Page Spread	16.25" x 10.875"
Full Page with Bleed	8.375" x 11.125"
Full Page	8.125" x 10.875"
1/2 Island	4.563" x 7.375"
1/2 Horizontal	7.125" x 4.75"
1/2 Vertical	3.375" x 9.563"
1/3 Horizontal	7.125" x 2.875"
1/3 Vertical	2.25" x 9.563"
1/4 Horizontal	7.125" x 2.125"
1/4 Vertical	3.375" x 4.75"

## DIGITAL FILES:

Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign CS6, and Adobe Illustrator CS6 files, if all graphics and fonts are also included.

We cannot accept ads created in QuarkXpress, Microsoft Word and Publisher.

If using a newer version than CS6, please save the file down.

Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

## FTP INFORMATION:

Host: ftp3.mediaedge.ca  
Username: me\_frpo\_ad (ads) OR me\_frpo\_ed (editorial)  
Password: artwork (ads) OR production (editorial)

## DIGITAL FILES (SEND TO):

Production Manager  
5255 Yonge Street, Suite 1000  
Toronto, ON M2N 6P4  
416-512-8186 ext. 261

Type Size: 7.125" x 9.875"

Trim Size: 8.125" 10.875"

Bleed Size: 8.375" 11.125"

Halftone Screen: 133 lines maximum

## Publisher

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## Published by

**MediaEdge**

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Toll Free: 866-216-0860



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Providers of Ontario

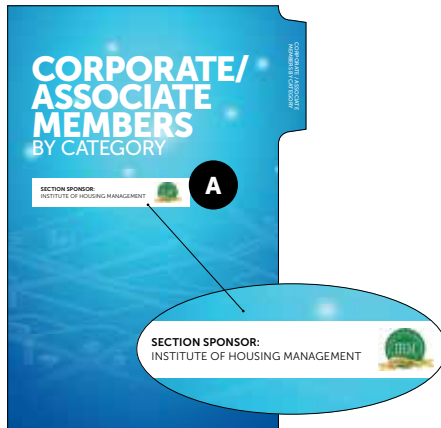
# FRPO DIRECTORY PRINT ADVERTISING

## SECTION SPONSOR \$1,995

### Available Sections:

- Corporate & Associate Members by Trade
- Property Managers & Owners
- Industry Key Contacts
- 3rd Party Property Managers

- A** Logo on beginnings of section tab
- B** Full page ad on back of section tab



## INTERIOR

Full Page **\$995**  
Half Page **\$745**

## LEAD IN \$1,695

### Available Sections:

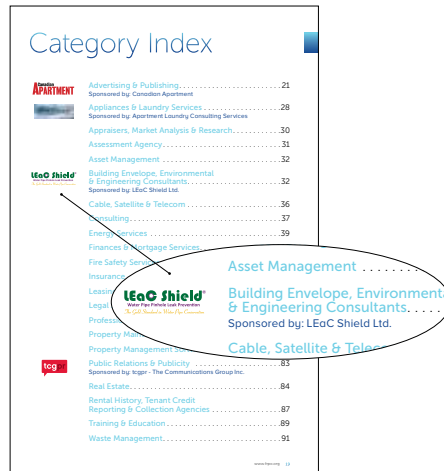
- Corporate & Associate Members by Trade
- Property Managers & Owners
- Industry Key Contacts
- 3rd Party Property Managers



## COVERS

Inside Front Cover **\$1,695**  
Outside Back Cover **\$1,995**  
Inside Back Cover **\$1,695**

## CATEGORY SPONSORSHIP \$495 (Limit 1 per category)



## BANNERS \$295

### Available Sections:

- Property Managers & Owners
- Industry Key Contacts



## MECHANICAL SPECIFICATIONS

**COVERS**  
Bleed: 6.25" x 8.75" • Trim: 6" x 8.5" • Safety: 5" x 7.5"  
(Spiral bound book. *NOTHING* important outside the safety area)

**SECTION SPONSORS**  
Bleed: 6.25" x 8.75" • Trim: 6" x 8.5" • Safety: 4.5" x 7.5"  
(Page should be off centred towards the right. Safety area starts 1" from the left and 1/2" from the right)

**BANNERS**  
Bleed: 5.75" x 1.75" • Trim: 5.5" x 1.75"  
(Bleed *ONLY* on the left and right. No text 1/2" in on left and right)

**LISTING ADS**  
Vertical: 1.5" x 3.3125"

**ADS**  
Half Page: 4.5" x 3.6875"  
Full Page  
Bleed: 5.75" x 8.75"  
Trim: 5.5" x 8.5"  
Safety: 4.5" x 7.5"



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# FRPO DIRECTORY LISTING ENHANCEMENTS

## FULL LISTING PACKAGE \$595

- Logo (print and online)
- Listing Ad \*
- Online Listing
- 1 Category included (additional categories \$95 each)
- 3 key words

\*ad design available at no additional cost.

