

INPUT

LAND AND
REAL ESTATE ISSUES
IN BRITISH COLUMBIA

About

INPUT is the full-color magazine of the Real Estate Institute of British Columbia (REIBC). Published three times per year (Fall, Spring, and Winter), the publication focuses on themes related to topical issues that are relevant to a broad scope of real estate professionals who need to stay on top of the changing face of real estate in British Columbia.

Why Advertise

INPUT is a direct forum to promote your products and services to our diverse audience of real estate professionals in B.C. In addition to 4000 printed copies distributed directly to offices, organizations and REIBC members across the province, every issue of INPUT is simultaneously posted to www.reibc.org.

The REIBC prides itself on presenting a magazine full of high quality editorial content and therefore advertising space is minimal. INPUT advertisers receive prime ad placement in full color.

Input reaches **professionals** such as:

BC Notaries, Real Estate Appraisers, Lawyers, Real Estate Developers, Property & Strata Managers, RI (BC) Designates, Commercial & Residential Real Estate Agents, Architects, Property Tax Consultants, etc.

Input reaches **organizations** such as:

Real Estate Boards and Associations, Mayors Offices, BC Government Ministries, Chambers of Commerce, BC Housing, BC Assessment, BC Buildings Corporation, Public Libraries, Private Libraries etc.

Editorial Schedule

	Booking deadline	Ad & Editorial material deadline
Winter 2016 Edition	November 27, 2015	December 11, 2015
Spring 2016 Edition	March 31, 2016	April 8, 2016
Fall 2016 Edition	August 12, 2016	August 26, 2016

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Advertising Rates & Sizes

Size	Dimensions	Non-Member Cost	Three-issue special	Member Cost	Three-issue special
Full page	7.5" W x 10" H (45p x 60p)	\$1250.00 + GST	Save \$350.00 \$3400.00 + GST	\$950.00 + GST	Save \$350.00 \$2500.00 + GST
Half Page Vertical	3.6" W x 10" H (21p7 x 60p)	\$950.00 + GST	Save \$350.00 \$2500.00 + GST	\$750.00 + GST	Save \$350.00 \$1900.00 + GST
Half Page Horizontal	7.5" W x 4.75" H (45p x 28.6p)	\$950.00 + GST	Save \$350.00 \$2500.00 + GST	\$750.00 + GST	Save \$350.00 \$1900.00 + GST
Inside Back Cover	8.5" x 11" h cropped (51p x 66p) Provide file with 0.25" bleed, all sides. 9"x 11.5" (54p x 69p) Text inset by minimum of 0.16 in (1p) all sides (49p x 64p)	\$1875.00 + GST	Save \$350.00 \$5275.00 + GST	\$1475.00 + GST	Save \$350.00 \$4075.00 + GST
Back Cover	8.5"W x 95" H 1/8" bleed 300 dpi or higher	\$2075.00 + GST	Save \$350.00 \$5875.00 + GST	\$1675.00 + GST	Save \$350.00 \$4675.00 + GST
Full page Advertorial	7.5" W X 10" H (bounding box) 45p x 60p Text inset by minimum of 0.16 in (1pn) in all sides (43p x 58p)	\$1575.00 + GST	Save \$350.00 \$4375.00 + GST	\$1275.00 + GST	Save \$350.00 \$3475.00 + GST
Directory Advertisement	Logo, Contact information and sentence about company	\$80.00 + GST		\$60.00 + GST	

Please submit a high-quality, print ready PDF to mhill@reibc.org by the editorial deadline noted above. *For directory ads please submit high resolution logo's and required editorial content by the noted ad material deadline

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Why Sponsor

Sponsorship of the Real Estate Institute of BC's Input magazine is a targeted marketing tool to help your organization reach our audience of Real Estate Professionals. In addition to 4000 printed copies that are distributed directly to offices, organizations and REIBC members across the province; every issue of Input is simultaneously posted on www.reibc.org

Sponsorship of the Input magazine promotes your business to a diverse audience of real estate professionals and does this through both print and online media channels. Your sponsorship will be recognized both within the magazine through a strategically placed advertisement and online through logo and links on both our home page and Input magazine page.

Your sponsorship is what helps the REIBC continue to strive to meet both our members and the industry's needs.

Sponsorship: \$2000.00

As a sponsor of Input magazine you receive:

you may sponsor more than one edition of the magazine, we ask that you sign an agreement outlining the magazine issues you wish to sponsor in advance. You will be invoiced 1 month prior to the booking date of the editions that you have sponsored. Payment is due on or before the Ad/Material deadline date

1. ½ page ad in magazine. The placement will be highly visible and within the first few pages of the magazine. Your ad will be in full color. We ask that you submit a high quality, print ready pdf to mhill@reibc.org
2. Banner in the REIBC monthly e-newsletter. Your ad will run in the month that the magazine is distributed (spring = May, fall = October, winter = February). This ad can be hot-linked to your website. Ads should be sent in high quality pdf at 115 px x 460 px.
3. Your logo on the REIBC home page when the online PDF of the magazine is available on our website. This will stay up on our website until the next edition of the magazine is available. Your logo will link to your website.
4. Your company name will be written beside the PDF of the magazine issue that you sponsored and will be linked to your website. View here: <http://www.reibc.org/input.html>

Please call or email Maggie Hill at 604-685-3702 ext 103 or mhill@reibc.org for further details or to book your advertisement or sponsorship.