

Inside Image

Spring 2004 Volume 3 Issue 3

Table of Contents

President's Message	2
And The Survey Says...3	
Trend Report	485
Textile Report	4
The Art of Rapport	6
You Can Quote Me	6
Successful Networking	7
Jewellery and Image	8
Member Spotlight	9
Membership Report	10

GET READY TO FLOWER THIS SPRING LADIES.

Spring 2004 has a lot in store for women. Look inside this issue for all sorts of trends that will surely bring you out of the cold.



PRESIDENT'S MESSAGE

Dear AICI Members,

Toronto Chapter members are definitely distinguishing themselves. It is my great pleasure to congratulate our newest CIP member, Carol Robichaud of KCR Image Consulting, Mississauga. Carol recently received her Professional Status and is the 9th Toronto Chapter member to become an AICI Certified Image Professional. Bravo Carol!

The revamping of the membership and bio pages of our Website is currently underway and will be ready shortly. We thank you for your patience and cooperation during this time-consuming process. I encourage you to visit our Website www.aicicanada.com regularly. Help us make it the best Website possible by sending your comments or inquiries to *Heather Elrick*, Website Chair at helrick@infoserve.net.

The 2003-04 Season is quickly coming to an end. In January and February, all participants benefited greatly during our Education Events with two top-notch speakers, *Kathleen Conway* and *Catherine Bell* who provided members and guests with insightful and valuable information. I thank our Programs Chair, *Zayna Mosam* for her hard work in coordinating these events and making sure that the evening progresses smoothly and our Treasurer, *Morgan Atkinson* who so charmingly makes our members and guests feel so welcome, we appreciate her efficiency and expediency in greeting all attendees. To make sure you don't miss the next event, check the calendar in this issue and mark the date on your calendar.

Happy Easter, Joyeuses Pâques!

Angèle Desgagné, AICI, CIP
AICI Toronto Chapter President
2002-04

Mission Statement

To support the professional development of image consultants through education, resource sharing, camaraderie and community involvement.
To set standards for the image industry that promote professionalism, credibility and recognition.

All of us benefit each time of one of our members achieves a first level, professional or master status. Not only is our Chapter's image enhanced but so is our professionalism and credibility, reinforcing us as the choice for professional image expertise. Let's go Toronto.

In this issue of Inside Image, you will find a summary of our survey results. This data has been very helpful and is the foundation of our marketing strategy to move our Toronto Chapter to the next level. We appreciate the feedback provided by all of our members.

I congratulate *Damon Allan*, our Newsletter Chair for the amazing work he did on the December issue. The front page is eye-catching and the articles are interesting, informative and educational. Damon spent a considerable amount of time planning, designing and choosing articles that would respond to the needs of our membership.

Board Election Time

We need to select our new Board of Directors for 2004-05. If you wish to help out and get involved, please contact *Angèle Desgagné* at angele@imageliteinternational.com or *Anne Sowden* at info@hereslookingatyou.ca. We will be happy & honoured to take you on board!

AICI TORONTO CHAPTER CONFERENCE SCHEDULE

2004

DATE & TIME	ACTIVITY	CONFERENCES & SPEAKERS	LOCATION
Monday 6PM April 19, 2004	General Meeting	Shift Your Perception...Change Your Life Drawn Brown	Sassafras Restaurant 100 Cumberland Ave

Please R.S.V.P. to *Morgan Atkinson* at 905-474-1671 Email: morgan@atkinsonconsultingservices.com

AND THE SURVEY SAYS...

Thank you to all members who took the time to reply to our survey. The Board appreciates your feedback. We have already incorporated some of your suggestions and will be looking at others in our upcoming strategic planning sessions. More than half (57%) of members replied to the survey and shared their feelings and suggestions. Forty-seven percent of respondents have been members for 2 years and under; 29% for 3-5 years and 24% for 5-9 years.

Meetings

Overall response to our meetings was positive. Eighty-three percent of respondents felt that meetings were an effective use of their time and 82% said that meetings met their expectations. One member commented, "meetings are a way of connecting with our fellow consultants not gaining new business".

