



Real Estate Institute of Canada
Institut canadien de l'immeuble

EXCHANGE

The news forum for Canada's real estate professionals

2009-2010 MEDIA PLANNER





EXCHANGE

and the professionals who read it...

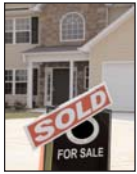
Exchange is the official newsletter for the Real Estate Institute of Canada (REIC), bringing industry and member news to Real Estate Professionals across Canada. The publication is distributed five times annually to REIC members, Real Estate Board Executives and Affiliated Associations across Canada utilizing both printed and electronic mediums.

A leader in advanced real estate education, REIC is an association of professionals that has been educating and certifying specialists in the real estate industry since 1955. Our internationally recognized designations and accreditation's are awarded to the best of the best in all sectors of Canadian Real Estate.

No matter which field in the real estate industry you look to market towards - by having your company advertise in REIC's newsletter Exchange, you gain excellent exposure to industry leaders and decision makers across the country.

Top 5 Reasons to Advertise in Exchange

- 1) Unbelievable advertising rates ... see page 4**
- 2) A large diverse readership ... see page 3**
- 3) Join a long list of prominent advertisers ... see page 6**
- 4) Become an affiliate member and get more than just great advertising! ... see page 7**
- 5) Need an ad designed - we can do it for you ... see page 7**



FRI



CPM®



CRF



CLO



CRU



CRP



ARP

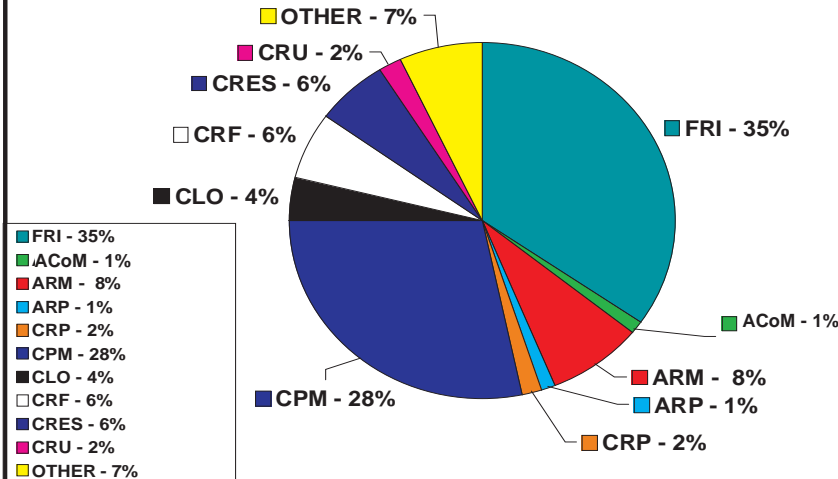


ARM®



ACoM

REIC 2009 Member Designation Breakdown



REIC's Designations and accreditation's are made available to Sales & Leasing, Finance, and Property Management professionals in Canada and the Caribbean.

The REIC Membership chart offers a quick overview of the various Real Estate sectors REIC members represent.

The OTHER category includes those designations which are no longer actively marketed, but remain available for those members who earned them and wish to keep the designation.

REIC's members are dedicated, experienced, knowledgeable, reputable and committed to providing the highest quality of service to their clients. At REIC, designations are earned, not given! Stringent requirements in the areas of experience, education and ethics guarantees that only qualified individuals are awarded a designation.

For over 50 years, REIC has been able to ensure that only the very best Real Estate Professionals earn the right to hold one of its desired designations and accreditation's.

As an Exchange advertiser you can be rest assured that you are reaching professionals who are industry leaders and who have acquired the skills required to attain excellence in their chosen profession. Our carefully selected readership includes our 2,000 members, Real Estate Boards & Associations and Affiliated Associations across Canada. Consumers and the general public also gain access to Exchange advertisements and articles through the online posting on our website -

www.reic.ca.

OUR MEMBERS

Sales & Leasing

FRI - Fellow of the Real Estate Institute
REIC's flagship designation, and the marketing advantage, for experienced, licensed real estate agents and brokers actively involved in real estate sales.

