

# Canadian Property ÉVALUATION

Immobilière au Canada

2021 MEDIA KIT | [www.AICanada.ca](http://www.AICanada.ca)

## Looking to reach appraisal professionals across Canada?

*Canadian Property Valuation*  
has a controlled circulation  
of **5,500** with a pass-along  
readership of over **16,500\***

### In every issue

- Executive Corner
- AIC Program Initiatives
- Feature Articles
- Emerging Areas of Practice
- Appraiser Profiles
- Guest Columns

**AICanada.ca**  
Total Sessions: 441,426  
Users: 253,958

### EXTRA EXPOSURE!

Ads booked in  
*Canadian Property Valuation*  
appear online **FREE!**

\* Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

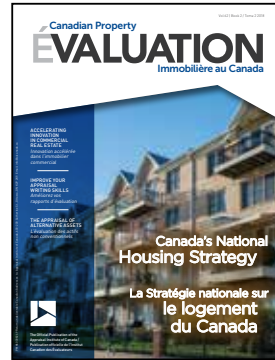


# REACH YOUR TARGET MARKET AT KEY TIMES



## Book 1

Space Closing: Mid-February  
Distribution: Late March



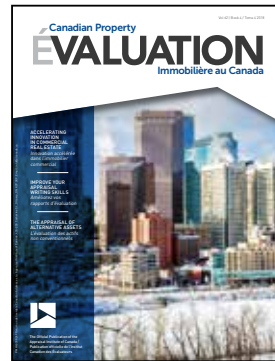
## Book 2

Space Closing: Late April  
Distribution: Late May  
**Distributed prior to and at the Appraisal Institute of Canada's Annual Conference held jointly with the US Appraisal Institute.**



## Book 3

Space Closing: Late July  
Distribution: Late August



## Book 4

Space Closing: Mid-October  
Distribution: Late November

## ADVERTISING RATES \*Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

	1 Time Rate	4 Time Rate	Online Magazine*
Full page	\$1,875	\$1,775	<b>FREE</b> with print booking!
2/3 page	\$1,750	\$1,650	<b>FREE</b> with print booking!
1/2 page island	\$1,650	\$1,550	<b>FREE</b> with print booking!
1/2 page	\$1,525	\$1,425	<b>FREE</b> with print booking!
1/3 page	\$1,175	\$1,125	<b>FREE</b> with print booking!
1/4 page	\$950	\$900	<b>FREE</b> with print booking!
1/6 page	\$700	\$650	<b>FREE</b> with print booking!
4th cover	\$2,350	\$2,200	<b>FREE</b> with print booking!
2nd or 3rd covers	\$2,200	\$2,050	<b>FREE</b> with print booking!

### Advertising Guidelines

The Appraisal Institute of Canada (AIC) recognizes the value service suppliers place on marketing to AIC members. It will review potential advertising and determine and agree on the relevance to AIC members on a case-by-case basis. Advertising that is contrary to the *Canadian Uniform Standards of Professional Appraisal Practice (CUSPAP)* or AIC's strategic direction will not be accepted.

- 10% premium for all guaranteed positions (not including covers).
- 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.
- *Canadian Property Valuation* advertising is invoiced by the Appraisal Institute of Canada and is payable within 30 days of publication.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- Rates are net of agency commission.

### Inserts

AIC's position is that it will not undermine the cost and value of advertising within the magazine by offering reduced rates for advertising inserts, which visibly stand out from the magazine. Insert pricing will be provided upon request. Prospects should contact Kris Fillion at [kfillion@kelman.ca](mailto:kfillion@kelman.ca) or 866.985.9798 with the following information:

- Number of pages, (e.g., single sheet one sided or double sided, 4 pages, page size, e.g., 8 1/2" x 11," 5" x 7," etc.)
- Colour or black and white
- Stock weight (e.g., 50 lb gloss, 100 lb cover, etc.)
- Weight in grams of entire piece(s) (if multiple pages)

Quotes provided for inserts will include costs for inserting, additional postage due to weight, and a fair allocation for the value of the magazine's distribution/reach.