Members indicated that they liked the speakers, being able to connect with other members and building relationships. Education events were seen as an opportunity to learn new information on image that can be used to increase business and collect CEU's. Topics of interest included: hair care, dining with a client, dry cleaning advice, building rapport with a client, trend forecasting, how to throw a good party, how to get the sale, new tools to improve ways of doing business, anything image related, cosmetic enhancement, wellness technologies.

In terms of cost, respondents indicated that they were willing to pay \$30-\$50 with dinner and \$10-\$35 without for a general meeting and \$30-\$100 with dinner for a two hour education meeting.

Member Benefits

Members currently receive the following benefits from being an AICI member: contacts, friends, attending the AICI conference, mentors, associate with people in the same industry, training, gaining clients, staying current, education, leadership opportunities, peer support, promotes industry integrity. Other benefits they would like to see include: more opportunity to connect with out of town members, tickets or information to other image related events other than AICI, discounts to other services and retailers, more promotion for our consultants.

One of the biggest challenges we face is providing benefits to our out of town members. Respondents suggested we have the speaker provide handouts or tape sessions that could be provided to out of town

members or members who were unable to attend. This is something the board is currently investigating.

Newsletter

Almost everyone reads the newsletter but felt that we need to make articles more informative. Respondents wanted more industry specific content, articles from speakers, new trends, an advice column, more content on upcoming meetings and events, and building an image business. Suggested advertisers included image-related courses, dressmakers, places to shop and salons.

Website

Ninety-five percent of respondents said they visited the website. Reasons for visiting the site included: to get e-mail addresses, newsletter info update, and calendar of events. They also indicated that they would like to see an on-line member education source/resource and/or a section for professional members. This too is something that the Board is investigating.

Respondents also said that the site is an excellent tool to introduce people to AICI and should be used to help us grow. However, one person commented that it was the members' duty to grow the chapter and the site should reflect the association, not grow it.

If you didn't get a chance to fill out the survey and have some suggestions for how we can make AICI Toronto even better, please contact me or anyone on the board. Remember, this is your association and we need your input.

*Carol Robichaud, AICI, CIP
KCR Image Consulting*



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10 Most Powerful Women in Fashion

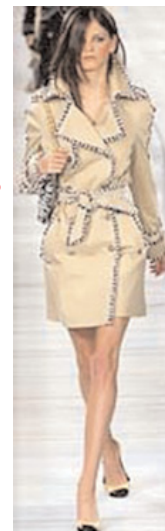
1. Rose Marie Bravo
2. Miuccia Prada
3. Anna Wintour
4. The Olsen Sisters
5. Angela Ahrendts
6. Delphine Arnault
7. Donna Karan
8. Aerin Lauder
9. Rei Kawabuko
10. Floriane De Saint Pierre

SPRING 2004 TREND REPORT

This spring is all about the "ladies". Lady-like jackets and soft feminine skirts dominate the runways. Fashion seems to look backwards for inspiration and this season is no different. Recently the Oscars also commemorated the past by dressing the stars in vintage dresses such as Givenchy and Yves Saint Laurent.

The top 10:

1. Bright splashy colors of fuchsia, orange yellow and green and dreamy pastel colors in shades of pink, turquoise, mint and blue.
2. Mixing prints.
3. Soft, feminine, refined fabrics.
4. Nostalgia.
5. Casual Couture, "sporty elegance"
6. Lots of "Bling" (bold jewellery and gold bags with chains)
7. Soft feminine suits with vests.
8. Sweaters as v-necks and cardigans, belted, tied with a ribbon or over tanks and tees.
9. Shorts are the new mini for spring, relaxed and flirty or tailored with a jacket.
10. The Trench Coat.



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Heather Elrick, AICI
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SPRING MAKEUP TRENDS

This seasons makeup trends include fruity brights with slicked hair, neutral palettes including earthy shades of chocolate, brown, sandy pink, wheat, toffee and peach.