## INDIVIDUAL LISTING OPTIONS

- |                         |              |
|-------------------------|--------------|
| <b>A</b> Listing Logo   | <b>\$195</b> |
| <b>B</b> Listing Ad     | <b>\$295</b> |
| <b>C</b> Online Listing | <b>\$195</b> |


## CATEGORIES

One category is included with your membership

### Additional Categories \$95

- Advertising & Publishing
- Appliances & Laundry Services
- Appraisers & Market Analysis
- Assessment Agency
- Cable, Satellite & Telecom
- Consulting
- Energy Services
- Environmental & Engineering Consultants
- Finances: Mortgage Services
- Fire Safety Services
- Insurance
- Leasing Professionals
- Legal Services, Rent Control & Property Tax
- Property Maintenance
- Services, Construction &
- Repair
- Real Estate
- Rental History, Tenant Credit Reporting & Collection Agencies
- Training & Education

## VERTICAL PRINT LISTING SAMPLE




**Kijiji Real Estate**  
500 King Street West  
Toronto, ON M5V 1L9  
T: 855-971-9696  
[kijiji.ca](http://kijiji.ca)  
Lionel Romain  
E: [kijiji-realestate@kijiji.ca](mailto:kijiji-realestate@kijiji.ca)

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Kijiji Real Estate is Canada's most visited destination for real estate rental listings. With millions of visitors each month, Kijiji Real Estate provides property managers the tools and expert support they need to quickly fill vacancies, and help grow their business.

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**Member Benefits:**  
Introductory feature bundle offered exclusively to new Kijiji real estate subscription clients. Offer only valid for FRPO members. Contact us today for more information.




**Take advantage of Canada's largest Real Estate website:**

- Increase your brand recognition
- Increase your lead generation
- Fill your vacancies


**Get expert support:**

- We provide hands-on support to achieve your advertising goals
- Depending on your needs, we can provide anything from useful tips to full campaign execution



For more information, please contact Kijiji Real Estate today!  
1-800-971-9696  
1-800-971-9696

## ONLINE LISTING SAMPLE



**Wyse Meter Solutions Inc.**



<b>Location</b> 2100 Matheson Boulevard East, Suite 201, Mississauga Ontario, Canada L4W 5E1	<b>Phone</b> 647 . 272 . 9430
<b>Website</b> <a href="http://www.wysemeter.com">www.wysemeter.com</a>	<b>Fax</b> 416 . 889 . 3004
<b>Email</b> <a href="mailto:lwerty@wysemeter.com">lwerty@wysemeter.com</a>	<b>Toll Free</b> 1 . 800 . 672 . 1134

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**Description**

Wyse provides submetering & integrated utility expense management (SyNERGY) services. With over 1.5 million residents billed across North America, Wyse offers the most reliable tenant services. Our transparent billing with all backup documentation allows clients to easily audit our invoicing. SyNERGY provides a 360-degree comprehensive view of the entire utility spend within a building or portfolio of buildings. Through SyNERGY, Wyse has found an average saving of \$170 per suite for clients, in addition to the savings realized through submetering.

**Member Benefits:** FRPO members are eligible to receive three months of SyNERGY services free of charge when they submeter with Wyse. Let Wyse show you how we can reduce your burden in managing utility costs. Call us for a demonstration or visit our website for a three-minute demo at [wysemeter.com](http://wysemeter.com).

