

RATE CARD AND TECHNICAL SPECIFICATIONS



ESPACE  
MONTREAL

2018



## The Source for Information on Commercial Real Estate & Corporate Relocation Solutions

### Unlocking Real Estate Information for 27 Years

Espace Publications produce bilingual magazines that focus on the commercial real estate industry in Montreal and Quebec City. The editorial content includes topics of interest to real estate owners, investors, property managers, brokers, architects, lawyers, and accountants -- while also informing real estate decision makers working with corporate and commercial space users.

With industry-leading in-house real estate statistics and information on commercial real estate trends and activity in the greater Montreal and Quebec City regions, Espace Publications dynamic real estate guides are an effective and befitting showcase for high quality advertising content promoting properties and services for commercial real estate professionals and commercial tenants. Espace Montreal and Espace Quebec provide marketing opportunities that maximize the exposure of properties and services to a quickly evolving industry.

Espace Montreal has built its' reputation in the commercial real estate industry over two and a half decades. Our loyal readership and high-quality production standards ensure that our advertiser's message is delivered to key commercial real estate industry players and corporate decision makers. Each issue communicates the message of a successful and progressive industry to the greater business community, political decision makers and general public.

# Editorial Calendar & Ad Deadlines

	AD RESERVATION	AD MATERIAL	ISSUE DATE
<b>Volume 27 #1</b>	March 22, 2018	March 27, 2018	April 3, 2018
<ul style="list-style-type: none"> <li>The Co-Working Space Phenomenon: A Look at this Important New Trend for Office Space Users</li> <li>An Overview of Downtown Office Leasing Trends and Development</li> <li>Real Estate Investment &amp; Financing Trends for 2018: Montreal's Leading Lenders</li> </ul>			
<b>Volume 27 #2</b>	June 14, 2018	June 21, 2018	June 29, 2018
<ul style="list-style-type: none"> <li>An Overview of Suburban Office Leasing Trends and Development</li> <li>A Comparison of Business &amp; Real Estate Taxes Across the Montreal Region</li> <li>An Overview of Retail Leasing Trends and Development</li> </ul>			
<b>Volume 27 #3</b>	September 13, 2018	September 20, 2018	October 1, 2018
<ul style="list-style-type: none"> <li><b>Office 50 2018:</b> Our Annual Ranking of the 50 Leading Office Building Owners and Managers in the Montreal Region</li> <li>Property Management: Third-party Management Companies in a Changing Marketplace</li> <li>Our Annual BOMA Quebec Special Edition</li> </ul>			
<b>Volume 27 #4</b>	December 5, 2018	December 12, 2018	December 21, 2018
<ul style="list-style-type: none"> <li>The Brokers: Our Annual Survey of Montreal's Leading Commercial Real Estate Service Providers</li> <li>Sustainable Development and Green Building Trends</li> <li>An Overview of Industrial Leasing Trends and Development</li> </ul>			

# Advertising Rates

Ad formats	4 colour (cmyk)	1x	2x	4x
Inside Front and Inside Back Cover	Inside Front - C2 Inside Back - C3	-	-	\$4,600
Back Cover	Back - C4	-	-	\$5,200
1 page	Full page Full page bleed	\$4,100	\$3,900	\$3,800
Double page	Full page bleed	\$7,400	\$7,100	\$6,800
2/3 page	vertical	\$3,200	\$3,100	\$2,950
1/2 page	island, vertical, or horizontal	\$2,600	\$2,500	\$2,400
1/3 page	square or vertical	\$2,000	\$1,950	\$1,900
Banner (property listing section)	horizontal	\$900	\$850	\$800

## BOOKINGS & COMMISSIONS

- A. Rates are on a net basis and exclude any commissions due to agencies or advertising representatives.
- B. Payment is due 30 days following the issue date of the publication or otherwise according to the insertion order.
- C. Advertisers benefit from a frequency discount when adding together all advertising units within a 12-month contract period, relating to the above-mentioned rates.
- D. Preferred and unusual position : add 20 percent.
- E. No cancellations are accepted after the closing date for advertising space.
- F. No cancellations are accepted on advertising contracts booked for the covers (inside or outside back).

## General CONDITIONS

- A. Espace Publications is not liable for any advertisement omissions.
- B. Publisher reserves the right to refuse any advertisement for any reason.
- C. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed and also assume all responsibilities for any claims arising from their advertisement against the Publisher.
- D. Photographs, artwork and other production items made for advertisers are charged to them separately, in addition to advertising space charges.