The ultimate tint for eyes this spring is blue. Cobalt blue is the cool colour to wear. Try black and blue half moons on lids or a grey-blue smoke look. Mixing textures is the way to wear this basic colour without having it look too dated. Mix cream shadows with a kohl pencil. Create soft edges and blend it into the skin. Try layering with other colours like grey, black and silver to create dimension.

TEXTILE REPORT

Linen will be the fibre still not fully exploited until Spring 2004. Expect to see linen in a whole range of colours and fabric weights and textures as yet unexplored. Linen will be combined with lycra and many of the benefits that gave denim a boost when first combined with lycra will soon be a familiar demand from consumers for linen. Lycra with linen will help give a smoother fit to the form and will aid crease recovery, a factor that still deters some consumers from buying.

THE “SPECTACULAR” REPORT

SPRING 2004

This year brings a tremendous amount of choice in eyewear, expanding from the bold leopard print plastics to the refined elegance of a delicate semi rimless frame.

Eyewear helps you express who you are. It is a wonderful fashion accessory that you can change on your wardrobe choices for the day and the occasion. Whether it is business, weekend or evening, eyewear can help you look more intelligent, creative or sexy.

Here's what's hot in eyewear now.

1. Inviting and fun colours – purple, pink, orange and burnt red. As well as interesting combinations of olive and cinnamon, green and eggplant, blue and caramel.

2. Decorated eyewear accented with crystals in both the plastic and metal frames. Great look for after 5:00 and formal events.

3. Plastic frames with the 70's influence of black and white stripes, checks and animal prints.

4. Rimless on top with funky geometric shapes on the bottom. Fabulous frame to show off your eyes and enhance a fashion forward image.

5. Sophisticated semi rimless designs in metals, titanium and plastic materials.

Wendy Buchanan is a certified optician and image consultant. She is President of Perceptions Eyewear and may be contact at [905-785-9668](tel:905-785-9668) or info@perceptionseyewear.com.



HAIRSTYLE TRENDS

FOR SPRING/SUMMER 2004



Well if you were missing those curly locks that were everywhere in the 80s, well you're in good shape. Bouncy, bountiful hair is coming back. The look will be loose and tousled; not sculpted and stiff. This is great news for those blessed with natural curls or for those bored with hair that just hangs there. Hair

products that will accentuate this look are texturizing pastes or cream-based pomades that have the consistency of toothpaste.

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MEETING REVIEW

THE ART OF RAPPORT:

BE AN INFLUENCER

Deborah Shannon is a dynamic speaker whose mission is to help others identify the roadblocks that prevent them from moving forward. Her experience as a human potential expert, counselor, manager, and performer all contribute to the depth of her expertise.

The presentation was informative and interactive. By focusing on neuro-linguistic programming and the power of the mind, she gave us rapport-building strategies that can be easily employed in our personal and professional lives.

We were given techniques to aid us in quickly gaining the trust of others. Below are a few tips from the handout we received.

Establishing rapport can be done through the following:

1. Mirroring – Learning to duplicate the behaviour of another person. Physically copying their behaviours subtly and

simultaneously.

2. Matching – Adjusting aspects of your behaviour to match another person. This is done alternately as opposed to simultaneously (with mirroring).

The following behaviours can be mirrored and matched: body posture, hand gestures, facial expressions, weight shifts, breathing pattern, movement of feet, movement of eyes.

3. Pacing – The ongoing process of matching, moving as another moves.

People tend to communicate in systematic ways. Observe this and then match their patterns.

Deborah Shannon specializes in communication skills and performance enhancement. For more information, Deborah may be contacted at 416-462-9207 or info@deborahshannon.com.



YOU CAN QUOTE ME:

SHORTCUTS FOR SPEAKING WITH AUTHORITY

AICI Toronto was fortunate to benefit from Kathleen Conway's extensive experience in the field of communications and in the corporate world. The information Kathleen shared with us was both valuable and useful. We were given strategies for effective communication with business contacts, clients, and potential clients. In other words, "a flight plan for our mouths".

Subtopics of the presentation included: Steps to Selling a Change, Language Cues, Characteristics of Women's Language, and How to Have Verbal Credibility. The well-known and often misquoted "7-38-55 Rule" from

Dr. Mehrabian was also addressed.

