

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)

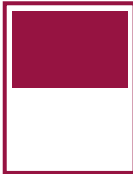
Full Page \$2,000
10 1/8 W x 12 3/4 H



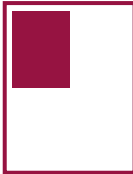
Junior Page \$1,575
7 1/2 W x 9 1/2 H



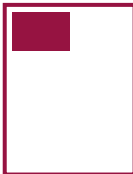
Half Page \$1,085
10 1/8 W x 6 1/4 H
or
5 W x 12 3/4 H



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"	\$780	\$2,814
1 1/2" Deluxe	2 1/4" x 1 1/2"	\$950	\$3,438
2 1/2" Super Deluxe	2 1/4" x 2 1/2"	\$1,247	\$4,712

Annual Specialized Directories \$599

Management - May

Legal - June

Professional 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	Monthly	
Banner	\$200*	600px (w) x 120px (h)
Big Box	\$200*	336px (w) x 280px (h)
Top Leaderboard	\$200*	234px (w) x 60px (h)

*4,000 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

- Hi-res PDF files (made ONLY through Acrobat Distiller)
PDF files must be made compatible with Acrobat 4.0 (PDF Version 1.3), no higher.
- Native Quark files version 7.5 or lower.
- Adobe Illustrator EPS files CS4.

Hi-res PDF distilled files must have:

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

Native Quark files must have:

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

Adobe Illustrator file must have:

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

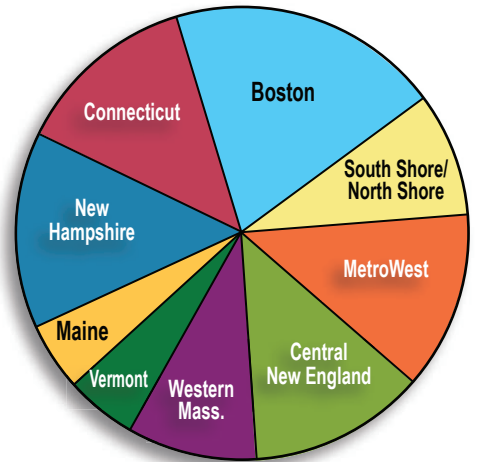
Agency commission

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.

There are over 2 million condominium units in New England!

Issue	Focus
<input type="checkbox"/> January	Management
<input type="checkbox"/> February	Board Relationships
<input type="checkbox"/> March	Exterior Maintenance
<input type="checkbox"/> April	Landscaping & Lawn Care
<input checked="" type="checkbox"/> May	Recreational Amenities & Programs - Management Directory / Expo Issue
<input type="checkbox"/> June	Law & Legislation - Legal Directory
<input type="checkbox"/> July	Community Budget & Finance
<input type="checkbox"/> August	Insurance
<input type="checkbox"/> September	Energy & The Environment
<input type="checkbox"/> October	Association Operations
<input type="checkbox"/> November	Building Maintenance - Professional Services Directory
<input type="checkbox"/> December	Safety & Security

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



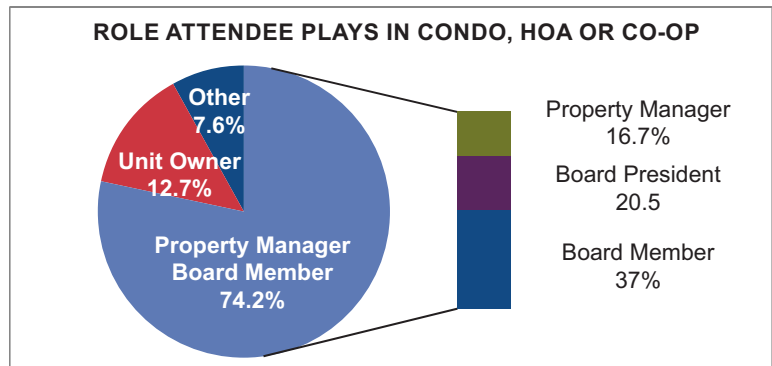
Put your message into the hands of 11,000 managers, homeowners, and trustees each and every month.

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
Email: alycehill@newenglandcondo.com**

**Peter Chase • Phone: 508-753-4630 x348
Email: peter@newenglandcondo.com**



Marketing Advantage

The New England Condominium Expo

THE NEW ENGLAND
CONDOMINIUM
EXPO 2018
WHERE BUILDINGS MEET SERVICES

Radio



Monthly Publications



New England
Condominium
Circulation
12,000; Show
Issue Circulation
20,000

Direct Mail Campaign - 300,000



- First & Last Call Postcard
- Matchbook Mailers
- VIP Attendee Brochure (6-page brochure)
- Email distributions 30,000

Expo Program Guide

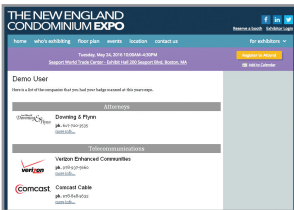


Each attendee
receives an
Expo Program
Guide.

Lead Retrieval



Scanner:
Easy low-cost way to capture leads.



Reverse Marketing:
Every time you use a lead retrieval device (available for purchase at an additional cost) to scan attendee badges at the Expo, a link is created between you and the attendee.

Attendee Badges



Identify Your Best Prospects
(color-coded badges & QR Code)

Registration QR Code

PROPERTY MANAGER	Green for Property Managers
BOARD MEMBER	Orange for Board Members & Board Presidents
EXHIBITOR	Yellow for Exhibitors

Our Show Venues



New York Spring

New York Hilton Midtown

coopexpo.com



New Jersey

Meadowlands Expo Center

nj-expo.com



Chicagoland Spring

Donald E. Stephens Convention Center

spring.ilexpo.com



New England

Seaport World Trade Center

ne-expo.com



New York Fall

Jacob Javits Convention Center

coopexpofall.com



Chicagoland Fall

McCormick Place

fall.ilexpo.com



South Florida

Greater Fort Lauderdale/Broward County Convention Center

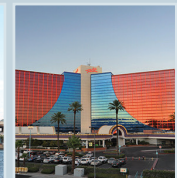
fl-expo.com



Western Florida

Tampa Convention Center

tampa-expo.com



Las Vegas

Rio All-Suite Hotel and Casino

lv-expo.com