

MARKETING ADVANTAGE

New England CONDOMINIUM

MARKETING PLANNER

A bold publication designed from the ground up to address your company's marketing needs. *New England Condominium* is the largest publication devoted exclusively to condominium, co-op and multi-housing lifestyles in New England.

We mail out over 11,000 copies monthly with a readership of more than 40,000 decision makers.

Property Managers • Board Members & Trustees • Homeowners • Developers • Investors



In each full color issue you'll find:

- New technologies for condominium construction, renovation and maintenance.
- In-depth articles on community association trends.
- Industry and association news and upcoming events.
- Q&A columns with answers from trusted experts in the management, legal, accounting, and insurance fields.
- Feature articles highlighting new condominium developments throughout New England.

Display Advertising (black & white)

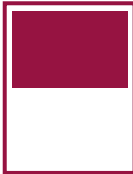
Full Page \$2,000
10 1/8 W x 12 3/4 H



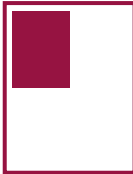
Junior Page \$1,575
7 1/2 W x 9 1/2 H



Half Page \$1,085
10 1/8 W x 6 1/4 H
or
5 W x 12 3/4 H



Quarter Page \$685
5 W x 6 1/4 H



Eighth Page \$385
5 W x 3 H
or
2 3/8 W x 6 1/4 H



Classified Advertising

Condominium Marketplace - B&W

Size	Dimension	Quarterly	Annually
1" Display	2 1/4" x 1"	\$600	\$2,400
1 1/2" Deluxe	2 1/4" x 1 1/2"	\$900	\$3,000
2 1/2" Super Deluxe	2 1/4" x 2 1/2"	\$1,050	\$3,540

Annual Specialized Directories \$499

Management - May

Legal - June

Professional Association Services - November

Color

A spot color is available for an additional \$325 per full page, \$225 for other sizes. Four color (full color) is available for an additional \$550 per full page, \$450 for other sizes.

Multiple insertion discounts

3x: 10%; 4x: 12%; 6x: 15%; 12x: 20%

Website Advertising

Size	Annually	
Standard Banner	\$720*	468(px) x 60(px) or 120(px) x 60(px)
Large Banner	\$1,200*	336(px) x 280(px)
Snapshots	\$500	

This program embeds a link in NewEnglandCondo.com articles resulting in a popup that directs the viewer to a company's website.

*1,000 impressions - page views not click throughs

Website Directory

Starter	\$200
Bold	\$375
Premium	\$525
Showcase	\$1,170

Mechanical Specifications

Media

Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.

Format

1. Hi-res PDF files (made ONLY through Acrobat Distiller)
PDF files must be made using Acrobat Distiller 5.0 or 4.0.
2. Native Quark files version 6.5 or lower.
3. Adobe Illustrator EPS files.

Hi-res PDF distilled files must have:

1. All fonts embedded.
2. The color mode (i.e. CMYK or Grayscale).
Never RGB or LAB or embedded color profiles.
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. OPI must never be included in the file.
5. Resolution: 300 DPI for all submitted images and files.
6. All images and files have a density max of 240%.

Native Quark files must have:

1. All supporting fonts.
2. All illustrations and scans. The color mode (i.e. CMYK or Grayscale).
Never RGB or LAB or embedded color profiles.
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. Resolution: 300 DPI for all submitted images and files.
5. All images and files have a density max of 240%.

Adobe Illustrator file must have:

1. Illustrator files should have all fonts converted to outline.
2. The color mode (i.e. CMYK or Grayscale). *Never RGB or LAB or embedded color profiles.*
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. Resolution: 300 DPI for all submitted images and files.
5. All images and files have a density max of 240%.

A proof should accompany each submitted ad and should be labeled with the publication, issue date and advertiser name.

Payment and contracts

A finance charge of 1.5% per month will be billed to all accounts over 30 days. Cancellations will not be accepted after the 20th of the month preceding publication. Cancellation contracts will be pro-rated for discounts due.

Agency commission

A 15% commission will be allowed for ads submitted and paid for by a recognized agency. New England Condominium will not pay commissions directly to agencies.

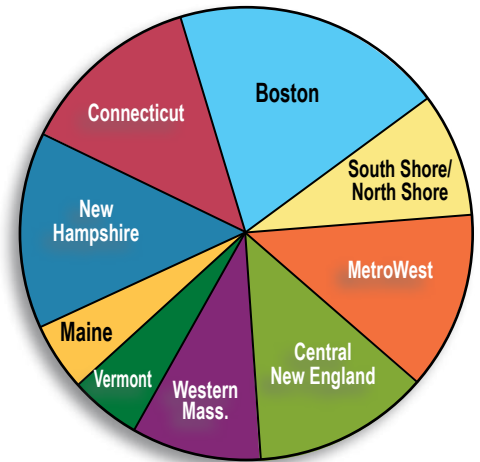
2012 Ad Deadline

JANUARY	MANAGEMENT	12/9
FEBRUARY	BOARD/OWNER RELATIONS	1/6
MARCH	EXTERIOR MAINTENANCE	2/10
APRIL	LANDSCAPING/LAWN CARE	3/9
MAY	COMMUNITY BUILDING & AMENITIES — MANAGEMENT DIRECTORY NEW ENGLAND EXPO ISSUE	4/6
JUNE	LAW & LEGISLATION — LEGAL DIRECTORY	5/11
JULY	COMMUNITY BUDGET & FINANCE	6/8
AUGUST	INSURANCE	7/6
SEPTEMBER	ENERGY & THE ENVIRONMENT	8/10
OCTOBER	ASSOCIATION OPERATIONS	9/7
NOVEMBER	BUILDING MAINTENANCE — PROFESSIONAL ASSOCIATION SERVICES DIRECTORY	10/5
DECEMBER	SAFETY & SECURITY/TECHNOLOGY	11/9

There are over 2 million condominium units in New England!

There's no better way to reach condominium, cooperative and homeowner associations than through the pages of ***New England Condominium!***

Put your message into the hands of 11,000 managers, homeowners, and trustees each and every month.



THERE'S SIMPLY NO BETTER MEDIA TO REACH THE CONDO MARKET!

Increase your business and build corporate image.
 To contact your advertising executive, please call:

Alyce Hill
Phone: 508-797-5415
Cell: 508-688-5965
Email: alycehill@condomagazines.com

Carl De Sciora
Phone: 508-753-4630
Cell: 718-909-9900
Email: carl@condomagazines.com