"Unless a communicator is talking about their feelings or attitudes, these equations are not applicable."

The Three Tricks provide some easily implemented strategies for effective communication to any audience:

1. Bottom Line on Top (BLOT)

■ Answer the question, then give supporting points.

2. Chunk in Series of 3

■ For example "There are three steps to auditing your wardrobe" or "The three really important things you need to know about selecting accessories are..."

Continued on page 7

SUCCESSFUL NETWORKING:

BUILDING YOUR BUSINESS THROUGH REFERRALS

Catherine Bell's "Successful Networking" seminar was a fresh, up-dated approach to networking, debunking many of the old fashioned myths and replacing them with new and much more effective ideas on how to build one's business through networking. Referrals are the ultimate goal of networking and Catherine gave us 3 keys to referrals:

- 1. They must know you.**
- 2. They must like you.**
- 3. They must understand what you can do.**

And she told us that it may take 6 – 12 months to get a referral for an image consultant being that it is much higher on the “trust or confidence curve” than say, a florist.

Catherine gave excellent tips on making conversation in any social setting in order that someone may “get to know you”. She stressed how important it is to find common ground and to ask open-ended questions which we role-played during the evening.

Catherine also gave the group excellent exercises to develop our own pitch for our business so people can understand “what we can do” and how we differentiate ourselves from our competition. She also spoke about the importance of Client-centred focus in order to meet a Client's needs and how important follow-up is to maintain a

long-term relationship.

Finally: The Top Five Traits of Good Networkers:

- 1. Follows up on referrals.**
- 2. Has a positive attitude.**
- 3. Is enthusiastic & motivated.**
- 4. Is trustworthy.**
- 5. Has good listening skills.**

Catherine Bell made a “prime impression” at our education event on February 16th. It was fun, informative and interactive. Catherine is an excellent example of the high caliber of professional speakers AICI has committed to this year and in the future.

Catherine is president of Prime Impressions with an impressive list of Clients that include The Royal Bank, Daimler & Chrysler. She specializes in workshops and training that focus on networking, business protocol, social etiquette, professional attire & presentation skills. Catherine is also the author of *Managing your Business Potential* and contributing author to the N.Y. Times bestseller, *Masters of Networking*.

Catherine may be contacted at **613-549-9996** or

www.prime-impressions.com.

Johana Schneider,
President of *dresscode image*
consulting, fashion and accessories



Toronto Chapter 10th Anniversary Gala Celebration

Circle this date in your calendar:

Friday May 28, 2004.

Spoon Restaurant. This is an evening you will not want to miss. We need volunteers to help us make this event a success. Please let *Zayna Mosam* know if you can be of help at

zayna@zmimage.com.

We appreciate any contribution you make.

Continued from page 6

3. Brain Hooks

- Classic templates to organize your thoughts.
- Quick structure provided by choosing an organizing principle.
- Examples of organizing principles = Place, Logical List.

i. Place (actual or virtual)

Q. Where do your consultations take place?

A. I work out of my office, in the homes/offices of clients, and in stores.

ii. Logical List

Q. What can you do for me if I hire you?

A. I can give you extremely specific advice, give you my undivided attention, and watch closely as you improve while providing additional incremental feedback.

Kathleen is president of Camden Communications. For more information, Kathleen may be reached at **416-462-1776** or kconway@camdencommunications.com.

Tips On Finding a Jeweller

- Ask your friends. They will be sure to share both good and bad experiences
- Take your time when shopping and talk to staff members. Never feel rushed, pressured or uncomfortable. That should be a clear signal to leave the store.
- If you are purchasing a loose diamond or jewellery through a “direct to the public” so-called “wholesaler,” then make sure that there is appropriate and legitimate certification for the diamond.
- Always pay the taxes and get a receipt. Without a legitimate receipt, you will have no recourse if you find a problem with the jewellery.
- Make sure you have a written description of the quality of the diamond or jewellery you buy. A written guarantee should also outline what the seller will do should an independent, third party value it as something other than what it was sold as.
- Don't be afraid to ask for another, outside opinion.
- If something seems too good (or too inexpensive) to be true, it almost certainly is.
- A private jeweller is often the best way to go. The attention you receive is priceless. A private jeweller can also make custom jewellery to suit your personal taste.