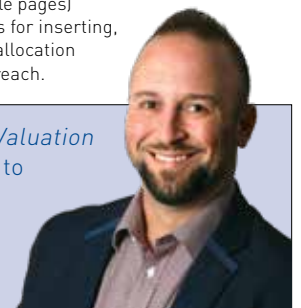
Published for the  
Appraisal Institute of  
Canada by:



To reach appraisal professionals across Canada through the *Canadian Property Valuation* magazine and its targeted readership, contact Kris at your earliest convenience to discuss your company's promotional plans.

**Kris Fillion**, Marketing Manager

Phone: 866-985-9798 Fax: 866-985-9799 Email: [kfillion@kelman.ca](mailto:kfillion@kelman.ca)



# Canadian Property ÉVALUATION Immobilière au Canada

Published by the



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Institut canadien des évaluateurs

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Craig Kelman, Winnipeg

## Connecting you with key decision makers in your market

As the official magazine of the Appraisal Institute of Canada, *Canadian Property Valuation* is committed to providing technical and educational information on business practices, technology, trends, new products/services, legal and legislative issues that affect professionals in the real estate appraisal industry throughout Canada.

The readership of *Canadian Property Valuation* is a controlled circulation of 5,500 and covers the entire Canadian marketplace. The readership includes all designated and candidate members of the Appraisal Institute of Canada. *Canadian Property Valuation* reaches the entire spectrum of the professional appraisal market - from independent appraisers to staff appraisers employed by private firms, public agencies and financial institutions. This qualified readership is made up of key decision makers with buying authority and influence. All copies of each issue are individually addressed to name, job title and company:

- owners of appraisal firms
- managers
- professional staff appraisers

## RECENT ADVERTISERS INCLUDE:



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TRISURA



value  
connect

# INTERACTIVE EDITION available online

With print and electronic communication operating hand-in-hand you can take advantage of the fact that *Canadian Property Valuation* is also available online in a highly interactive format.



1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. Active hyperlinks connect you with all websites and emails contained in the publication.
7. Active links connect you to specific stories from the front cover and contents page.
8. Active links connect you to advertiser websites from their ads and the ad index.
9. Searchable and zoomable content allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *Canadian Property Valuation's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience *Canadian Property Valuation* online, visit [www.A1Canada.ca](http://www.A1Canada.ca)





# USE PAPER RESPONSIBLY

**Today's forest industry is working hard to become one of the greenest industries on earth.**

- ♻️ What other industry plants hundreds of millions of trees every year?
- ♻️ What other industry actually grows more of its main resource than it consumes?
- ♻️ What other industry generates most of its own energy needs from renewable resources, including waste biomass, biogas, hydro and wind?
- ♻️ What other industry uses a renewable resource and recycled stock as its main ingredients?
- ♻️ What other industry has worked harder on improving its environmental performance with partners and advocates including governments, customers and environmental groups?

Paper is an essential part of human civilization. While we all use and depend upon electronic communications, it is easy to ignore that it comes at an environmental cost.

Worldwide spam email traffic creates greenhouse gases equivalent to burning two billion gallons of gasoline yearly, with numbers rising. More than 200 million items of toxic e-waste are thrown away every year in the US alone, with a recycling rate of only 18% compared to 57% for paper. Estimates are that North Americans throw out more than 500,000 toxic computers and cell phones every day.

No industry is perfect. But the paper industry has made, and continues to make, huge investments in environmental responsibility. Specifying and buying paper from certified sources ensures the continuation and growth of carbon-absorbing forests. Using paper with appropriate amounts of recycled fibre helps preserve forests, conserve energy, and maximize fibre usage through paper lifecycles.

