

# CANADIAN APARTMENT INVESTMENT REPORT

## APPOINTMENT NOTICES

**You've added new talent to your staff.**

**You've promoted someone to a more senior position.**

**You've hired one or more people to join the uppermost ranks of your company's management. That's no secret, internally, along with perhaps some clients.**

But why not everybody, externally, in the industry who would take special notice and possibly follow up?

We now include a new appointment feature in our Canadian Apartment Investment Magazine in Fall.

The space will cost a small fraction of what a photo, copy and logo would amount to in the Report on Business in The Globe and Mail, for example. You would provide the copy and images. We would provide the space, circulation and high pass-around readership. It may be very prestigious to be in the ROB, but only a

small percentage of that readership would have a potentially beneficial interest in senior staff and executive suite changes at your highly specialized company. And at a much, much higher cost.

Conversely, our report is distributed to every attendee at the Canadian Apartment Investment Conference, and mailed to 5,000 commercial real estate industry executives and others across Canada who share a keen professional interest in the most important evolving issues.

If you want those readers to know about your staff hires, senior promotions, expanded capabilities or invigorated leadership with new or additional business in mind we suggest this is the best way to do it.

Why not look at the sample sizes of these appointment announcements and the cost of the space (we'll do the layout). While you're at it, think about the money you're saving by reaching only the people you want to reach.

2018 PUBLISHING SCHEDULE	ADVERTISING CLOSING	MATERIAL DEADLINE	PUBLISH DATE
September 2018	August 9, 2019	August 16, 2018	September 5, 2018

### Style (See page 2 for samples)

#### Design and layout provided by Real Estate Forum Magazine.

- 1 person (photo) per column
- Copy must be written in the third person.
- Web address allowed.
- Phone numbers, e-mail or address NOT permitted.
- Italics or uppercase permitted on company names and/or proper names of publications.

### Photo

Colour or black & white, electronic file of head and shoulders. Only professional photos will be accepted. Photos will be sized to 0.7618" circle

### Specifications

Electronic Photo(s) / Logos:

- Min. 300 DPI,
- Min. 2" w x 3" d
- File format: EPS, JPEG or TIFF

### Copy

Word document, maximum length 150 words

### ADVERTISING RATE: APPOINTMENT NOTICE

Ad Size: 1/4 page

Includes 150 words (maximum), full colour photo and logo \$950

As an Advertiser Your Corporate Message Will Reach  
5,000 of the Most Significant Decision-Makers  
in the Canadian Real Estate Industry.

### Added Bonus!

Digital version of the magazine will be placed on  
The Real Estate Forums website,  
Canada's leading event information.

## MORE INFORMATION

**Frank Scalisi**, Director of Sales

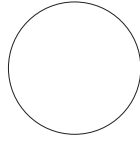
**Email:** frank.scalisi@informa.com

**Tel:** 416.512.3815

**website:** www.realestateforums.com

# Appointment Notices

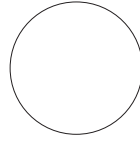
To book your appointment notice, contact Frank Scalisi  
Director of Sales at 416.512.3815, frank.scalisi@informa.com



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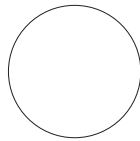
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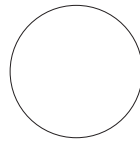
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