JEWELLERY AND IMAGE

The quickest, easiest way to complete – or completely ruin a great outfit is with jewellery. Does anything make a woman look more polished and professional than a pair of diamond ear studs? What complements an executive suit better than French cuffs with fine cufflinks? Here are some helpful tips on choosing the right jewellery for you and your clients.

Express your Individuality

Jewellery on men or women is not only the perfect finishing touch – it is also a subtle way of expressing individuality. There is often more freedom in choosing jewellery than the clothes it will ultimately accent. In a conservative environment, funky earrings or cufflinks are a great way to show off your own unique style. However, while large or dangling earrings can be great with short or long hair, they must never overpower or distract the eye from your tailored outfit.

Scaled Accordingly

If a watch is significantly oversized, it doesn't matter what it is made of or what the label is, it will just look silly. Small, delicate vintage watches can be lovely and can be completely in tune with one's overall aesthetic. However, as a general rule, tiny watches don't look right on most women over 5'3". Also be very cautious with necklaces. The wrong length will spoil even the most gorgeous Prada outfit.

When in Doubt, go Classic

Diamond ear studs or a pearl choker are perfect on almost everyone. A simple, unadorned watch that is easy to read on a plain leather or steel strap will always work better than an expensive sports watch. And if it is on a fabric band it's not appropriate for professional wear (unless it's a vintage watch on a silk strap or the wearer happens to be a personal trainer).

Budget for Quality

With jewellery, more than anything else, it makes sense to hold out and save up for a few top quality pieces. While jewellery is not usually and investment in a financial sense, it is an investment in the wearer and his or her professional image. A pair of low-grade diamond studs in 10K yellow gold will not improve anyone's look. A pair of 18K hoops in white or yellow gold looks far more professional. And no matter what, stay away from cubic zirconia. The people you want most to impress will be able to tell the difference.

Remodel

Remember too, that remodeling jewellery is a simple thing. For example, a pair of diamond studs & pendant can easily be redesigned into a ring. Try that with your Chanel suit! Diamonds and gemstones are reusable and versatile in ways that fabric and clothing are not.

Spare the Sentiment

Don't let sentiment get in the way of looking your personal best. The ring your mom gave you for your highschool graduation, or the pocket watch you inherited from your great-uncle may mean a lot to you, but before you integrate them into your work wardrobe, take a careful look. Do the style and scale suit you and your image? Are they clean, well maintained and presentable? Age does not automatically make jewellery a timeless heirloom – sometimes it's just old.

Alexandra Watson Mendis
Pure Brilliance

Alexandra Watson Mendis is a trained and certified goldsmith, diamond grader and gemologist. She co-owns Pure Brilliance, a company that offers diamond and fine jewellery consultation and brokering services. For comments or inquiries, she may be reached at alex@purebrilliance.ca.

MEMBER SPOTLIGHT

AICI IN THE PUBLIC EYE

Catherine Bell, AICI, CIP was featured, along with AICI International VP of Communications Jill Bremer, in the NY Post in an article commenting on what a handbag says about the wearer.

Karen Brunger, AICI, CIP was featured in the December issue of Canadian Business Magazine in an article titled "How To Live Out of a Suitcase". She was also taped by Global Television for segment on "the suit".

Joanne M. Blake was quoted in "Report on Business" magazine in January 2004 and was featured in an article called "Missing Manners...Uncivil behaviour's up in the workplace" which appeared in the Edmonton Sun on Nov. 28th, 2003.