CLO - Certified Leasing Officer
The distinguished forerunners in commercial leasing.

Property Management

CPM® - CERTIFIED PROPERTY MANAGER®
The industry's most coveted designation for property managers.

ARM® - ACCREDITED RESIDENTIAL MANAGER®
The mark of excellence for residential management.

ACoM - ACCREDITED COMMERCIAL MANAGER
Outstanding Commercial Managers earn this top designation.

Finance

CRF - Certified in Real Estate Finance
The best in the specialized field of real estate finance.

CRU - Certified Residential Underwriter
The professional standard in residential mortgage underwriting.

CRP - Certified Reserve Planner
Recognizes the best in reserve fund planning and management.

ARP - Associate Reserve Planner
These specialists put fund plans into action.

EXCHANGE ADVERTISING RATE CARD

ELECTRONIC ISSUES

Winter 2009 / Spring 2010

Fall 2010 / Winter 2010

REIC produces the Exchange newsletter 4 times a year electronically - every February, April, October and December. Exchange is e-mailed to our 2000 members and posted on our website which tabulates over 120,000 hits every month. In addition, Exchange is produced as an interactive HTML newsletter that allows readers to surf the issue more freely and make sure that your ad is seen!

Below, you'll find a chart outlining each of the different advertisement sizes available in Exchange.

AD SIZE			COST PER ISSUE (\$CDN)		
Type of Ad	Size in Pixels	Size in Inches	1 issue	2-3 issues	4 issues
			Member/Non-Member	Member/Non-Member	Member/Non-Member
Logo	-- -- --	-- -- --	\$80 / \$100	\$60 / \$80	\$40 / \$60
Small Box	120 X 90	1.25" X 1"	\$120 / \$160	\$100 / \$120	\$80 / \$100
Big Box	300 X 250	3" X 2.5"	\$160 / \$200	\$120 / \$160	\$100 / \$140
Skyscraper	160 X 600	1.6" X 6"	\$180 / \$220	\$140 / \$190	\$120 / \$170
Leaderboard	728 X 90	7.25" X 1"	\$200 / \$240	\$160 / \$210	\$140 / \$190

- ▣ All ads include a link to the advertiser's website
- ▣ **Submission requirements:** eps; hi-res jpg or gif
RGB colour process

NOTE:
5% GST will be added to all advertising rates!

Advertisement Displays

Want to know exactly what your ad will look like in our electronic issues? Here are some diagrams to give you a better indication how your company's advertisement will be represented.



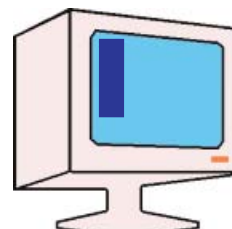
Logo



Small Box



Big Box



Skyscraper



Leaderboard

PRINTED ISSUE - SPECIAL EDITION

Summer 2010

Each year after our annual general meeting REIC produces a full-colour printed version of Exchange to commemorate this special occasion. The issue is intended to look back on the great event as well as to the future of the real estate industry. Each year the conference is attended by leaders in the different fields of real estate and everyone involved truly enjoys their experience.

Exchange Special Edition Advertising Specs - Summer 2010

FULL PAGE
8.25" x 10.5"
Live Area
7.625" x 9.625"
Bleed Area
8.5" x 11"

HALF PAGE
Vertical
3.75" x 9.625"

HALF PAGE
Horizontal
7.625" x 4.75"

When sending material:

- ▲ Submit files electronically via email to marketing@reic.com
- ▲ Make sure files meet all specifications listed below prior to submission.

1/3 PAGE
2.458" x 7.625"

1/4 PAGE
3.75" x 4.75"

BUSINESS CARD
3.75" x 2.3"

▲ The publisher assumes no responsibility for the content accuracy or the quality of supplied art. Publisher cannot guarantee placement of art supplied after submission date as per publication schedule on the next page.

