



RealtyInfo

2011 ADVERTISING MEDIA KIT



A publication of CityWay Media Inc.

Overview

RealtyInfo is a consumer-centric publication designed to give people not just house listings but information pertaining to all aspects of real estate—financing, renovations, investing, building and home improvement ideas.

Our house section showcases nearly every property for sale in Guelph—organized by type of property and by price—making it easy for the consumer to find the home and property they are looking for, quickly and easily. We also have an open house section that allows the consumer to find open houses regardless if it is listed on MLS, a private sale or with a builder—you can find everything in one section!

Each section of the paper has a directory giving the consumer a quick and easy method of looking up related local businesses or services. If you have a business and want to be in one of our directories you can join our association and be listed each week in our publication at no extra cost.

RealtyInfo focuses on local real estate and the businesses that service them. Whether you are looking for landscaping services or refinancing your home, you will find someone local to assist you in our publication.

RealtyInfo is an association-based publication. To join our association, see our website: RealtyInfo.ca

While every effort is made to ensure the accuracy and timeliness of the information in our publications, RealtyInfo and CityWay Media Inc. take no responsibility for the accuracy or content of any ads or content in our publications or related websites.

RealtyInfo is published by CityWay Media Inc.

Distribution

RealtyInfo is a free publication and is distributed to over **40,000** households and businesses each week in Guelph. Along with home delivery, the paper will be available at real estate offices, law offices, restaurants, the University of Guelph, and other established business locations.

Please contact us for further information:

RealtyInfo
Account Manager
Mark Enchin
Email: mark@cityway.ca
Tel. 519.546.3335

CityWay Media Inc.
c/o RealtyInfo Team
PO Box 31028
Guelph, ON N1H 8K1

Publishing schedule

Our 2011 publishing schedule, advertising deadlines and material due dates will be available from our sales team once they have been confirmed. Our launch date will be April 21, 2011. We plan to be doing bi-weekly publications until approximately June 2011, when we plan for weekly issues.

Join the RealtyInfo association

Membership has its benefits

- The **RealtyInfo** association gives its members access to consumers looking for real estate and related products and services—at great rates!
- The **RealtyInfo** association has a publication and an upcoming website to promote its member's businesses and services. Anyone can become a member who wishes to promote their business or service.
- **RealtyInfo** targets consumers that are home owners looking for real estate property and the services associated with buying, selling and maintaining real estate. This, of course, can be one of hundreds of different businesses—and **RealtyInfo** ties them all together.
- All Gold members of **RealtyInfo** will be given the preferred pricing on advertising regardless of how many times they advertise during the year. This is a substantial cost savings to any business already advertising in the local papers. **RealtyInfo** association Gold members save, on average, 40% on their advertising costs regardless of how many times they put an ad in our publication.

RealtyInfo association member benefits:

	Member Levels	
	Silver	Gold
Yearly membership fee	\$199*	\$299*
Listing in RealtyInfo 's print business directory or, if you are a real estate agent registered with REBBA—and your MLS listing contains a picture—your properties will be published in our real estate listings sections and on our open house spread	X	X
Discount on advertising in RealtyInfo		X

Coming soon: business directories on our website and web advertising.

