

# ON THE MARKET

PEI REAL ESTATE

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## ABOUT US



### MICHAEL THOMPSON

*Michael Thompson is the owner of Odyssey Virtual Inc. Odyssey Virtual founded in 2017 and remains Prince Edward Island's top real estate marketing firm producing advertising material for thousands of PEI homes, government entities, and businesses.*

*With a degree in marketing and seven years of professional photography, video production, Advanced UAV drone operations, and online marketing, Michael brings a unique set of expertise to On The Market.*

*Student Entrepreneur of the Year in 2018, and Emerging Business Excellence finalist in 2021.*



### JACQUI CHAISSON

*Jacqui Chaisson is the CEO of Little Bird Publishing and publisher/graphic designer of PEI Living magazine. PEI Living magazine launched in 2017 and is the Island's only lifestyle magazine.*

*With 27 years of experience publishing gloss magazines, a community newspaper, a real estate guide and numerous additional projects, Jacqui brings a wealth of knowledge to On The Market.*

*Jacqui is a self-proclaimed topography addict and layout perfectionist who takes pride in every venture.*

*Entrepreneur of the Year in 2009 (Brockville, Ontario) she never turned down an opportunity for another project.*

Welcome to **On The Market**, your go-to source for real estate on the Island.

Entirely produced on the Island, **On The Market** serves as more than a real estate guide; it's an invaluable resource for homeowners looking to sell, buy, or simply explore their options. Readers will also utilize the publication for a guide to local property-related resources.

**On The Market** captivates readers, encouraging them to engage with the publication every month, ensuring it becomes their trusted resource when the time comes to buy or sell.

**ON THE MARKET:** Where buyers and sellers intersect with real estate and property professionals, stories unfold, and the Island stays informed. Find us on a coffee table near you!

## COMPLETE MARKETING

- 15k copies distributed FREE tip-to-tip
- Social Media: Facebook, X, Instagram
- Active website: onthemarket-pei.ca
- Available to read online 24/7
- Added online marketing opportunities

## EACH ISSUE

- Professional photography
- Twelve issues/year
- Minimum of 32 pages
- Cutting-edge design & layout
- Engaging editorials to enhance shelf-life

## ENHANCED SHELF-LIFE

Each edition will feature an engaging editorial designed to inspire readers to keep the issues and share them with friends and family. "On The Market" will provide valuable resources from trusted Island businesses, including mortgage brokers, financial advisors, home renovation experts, custom builders, tradespeople, interior designers, and more.



**More than just  
real estate!**

Capture the market before they make plans to buy or sell with engaging content relevant to their lifestyle.

**Become a trusted  
resource!**

## ELEVATE **YOUR** REAL ESTATE BRAND: UNLEASH THE **POWER** OF **PERSONALIZED** PROMOTION!

*Are you a dedicated real estate agent striving to soar above the competition? Your success is more than just closing deals – it's about establishing a brand that captivates clients and turns heads in the market! Let's take your marketing strategy to new heights:*

- **Beyond Listings: Craft Your Unique Identity**

*Stand out from the crowd by showcasing your unique qualities. We go beyond just properties; we promote YOU. Tailored branding that reflects your expertise, commitment, and style will create a lasting impression on potential clients.*

- **Storytelling: Your Journey, Your Success**

*People connect with stories. We'll help you narrate your professional journey through captivating visuals and engaging content. From your first handshake to your latest triumph, let your story resonate with clients seeking not just an agent but a partner in their real estate journey.*

- **Targeted Marketing: Reach Beyond Buyers**

*While advertising listings is crucial, we take it a step further. Our marketing strategies ensure you reach prospective sellers, investors, and collaborators. Expand your clientele by showcasing the breadth of your expertise and services to our engaged readers.*

- **Community Engagement: Be the Local Expert**

*Become an integral part of your community. We'll guide you in establishing yourself as the go-to expert in your area – let's make your name synonymous with trust and community spirit.*

*Ready to revolutionize your real estate brand? Let's embark on a journey that not only meets but exceeds your goals. Elevate, captivate, and dominate your market!*

**AVAILABLE TO READ ONLINE 24/7 FROM ANYWHERE  
ACROSS THE GLOBE. REACH BUYERS FROM ALL OVER THE  
WORLD!**

### **ASK ABOUT OUR DIGITAL PAGES.**

*We utilize [issuu.com](https://issuu.com) for our digital platform. With this flip-book option we are able to include additional - digital only - pages. Add a new property or listing after the magazine has gone to press. We can add as many or as few pages as required to our digital flip book at any time - this does not include premium positions.*

### **DIGITAL STORY**

*Looking to enhance your online presence? Each edition of the flip book can include "stories" highlighted under the digital copy. These stories can also be linked directly from your social media or website. Ask us how.*





## PRINT REQUIREMENTS

Supplied ads should be high resolution PDF files with all fonts & images embedded. (Changes or revisions are the responsibility of the advertiser) All graphics used within your files must be CMYK. Photographs need to be a minimum of 300 dpi at the size they are being used. No photograph should be re-sized more than 20% up or down to ensure good reproduction. Line art should be a minimum of 900 dpi. File formats should be tiff, jpeg (high resolution) or eps only. Other file formats will not reproduce well. All fonts must be Type 1 embedded or converted to curves/outlines before submission. Our printing process uses a 150 lpi. Logos should be provided as vector or eps file formats to ensure correct colour.

## PROOFING & APPROVALS

On The Market will not be responsible for errors in content for advertising, editorials or advertorials after final approval has been received. No compensation will be offered for printed errors after the approval process has been completed. It is the advertisers responsibility to check all content for mistakes during the proofing process. No revisions are possible or can be made after the print deadline date.

## SUPPLIED ADVERTISING CONTENT

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue or omit any advertisement or cancel any advertising contract without penalty. Right reserved to place the word "advertisement" over any paid announcement. On The Market reserves the right to refuse or reject any supplied advertising that does not adhere to the quality standards of the publisher. Supplied content must be forwarded a minimum of two weeks prior to deadline unless agreed by both the client and On The Market.

## LIABILITY

The advertiser and advertising agency assume liability for all content, including text, representations and illustrations in advertisements printed and also assume responsibility for any claims arising there-from made against the publisher. Publisher will not be responsible for reproduction of colour advertisement unless fully registered material is supplied. Make-good insertions will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of that area of space occupied by the error, whether the errors due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisements.

**Any design & layout questions please contact**

**Jacqui Chaisson**  
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**902.394.7499**