**Categories**

**Energy Services**

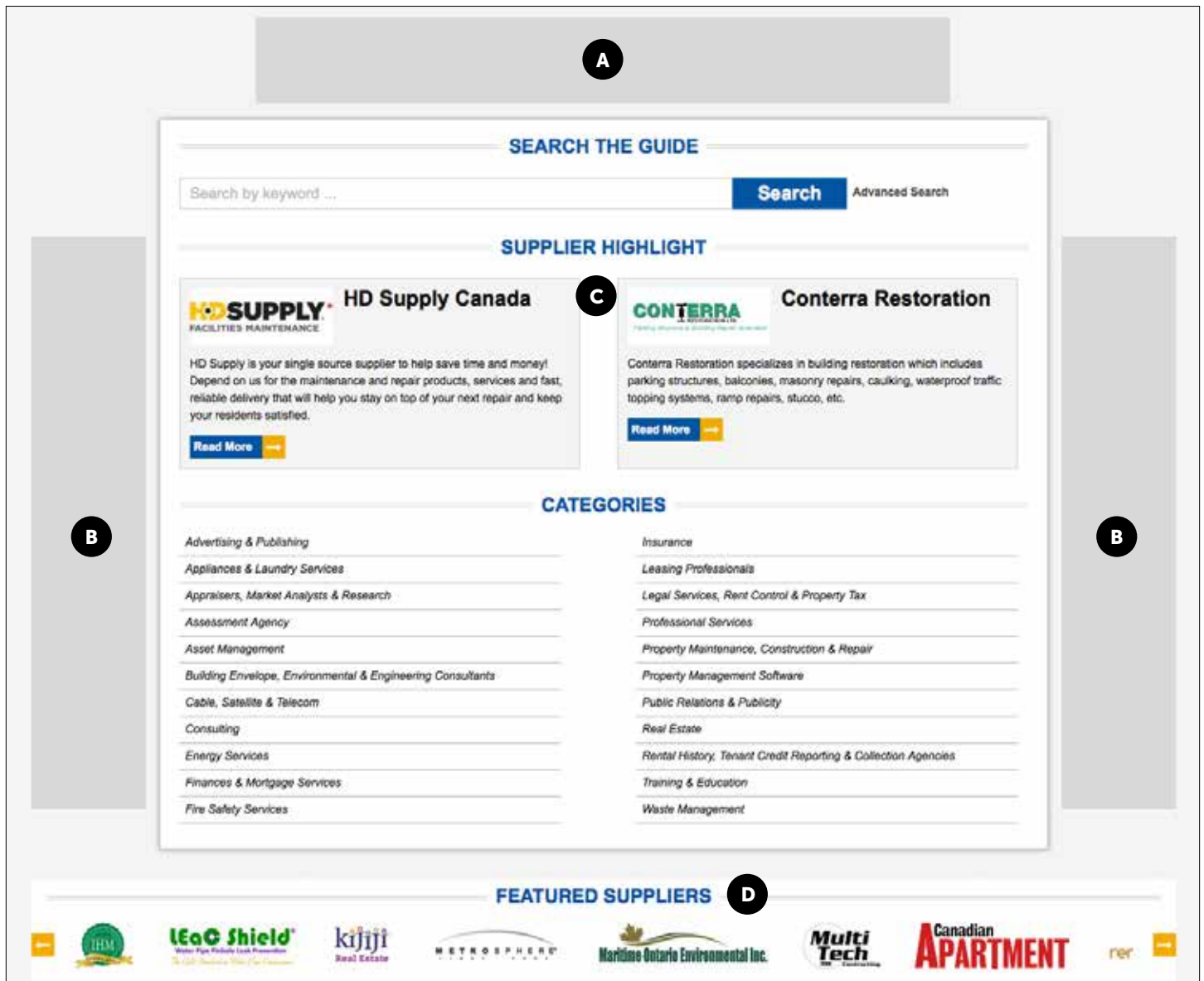
## ONLINE ENHANCEMENTS

- A** Top Banner **\$995**
- B** Left & Right Skyscrapers **\$795**
- C** Supplier Highlight **\$495**
- D** Featured Supplier **\$195**

## KEY WORDS

**\$45 each OR 3 for \$95**

Keyword advertising allows you to target the search terms our readers are using to find your products. Be seen first - get your message at the top of their search results today.



**A**

**SEARCH THE GUIDE**

Search by keyword ... **Search** Advanced Search

**SUPPLIER HIGHLIGHT**

**HD SUPPLY** HD Supply Canada  
FACILITIES MAINTENANCE

HD Supply is your single source supplier to help save time and money! Depend on us for the maintenance and repair products, services and fast, reliable delivery that will help you stay on top of your next repair and keep your residents satisfied.