PRINTED ISSUE - ADVERTISING RATES

AD SIZE	COST (\$CDN)
Member/ Non-Member	Member/ Non-Member
Business Card	\$80 / \$120
1/4 page	\$120 / \$160
1/3 page	\$150 / \$200
1/2 page	\$200 / \$250
Full page	\$300 / \$350

- ▲ Publication size: 8.5" x 11"
- ▲ Colour: 4/0 process

Submission requirements:

- ▲ Generic PDF files, created with Adobe Acrobat Distiller using high resolution CMYK (no colour profiles) with all fonts embedded.
- ▲ eps or hi-res jpg
- ▲ PC Format only

▲ Electronic issues are e-mailed to subscribers plus posted on www.reic.ca

▲ Printed issue is mailed to subscribers mid-summer plus posted on www.reic.ca

▲ Our website - www.reic.ca, receives a monthly average of **120,000 unique** hits.

If you have any questions about Exchange or would like to inquire about an advertising bundle featuring both the printed & electronic versions, please contact the editor of Exchange at 1-800-542-7342 ex. 32 or send an email to: marketing@reic.com

EXCHANGE PUBLICATION SCHEDULE

Publication Date	Deadlines	
	Ad Confirmation	Art Submission
Winter 2009	8-Dec-09	15-Dec-09
Spring 2010	1-Apr-10	8-Apr-10
Summer 2010*	4-Jun-10*	11-Jun-10*
Fall 2010	25-Sept-10	2-Oct-10
Winter 2010	5-Dec-10	15-Dec-10
Spring 2011	2-Apr-11	9-Apr-11

* notes Special Edition - Printed Issue

EXCHANGE ADVERTISERS:

The following companies have previously advertised in the Exchange newsletter.



SNC•LAVALIN
ProFac



Bentall



Canada Trust



Atlas Overhead Doors

Paragon Protection Ltd.

Bentall Real Estate Services

Patricia Demers & Associates

Construction Control Inc.

Quinterra Property Management Ltd.

First Condo Group Ltd.

The Restorers Group

Impact Cleaning Services

Sharp Cleaning Services

Keep in Touch Solutions

The Wasteco Group

INSERTS

Maximize your exposure! Include an insert with the Printed Issue of Exchange!

Max size: 8.5" x 11" (or 11"x17" folded 4-page brochure)

Max weight: 16 grams

Cost: \$600

Contact REIC for additional insert opportunities and costs.

AD DESIGN

Want to advertise in Exchange but don't have an ad to use? We can help!

For a creative fee, REIC will work with you to help design an ad for your company that can be used to advertise in Exchange and is yours to keep to use in other publications!

Contact the Exchange Editor to discuss ad designs & creation fees.



JOIN REIC AS AN AFFILIATE MEMBER



With REIC, connect with the very best real estate professionals, industry experts and sector representatives across Canada.

Become an Affiliate Member of the Real Estate Institute of Canada!

As an Affiliate Member, you will

- ▲ Gain the ability to reach industry and sector experts
- ▲ Keep informed about the latest industry trends and issues
- ▲ Take advantage of exclusive member discounts
- ▲ Showcase your business and services
- ▲ Gain access to national and regional real estate sector networking opportunities
- ▲ Be recognized as someone who has a strong interest in keeping up to date in the real estate industry, and shows a commitment to REIC's core values of professionalism, education and ethics.

Contact the REIC Membership Department for details.

Tel: 416.695.9000 / 1.800.542.REIC x28

Email: designations@reic.com

Website: www.reic.ca

(click on Become a Member in the Member's Area
to download the Affiliate Membership Brochure)

**Increase your corporate profile and expand your reach
within Canada's Real Estate Industry...**

Plus you receive FREE advertising in Exchange!

CALL FOR WRITERS

EXCHANGE wants to hear from **YOU!**

We're looking for the best writers to provide their views on the real estate industry for upcoming issues. Share your viewpoint with our 2000 REIC members and have your name in print!

This is your opportunity to have your voice heard!

Submit your articles to marketing@reic.com and you may find your words in print. Approved articles will be printed in a future issue of Exchange.

Publisher reserves the right to edit for length and accuracy



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