

INFORMATEUR **I M M O B I L I E R**

2024 media kit



[INFORMATEURIMMOBILIER.COM](https://www.informateurimmobilier.com)

MAJOR NEWS ABOUT REAL ESTATE AND ITS ECOSYSTEM



[jbcmedia.ca](https://www.jbcmedia.ca)

***Informateur immobilier* is a digital newsletter distributed by email. It is aimed at the thousands of subscribers to magazines published by JBC Media in real estate and construction. Each publication plunges the reader into a news blog: analyses and statistics, project announcements, appointments, acquisitions and more.**

REACH OUT TO OUR VAST NETWORK OF SUBSCRIBERS

- ▶ BY DISTRIBUTION OF A MESSAGE *AVIS À TOUS!* OR ADVERTISING
- ▶ THROUGH A CONSTANT ADVERTISING PRESENCE IN THE NEWSLETTER AND/OR NEWS BLOG

***AVIS À TOUS!* MESSAGES**

Originally, ***AVIS À TOUS!*** sent by email to our subscribers were mainly used by the Société québécoise des infrastructures for the search of specialized personnel and strategic locations or for the sale of specific buildings. These messages are now offered to all. However, in order to maintain the interest of our readers, they must be used according to our usual presentation criteria for the recruitment of personnel, the sale of a building or land, the sale of real estate, the search for buildings or strategic locations, a call for tenders, etc. These notices are not advertising messages, but must present business opportunities. (See next page)

***BON À SAVOIR!* ADVERTISEMENTS**

You can effectively communicate your advertising messages to our subscribers through the **INFORMATEUR IMMOBILIER** digital newsletter and/or through its news blog (see next page for rates). For a special e-mail to all our subscribers, details and rates available on request.

AVIS À TOUS! MESSAGES

AN EXCEPTIONAL TOOL FOR THE RECRUITMENT OF PERSONNEL, THE SALE OF A BUILDING OR LAND, THE SALE OF REAL ESTATE, THE SEARCH FOR BUILDINGS OR STRATEGIC LOCATIONS, A CALL FOR TENDERS, ETC.

ANNUAL RATES*

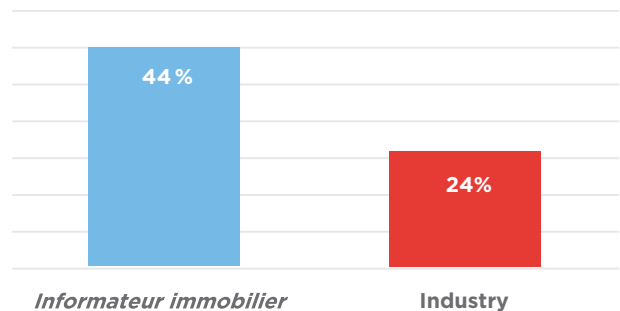
1 E-BLAST: \$995

3 E-BLASTS: \$795 each

5 E-BLASTS: \$695 each

10 E-BLASTS AND MORE: \$595 each

OPEN RATE



* Over a period of 12 months from the date of purchase. Certain conditions apply. Payable in one installment. If more than 10, but the total annual number is undetermined, the 11th and subsequent e-blasts will be billed individually. To avoid flooding our subscribers, the frequency of mailings may be limited.

BONUS

- + Free reprint in the next edition of the *Informateur immobilier* newsletter
- + Free cover on the news blog for a week
- + Sharing on social media

BENEFIT FROM A CONSTANT VISUAL PRESENCE FOR YOUR COMPANY BRAND OR LOGO, OR FOR A TARGETED OR TIME-SENSITIVE ADVERTISING CAMPAIGN

FORMATS



FORMAT	FORMAT (PIXELS)	RESOLUTION	ACCEPTED FORMATS
TOP LEADERBOARD	600 x 150		
BIG BOX	225 x 225	300 dpi	GIF, JPEG or PNG
EXPANDO BANNER	600 x 150		

RATES

	MONTHLY RATES*		
	3 months	6 months	12 months
TOP LEADERBOARD	\$1295	\$1165	\$1045
BIG BOX	\$1135	\$1025	\$915
EXPANDO BANNER	\$1075	\$955	\$865

Consecutive appearances

*Net rates, taxes not included

SUBSTANTIAL DISCOUNTS

AWARDED TO ANNUAL ADVERTISERS OF OUR VARIOUS PRINT MAGAZINES

Here is the discount granted for placing an ad in the *Informateur immobilier* newsletter.

(Does not apply to *Avis à tous!* messages and advertising mailings by e-mail)

TOTAL ANNUAL INVESTMENT IN AT LEAST ONE PRINT MAGAZINE	DISCOUNT
\$40,000 AND MORE	40%
\$25,000 TO \$39,999	30%
\$15,000 TO \$24,999	20%
\$5,000 TO \$14,999	15%

► Note: The number of spaces available is limited. Contact JBC Média to reserve an ad placement ASAP.

BENEFIT FROM A CONSTANT VISUAL PRESENCE FOR YOUR COMPANY BRAND OR LOGO, OR FOR A TARGETED OR TIME-SENSITIVE ADVERTISING CAMPAIGN

FORMATS

RATES

The screenshot shows the website header with the logo 'L'INFORMATEUR IMMOBILIER'. Below the header, there are four ad format options: 'TOP LEADERBOARD', 'BIG BOX', 'HALF BIG BOX', and 'BANNER'. Each option is accompanied by a visual representation of the ad format on the website layout.

FORMAT	FORMAT (PIXELS)	RESOLUTION	ACCEPTED FORMATS
TOP LEADERBOARD	889 x 110	300 dpi	GIF, JPEG or PNG
BIG BOX	300 x 250		
HALF BIG BOX	300 x 150		
BANNER	300 x 75		

	MONTHLY RATES*		
	3 months	6 months	12 months
TOP LEADERBOARD	\$1125	\$1015	\$915
BIG BOX	\$1125	\$1015	\$915
HALF BIG BOX	\$855	\$765	\$685
BANNER	\$575	\$515	\$465

Consecutive appearances
*Net rates, taxes not included

— SUBSTANTIAL DISCOUNTS —
AWARDED TO ANNUAL ADVERTISERS
OF OUR VARIOUS PRINT MAGAZINES

Here is the discount granted for placing an ad in the *l'informateur immobilier* newsletter.

(Does not apply to *Avis à tous!* messages and advertising mailings by e-mail)

TOTAL ANNUAL INVESTMENT IN AT LEAST ONE PRINT MAGAZINE	DISCOUNT
\$40,000 AND MORE	40%
\$25,000 TO \$39,999	30%
\$15,000 TO \$24,999	20%
\$5,000 TO \$14,999	15%

► Note: The number of spaces available is limited. Contact JBC Média to reserve an ad placement ASAP.

**PLEASE CONTACT US
FOR MORE INFORMATION.**

70, rue De La Barre, suite 120
Longueuil (Québec) J4K 5J3

MONTRÉAL 450 670-7770

QUÉBEC 418 317-0669

TOLL-FREE 1 866 446-3185

info@jbcmedia.ca

jbcmedia.ca

SALE

ventes@jbcmedia.ca

**CLIENT SERVICES AND
ADMINISTRATION**

administration@jbcmedia.ca