**Read More**

**CONTERRA** Conterra Restoration  
BUILDING RESTORATION & MAINTENANCE

Conterra Restoration specializes in building restoration which includes parking structures, balconies, masonry repairs, caulking, waterproof traffic topping systems, ramp repairs, stucco, etc.

**Read More**

**C**









**CATEGORIES**

Advertising & Publishing	Insurance
Appliances & Laundry Services	Leasing Professionals
Appraisers, Market Analysts & Research	Legal Services, Rent Control & Property Tax
Assessment Agency	Professional Services
Asset Management	Property Maintenance, Construction & Repair
Building Envelope, Environmental & Engineering Consultants	Property Management Software
Cable, Satellite & Telecom	Public Relations & Publicity
Consulting	Real Estate
Energy Services	Rental History, Tenant Credit Reporting & Collection Agencies
Finances & Mortgage Services	Training & Education
Fire Safety Services	Waste Management

**B**

**D**

**FEATURED SUPPLIERS**

# FRPO DIRECTORY LISTING ENHANCEMENTS

## FULL LISTING PACKAGE \$595

- Logo
- Box-in
- Shade-in
- Description
- 3 key words
- Online Listing

## INDIVIDUAL LISTING OPTIONS

- A** Logo
- B** Box-in
- C** Shade-in
- D** Description
- E** Online Listing

**\$195**  
**\$95**  
**\$95**  
**\$95**  
**\$195**

## VERTICAL PRINT LISTING SAMPLE

THIRD PARTY PROPERTY MANAGEMENT ■

**BERKLEY PROPERTY MANAGEMENT INC.**  
1 Longbridge Road, 2nd Floor  
Thornhill, ON L4J 1L4  
T: 905-763-7436  
F: 905-763-7446  
Paul Chisholm  
E: pchisholm@berkleypm.ca

**BRIARLANE RENTAL PROPERTY MANAGEMENT INC.**  
T: 905-944-9406  
F: 905-944-9083  
www.briarlane.ca  
Brad Smith  
E: bsmith@briarlane.ca

**Briarlane Rental Property Management Inc.** is a private Canadian Corporation based in Markham, Ontario that provides an integrated array of investment and property management services to owners, investors and financial institutions for their rental residential and commercial properties. Our clients benefit from our wealth of business, financial and property management experience that spans a period of more than thirty years.

**CLM**  
CONDOMINIUM LIVING MANAGEMENT

260 Richmond Street East, Suite 300  
Toronto, ON M5A 1P4  
T: 877-81CONDO (26636) Ext. 504  
F: 416-340-1593  
www.condominiumliving.ca  
Kazi M. Shahnewaz, Director, Business Development  
E: k.m.shahnewaz@metcap.com

CLM - a mission to bring outstanding management to condominium living. CLM offers complete condominium management services, from maintenance to bookkeeping to capital improvements. We also provide selected services tailored to your community needs.

**BROOKFIELD CONDOMINIUM SERVICES LTD.**  
3190 Steeles Avenue East, Suite 200  
Markham, ON L3R 1G9  
T: 416-510-8900 Ext. 1926  
TF: 800-949-0274  
F: 416-510-8880  
www.brookfieldcondominiums.com  
Sandro Zuliani, President & Chief Operating Officer  
E: szuliani@brookfieldcs.com

**MetCap Living**

260 Richmond Street East, Suite 300  
Toronto, ON M5A 1P4  
T: 416-340-1600 Ext. 504  
F: 416-340-1593  
www.metcap.com  
Kazi M. Shahnewaz, Director, Business Development  
E: k.m.shahnewaz@metcap.com

MetCap Living is Canada's #1 Ranked Apartment Management Company with over 26 years and \$2 billion in assets under our care. We pride ourselves on our professional, full-service & hands on approach.

www.frpo.org 97

## ONLINE LISTING SAMPLE

**MetCap Living**

Location	Phone
260 Richmond Street East, Suite 300, Toronto Ontario, Canada M5A 1P4	(416)340-1600
Contact Person:	Fax
Kazi M. Shahnewaz	(416)340-1593
Email	
k.m.shahnewaz@metcap.com	

**Description**

MetCap Living is Canada's #1 Ranked Apartment Management Company with over 26 years and \$2 billion in assets under our care. We pride ourselves on our professional, full-service & hands on approach.

**Categories**

Third Party property Management