Donna Chevrier, AICI, CIP on two consecutive nights, appeared with Pat Forum, on CFTO news featuring business lunch etiquette and table manners. On January 23rd., Donna and one of her client's were featured during a business lunch, on the Global TV show, Moneywise presenting how to graciously invite a client to lunch, table manners, when to talk business, the cell phone, and discreet handling of the check. The entry of political neophyte, Belinda Stronach in the Tory leadership race, and an AICI member referral, provided Donna with an opportunity to be quoted in the Globe and Mail's January 20th edition, on (what else) Ms. Stronach's physical presentation.

Angèle Desgagné, AICI, CIP of Imagélite International was nominated in the Service Provider of the Year 2003 category of the Oakville Awards for Business Excellence. In 2002, she was nominated in the Entrepreneur of the Year category. These awards are sponsored by the Oakville Chamber of Commerce in cooperation with the Rotary Club of West Oakville.

Michelle Horne wrote an article titled "Overspending is not a substitute for good table manners" in the November 3rd/2003 edition of Centretown News in Ottawa. On September 3rd/2003, she wrote an article titled "Budgeting to build a corporate wardrobe" for the Toronto Community Newspaper, The York Guardian. On January 4th, Michelle was involved in a pilot taping of a new TV show being produced in Ottawa that involved the subject experiencing a colour analysis. On that same date, she was quoted by the Globe and Mail Report on Business Magazine in a section called "The Corporate Governess".

Martine Laforest was interviewed by Cité Rock Détente, 170.4 FM radio on February about the differences between an image consultant and a clothing stylist.

Zayna Mosam appeared on CTV's Canada A.M. on December 24th. In her segment she advised viewers on holiday etiquette. She was also featured on Bravo Canada on December 6th and 8th for the on camera makeover of 6 entertainers.

Anne Sowden, AICI, CIP was quoted in The Toronto Star in an article entitled "The art of the midnight kiss". She was also interviewed by CFTO TV about Belinda Stronach's image and CTVnewsnet on last minute gifts for Valentine's Day.

Got your name in the public eye? Don't forget to let us know so we can add you to our member spotlight. E-mail the information to *Damon Allan* at damon@alexandersteel.com.

Association of Image Consultants International
2004 Annual Conference & Exhibition



**2004 AICI Annual
Conference In
San Francisco
April 30 – May 4, 2004.**

Come and meet people from all around the world, hone your current skills, and learn new ones. The Annual Conference is a must for anyone in the image industry. Your perception of the world and the image industry will be altered forever, for the better; all it takes is ONE Annual Conference to make you see the world in a brand new light. Register directly online at www.aici.org while checking out the new international Website, it looks fabulous!

CHANGE OF ADDRESS

Please contact

Michelle Horne,

VP Membership

Phone: 613-253-0081

michelle@puttingittogether.ca

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2003 – 2004*

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CALLING ALL REPORTERS IN HIDING

don't hesitate to send your articles as we are always looking for contributions. This is a great way for members outside of Toronto who do not have the chance to come to monthly meetings or get involved on the board to contribute to their Chapter and let their presence be known. We would love to hear from you. All articles should be proofread and sent to *Damon Allan* at damon@alexandersteel.com

MEMBERSHIP REPORT

It is my pleasure to welcome our newest Associate members to the Association of Image Consultants, Toronto Chapter.

Amy Casson

Polished Image, London, ON
519-434-8249 acasson@mmm.com

Karen Chung

Charisma International, Toronto, ON
416-825-2981 imageadvice@yahoo.ca

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Michelle Horne

Putting It Together Image Consulting

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AICI *Inside Image* is published four times a year as a forum for the exchange of ideas and information by its members and guests.

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All submissions are considered to be the views of the author and do not necessarily reflect the policies or views of AICI.

TORONTO CHAPTER

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NEWSLETTER ADVERTISING RATES

Inside Image is distributed to all AICI Toronto Chapter members and AICI chapters around the world. It is also available through our website www.aicicanada.com

SIZE	MEMBER RATES	NON MEMBER RATES
Business Card	\$ 30	\$ 40
1/8 page	\$ 35	\$ 45
1/4 page	\$ 50	\$ 75
1/2 page	\$ 95	\$180
1/2page (outside back cover)	\$150	\$225

For more information about advertising, please contact Damon A. Allan at 416-985-4624

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