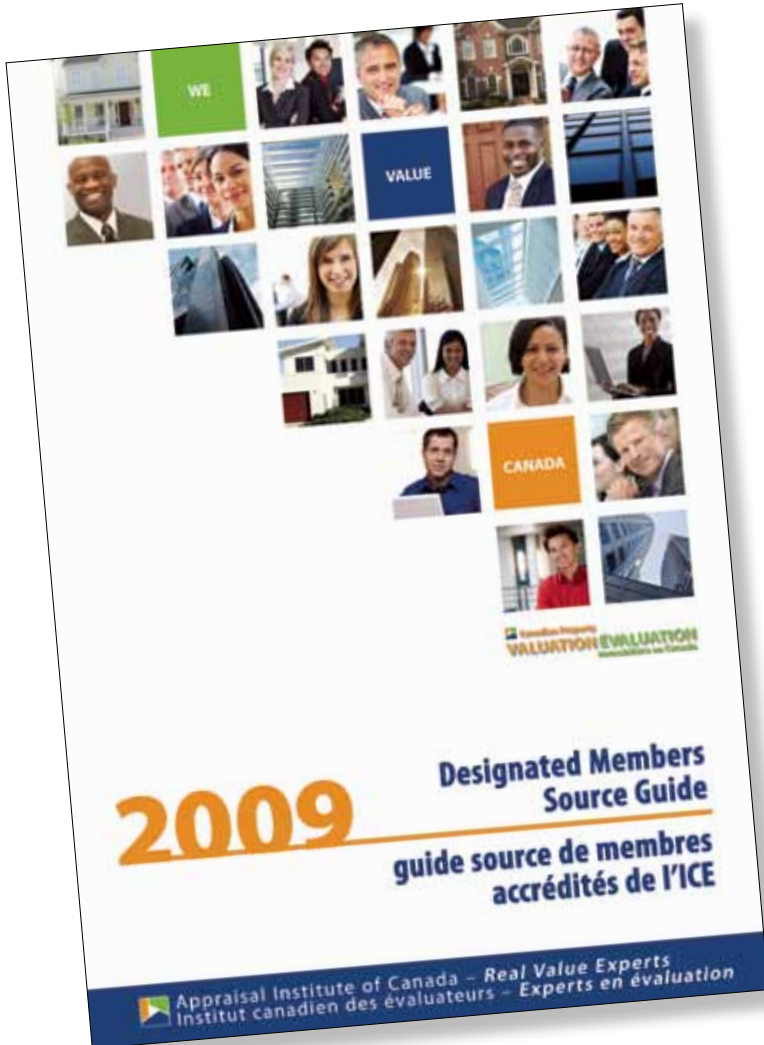




# AIC DESIGNATED MEMBER SOURCE GUIDE

THE OFFICIAL MEMBER SOURCE GUIDE OF THE APPRAISAL INSTITUTE OF CANADA  
Canada's Directory Of Value Experts



## TARGETED READERSHIP/CIRCULATION:

The **2010/11 AIC Designated Member Source Guide** is an invaluable source of information for the real property profession and is used to locate real value experts throughout Canada and internationally. **It is a year round "reference manual" for professional appraisers** - helping them make buying decisions about the products and services they need for their business. The controlled circulation of 7,000 includes all designated and candidate members of the Appraisal Institute of Canada.

## This targeted and qualified readership is made up of key decision makers with buying authority and influence (4,500):

- owners of appraisal firms
- managers of appraisal firms
- staff appraisers

Each year, copies of the **Designated Member Source Guide** (2,500) are also distributed to lenders, private investors, insurance companies, private and public corporations throughout Canada interested in buying the services of professional real value experts.

## PRODUCTION SCHEDULE/ADVERTISING PLANNER:

Issue Date: March 2010

**SPACE CLOSING: Late-January 2010**

## ADVERTISING NETWORK PROGRAM:

Save more with combined frequency discounts. Applies to advertising in the **Canadian Property Valuation** magazine.

## ADVERTISING RATES:

BLACK AND WHITE	
Full page	\$1,275
1/2 page	825
1/3 page	525
1/6 page	300
4th cover (includes color)	2,275
2nd or 3rd covers (includes color)	1,975
4 color process (additional to B/W rates)	450

MECHANICAL REQUIREMENTS			
	width (inches)		depth (inches)
Cover	4 1/2	x	7 1/2
Full Page	4 1/2	x	7 1/2
1/2 Page	4 1/2	x	3 5/8
1/3 Page	4 1/2	x	2 3/8
1/6 Page	4 1/2	x	1 1/4

Rates quoted are for the space (and color) only. **Rates are NET of agency commission.** Rates do not include GST.

Production costs incurred for publication-set ads charged to advertiser.

\* The Appraisal Institute of Canada reserves the right to reject advertising that it deems to be inappropriate.

\*\* The publisher and the Appraisal Institute of Canada cannot be held liable for any material used or claims made in advertising included in this publication.





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THE OFFICIAL MEMBER SOURCE GUIDE OF THE APPRAISAL INSTITUTE OF CANADA  
*Canada's Directory Of Real Estate Appraisal Professionals*

## ADVERTISING GUIDELINES

The Institute's Designated Member Source Guide Advertising Guidelines have been developed with a view to protecting, promoting and advancing the interests of the Institute and its members. The Appraisal Institute of Canada reserves the right to approve all advertisements and to require changes therein or to reject any which it deems not in the best interest of the above objectives or which, by their tone, content or appearance, are not in keeping with the professional nature of AIC publications. As such:

- The Member Source Guide and all advertising within shall contain only the names of AIC active designated members.
- Retired AIC members may not be included in advertisements. (Retirees' email addresses and phone number only will be included at the end of each provincial section.)
- AIC designated members must advertise their designations, and AIC will verify such credentials as part of the ad approval process.
- Other designations will not be permitted.
- The inclusion of academic qualifications will be permitted.
- Advertisements must include
  - the appraisal firm's name
  - the AIC member's designation
  - the member's or principal's or managing partner's name.
- Companies may include the date of formation of the firm. Advertising cumulative experience of all members of the firm is not acceptable.
- Misleading or deceptive advertising and theories, principles and practices not endorsed by AIC will not be accepted. This includes advertising of products and services that could be considered competitive to the interests of the Institute or its membership
- All Institute members use the Canadian Uniform Standards of Professional Appraisal Practice. Advertising USPAP Standards only is not acceptable.
- Right to advertise in the Member Source Guide is restricted to AIC members, affiliates or service providers of interest to the membership.
- Advertising that might negatively impact or adversely affect the Institute or its members will not be accepted.
- If an AIC logo is being used in an advertisement, the current (2008) AIC logo must be used
- The Institute reserves the right to decline advertising from members whose dues, fees or levies are in arrears or who are otherwise not in good standing.
- Advertisements should not contain any laudatory statements or superlatives to describe the services. Claims of superiority or comparisons in respect of services are not acceptable.
- Liability regarding the accuracy of the advertisement, including any infringement of intellectual property, privacy or other rights of third parties remains the sole responsibility of the advertiser.

The Institute commits to applying these advertising guidelines consistently.

These guidelines may be modified from time to time as necessary without notice.