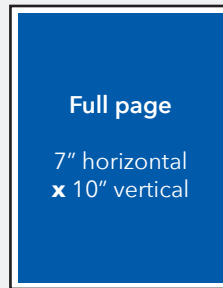
## Advertising Material FORMATS

- All advertising material (including all images, links and other objects) must be supplied in an image format (pdf, jpeg, tif, etc.) in HIGH RESOLUTION (min. 300 dpi) in accordance with the set ad dimensions.
- QuarkXpress, Adobe InDesign or Illustrator files can also be sent (please include all components : images, fonts, etc.) - along with a high resolution pdf.
- We suggest that a colour proof be supplied for each advertisement. Some colour variations can occur due to the four colour printing process used throughout the magazine.
- The material can be sent by email to:  
**print@espaceqc.com**
- Or, on a CD (accompanied with a colour proof) to:  
**310 Victoria Avenue, #101  
Montreal QC H3Z 2M9**

# Advertising Specifications

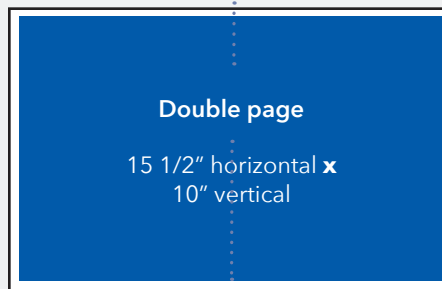
## Full Page

- Live/type size: 7" X 10"
- Trim: 8 1/8" x 10 7/8"
- Bleed: 8 5/8" x 11 3/8"



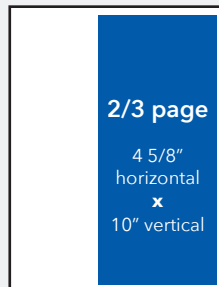
## Double-Page Spread

- Live/type size: 15 1/2" x 10"
- Trim: 16 1/4" x 10 7/8"
- Bleed: 17 1/2" x 11 3/8"



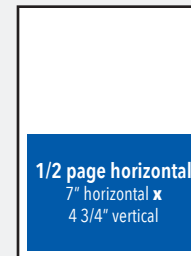
## 2/3 Page

- Size: 4 5/8" x 10"



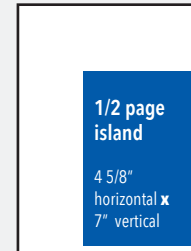
## 1/2 page horizontal

- Size : 7" x 4 5/8"



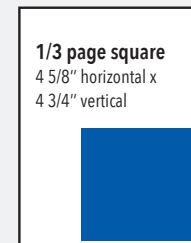
## 1/2 page: island

- Size : 4 5/8" x 7"



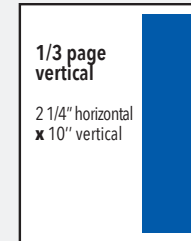
## 1/3 page square

- Size : 4 5/8" x 4 3/4"



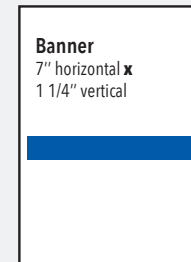
## 1/3 page vertical

- Size : 2 1/4" x 10"



## Banner

- Size : 7" x 1 1/4"



## Espace Montréal Readership Profile - December 2013

According to our latest readership survey (December 2013), each issue of Espace Montreal is read by 3.2 individuals.  
Espace Montreal's readership therefore reaches over 26,000 individuals.

### Overview

Real Estate Industry	40 %
Tenants and Commercial Space Users	57 %
Government	3 %

### Distribution Breakdown

#### Real Estate Industry

Banks and Financial Institutions	292
Lawyers, accountants, architects, other professionals	556
Property Owners and Managers	1 341
Commercial Real Estate Brokers	453
Construction, maintenance, other suppliers	589
<b>Total</b>	<b>3 231</b>

#### Commercial Space Users

Large Corporations (100K plus)	1 184
Medium size (5 to 99 K)	2 175
Smaller space Users (up to 5K)	1 364
<b>Total</b>	<b>4 723</b>

Government, Universities, Colleges	272
------------------------------------	-----

<b>Grand total</b>	<b>8 226</b>
--------------------	--------------