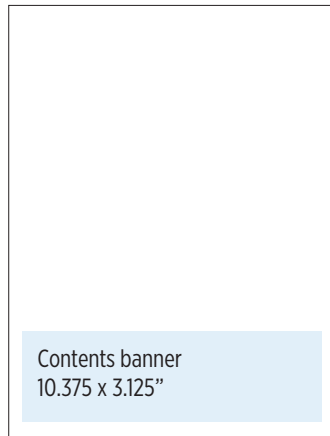
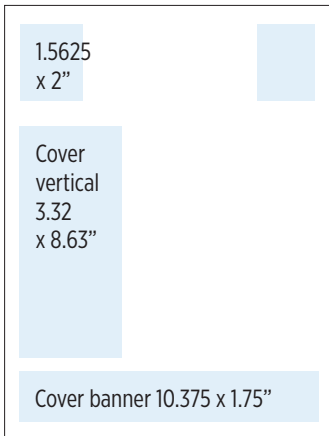
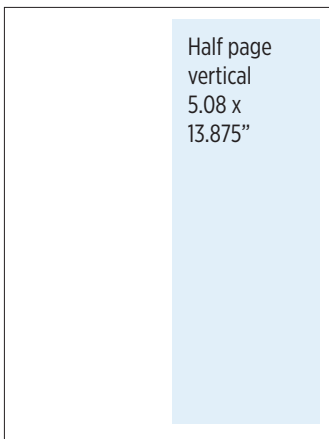
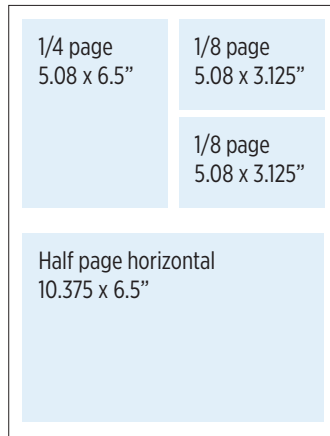
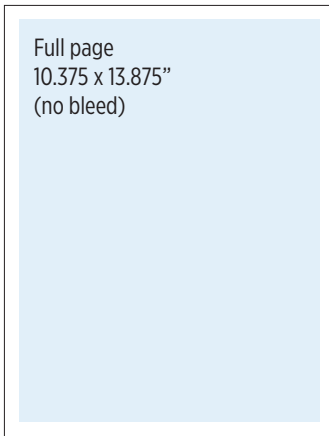
* Plus applicable taxes (HST # 88143 7842)

How to join the RealtyInfo association

It's easy! To join the **RealtyInfo** association you can fill out a printed application form available from our sales team and return with your payment to our office, or you can use our online application form.

Promote your business or service regularly and easily!

Ad sizes



Ad design services

If you require design services to layout your advertisement for **RealtyInfo**, please contact Janice Van Eck at janice@cityway.ca or call 519-837-0532 for a quote. There is a \$75/hr additional fee for these services.

Advertising rates • 2011

Size / Placement	Gold Members	Non-Members
Full page 10.375 x 13.875"	\$675	\$1,375
Half page horizontal 10.375 x 6.5"	\$350	\$775
Half page vertical 5.08 x 13.875"	\$350	\$775
1/4 page 5.08 x 6.5"	\$195	\$395
1/8 page 5.08 x 3.125"	\$100	\$225
Listings banner 10.375 x 1.75"	\$175	\$300
Open house banner 10.375 x 1.75"	\$250	N/A
<i>Premium positions (if available)</i>		
Contents banner 10.375 x 3.125"	\$250	N/A
Cover banner 10.375 x 1.75"	\$250	N/A
Cover vertical 3.32 x 8.63"	\$350	N/A
Cover small 1.5625 x 2"	\$100	N/A
Inside front cover - full page	\$750	N/A
Inside back cover - full page	\$750	N/A
Outside back cover - full page	\$800	N/A

Preferred Placement

We will try to accommodate requested positions for ad placement. If you want your placement guaranteed, there is a 10% placement fee. This fee is waived if any advertiser commits to 12 consecutive issues or greater.

Ad specifications

Please provide **print-ready high resolution PDFs** prepared with the following specs:

- min. 200 dpi images
- all fonts included in PDF
- all images and colour must be in CMYK (no RGB or spot), maximum 240% ink coverage
- dot gain: allow for 25% gain
- line screen is 100 lpi
- black type or solids should be made up of 100% black only
- ads should be supplied at 100%

Ad material should be created in a page layout program such as Adobe InDesign or QuarkXPress, or in a design program like Adobe Illustrator, and then exported to a high res PDF (you cannot submit an ad in MSWord or Publisher). Material should not be created in an image-based program, such as Adobe Photoshop, otherwise the text will appear fuzzy with jagged edges, limiting the quality of reproduction.

Please email your final press-ready PDFs to: design@cityway.ca

If your file is larger than 8MB and you require ftp info, please contact: design@cityway.ca

Ad bookings

All **RealtyInfo** Guelph ads are designed in colour. Ads designed in colour are proven to attract more viewers and sell more products.

All ads must be booked by the Friday before publication and final material received by 1 pm on Monday. ALL first-time advertisers must have their final press-ready ads submitted by 1 pm on Friday.

All ads must be paid in full by credit card on the Friday before publication.

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Rates effective March 1, 2011 and subject to change at any time.

