



Federation of Rental-housing
Providers of Ontario

2020 MEDIA KIT

FE MAGAZINE & FRPO
MEMBERSHIP DIRECTORY



MediaEdge



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 13th, 2020
Cover Week: February 3

MARCH/APRIL

Ad Closing: March 4th, 2020
Cover Week: April 6

MAY/JUNE

Ad Closing: May 11th, 2020
Cover Week: June 1

JULY/AUGUST

Ad Closing: July 14th, 2020
Cover Week: August 3

SEPTEMBER/OCTOBER

Ad Closing: September 14th, 2020
Cover Week: October 5

NOVEMBER/DECEMBER

Ad Closing: November 5th, 2020
Cover Week: December 7

2020 FAIR EXCHANGE ADVERTISING RATES

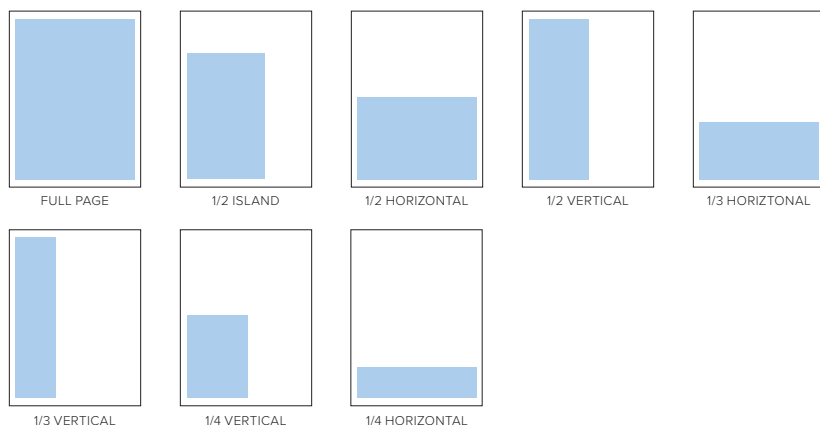
	FRPO MEMBERS			NON-FRPO MEMBERS		
	1 Issue Rate	3 Issue Rate	6 Issue Rate	1 Issue Rate	3 Issue Rate	6 Issue Rate
Double Page Spread (limit 1 per issue)	\$2,795	\$2,655	\$2,376	\$3,354	\$3,186	\$2,851
Full Page (with full bleed)	\$1,695	\$1,610	\$1,441	\$2,034	\$1,932	\$1,729
1/2 Page Island (limit 3 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. 263

Type Size: 7.125" x 9.875"

Trim Size: 8.125" 10.875"

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Halftone Screen: 133 lines maximum

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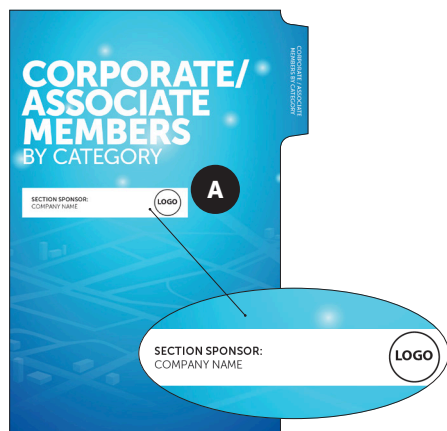


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FRPO DIRECTORY PRINT ADVERTISING

SECTION SPONSOR \$1,995

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



COVERS

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

INTERIOR

Full Page	\$995
Half Page	\$745

CONTENT SPREAD \$1,995 (2 per category)

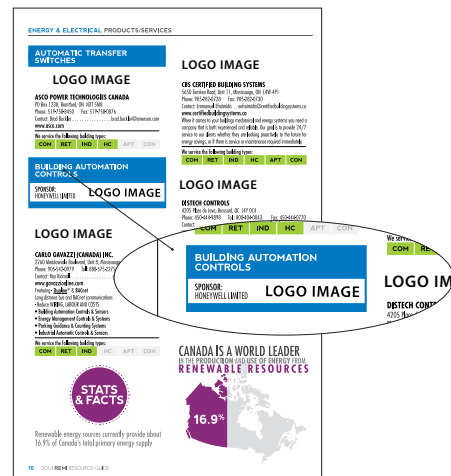


You will be partnered with an industry journalist who will write an article positioning you as a thought leader in YOUR industry, then our design team will create a double page spread with the content.

LEAD IN \$1,695



CATEGORY SPONSORSHIP \$595 (Limit 1 per category)



TOP BANNERS \$495



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

\$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.

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