

## ADVERTISING RATE SHEET 2005/2006

### EMAIL NEWSLETTER

AD SIZE	COST PER ISSUE (\$CDN)		
	1 issue	2-3 issues	4 issues
	Member/Non-Member	Member/Non-Member	Member/Non-Member
Logo	80 / 100	60 / 80	40 / 60
2"x2" side column	120 / 160	100 / 120	80 / 100
Bottom Banner (4"x1")	160 / 200	120 / 160	100 / 140
4"x4" side column	180 / 220	140 / 190	120 / 170
Top Banner (9"x1.5")	200 / 240	160 / 210	140 / 190

\* All ads include a link to the advertiser's website

\*\* Newsletter is emailed to over 2,000 industry professionals plus posted on www.reic.ca with an average of 240,000 hits per month

\*\*\* Published in February, April, October and December

### ANNUAL MEETING SPECIAL EDITION NEWSLETTER PRINTED ISSUE

AD SIZE	COST (\$CDN)
Business Card	80 / 100
1/4 page	120 / 160
1/3 page	160 / 200
1/2 page	180 / 220
Full page	200 / 240

\* Based on 8.5"x11"

\*\* Printed in Black & White

\*\*\* **Submission Requirements**

Quark Xpress, .gif, .tif, high resolution .PDF

**PC format only**

\*\*\*\* Post-AGM issue published in

August

Circulation 2,000 plus website exposure

Publication Date	Deadlines	
	Ad Confirmation	Art Submission
14-Oct-05	16-Sep-05	23-Sep-05
9-Dec-05	4-Nov-05	11-Nov-05
17-Feb-06	20-Jan-06	27-Jan-06
14-Apr-06	10-Mar-06	17-Mar-06
4-Aug-06	23-Jun-06	30-Jun-06
13-Oct-06	15-Sep-06	22-Sep-06
8-Dec-06	3-Nov-06	10-Nov-06