**Paper is a powerful communications medium.  
Use it responsibly... and recycle the paper that you use.**

Our concern for the environment



## is more than just talk

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

*So enjoy this magazine...and **KEEP THINKING GREEN.***





# Why **PRINT** Continues to **MAKE AN IMPRESSION**

## **GETTING ATTENTION**

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

## **WHAT'S OLD IS NEW AGAIN**

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

## **PRINT STILL EXCITES PEOPLE**

The printed word is still perceived as more credible to many people than anything on the web.

## **NO AUDIENCE DEVELOPMENT COSTS**

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.





# TOP 10 REASONS

## Why advertisers use magazines

1. **Magazines and magazine ads capture focused attention:**  
The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
2. **Magazine advertising is targeted:**  
Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
3. **Magazine advertising is relevant and welcomed:**  
Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
4. **Magazines are credible:**  
Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
5. **Magazines offer a lasting message:**  
Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
6. **Magazines deliver brand relevant imagery:**  
Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
7. **Magazine advertising drives web searches and visits:**  
Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
8. **Magazines drive the purchase funnel:**  
Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
9. **Magazine advertising enhances ROI:**  
Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
10. **Magazines sell:**  
Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.



## Production Requirements:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

*(earlier versions of the above programs are also acceptable)*

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS/IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or email a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- Include a pdf for proofing purposes
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

### Please submit ad material to:

STEFANIE HAGIDIAKOW  
Ph: 866-985-9790  
Fax: 866-985-9799  
Email: [stefanie@kelman.ca](mailto:stefanie@kelman.ca)



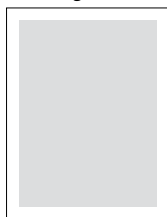
Craig Kelman & Associates  
3rd Floor - 2020 Portage Ave.  
Winnipeg, Manitoba R3J 0K4  
[www.kelman.ca](http://www.kelman.ca)

## AD DIMENSIONS:

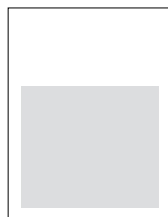
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

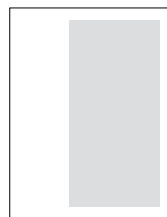
Full Page



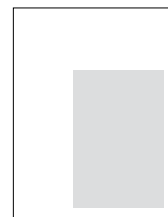
2/3 Horizontal



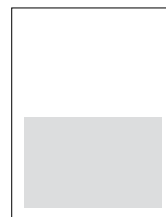
2/3 Vertical



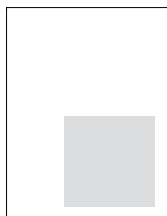
1/2 Island



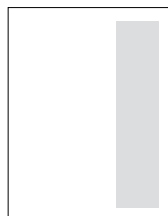
1/2 Horizontal



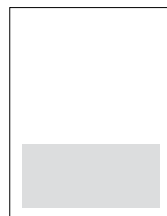
1/3 Square



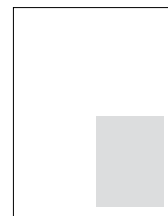
1/3 Vertical



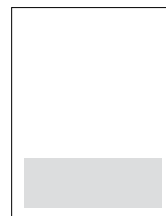
1/3 Banner



1/4 Vertical



1/4 Banner



1/6 Horizontal



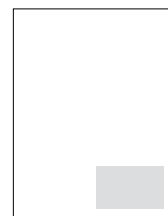
1/6 Vertical



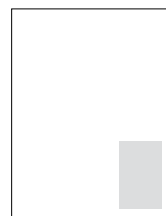
1/6 Banner



1/8 Horizontal



1/8 Vertical



## BIG BOX ONLINE AD DIMENSIONS:

- **ONE** position for advertising with a maximum of 10 advertisers rotating in that position
- Each ad rotates continuously every 15 seconds
- 300 x 250 pixels
- 72 dpi
- English & French separate
- **Maximum** file size of 40K and saved as a jpg, png or gif