

### Key dates

April 11—City housing  
consultation (page 2)  
April 23—Spring HOPE  
Food Drive (page 3)

# NEWSLETTER

March 2013

[www.EOLO.ca](http://www.EOLO.ca)

## Rental property tax update for 2013

Residential properties are divided into three property tax classes. Properties of six units or less, and condos, fall in the residential class. Most properties of seven units or more fall in the multi-residential class. Properties with seven units or more built since the year 2000 fall in the "new multi-residential" class.

The Municipal Property Assessment Corporation ("MPAC") has made a new assessment of all properties across Ontario, estimating the market value at January 1, 2012. The new assessments will determine the property taxes payable for 2013, 2014, 2015 and 2016.

For properties of seven units or more, MPAC has looked at rents at June 2011. Almost all rents are up from June 2007, the rent date used for the previous assessment. As well, since 2007-2008, net capitalization rates are down, reflecting the strong demand for rental properties as assets. As a result, gross income multipliers are also up

Inside this issue:	Page
<a href="#">New noise control powers and responsibilities</a>	2
<a href="#">Housing policy—an EOLO success</a>	2
<a href="#">2013 Food Drive coming up April 23</a>	3
<a href="#">Fall 2012 EOLO Boat Cruise</a>	3
<a href="#">Spring 2013 Networking Event Sponsors</a>	3
<a href="#">City of Ottawa Lobbyist Registry</a>	4
<a href="#">CFAA Rental Housing Conference comes to Toronto in June</a>	5
<a href="#">EOLO 2013 Associate Member Directory</a>	7

substantially.

As compared with the previous assessment, for the 2012 values MPAC has taken into account more factors having to do with each property's specific location, as well as its age and size. That means there have been significant changes

*(Continued on page 4)*

## Where do Ontario landlords stand politically?

*By John Dickie, EOLO Chair*

Ontario landlords need to hope that no major, public landlord-tenant problems arise in the near future.

Minority government situations are always of concern to landlords in Ontario, since the Liberals and the NDP sometimes get in "bidding wars" to see who can attract the urban tenant vote by promising to reduce the rights of landlords.

Andrea Horwath, the NDP leader, has moved the NDP away from a proactive focus on landlord-tenant issues, but the party can easily swing in that direction. Kathleen Wynne, the new Liberal leader and Premier, herself represents a riding in Toronto with a large tenant population, as do many other Liberal MPPs.

The Federation of Rental-Housing Providers of Ontario (FRPO), is keeping a close eye on all three parties, and

reaching out to try to build or strengthen a positive relationship with the governing Liberals, the NDP and the PCs.

### Where do the parties stand?

Kathleen Wynne was chosen as party leader (and the new Premier) at the Ontario Liberal Party convention in part because she was seen as the candidate who has the best chance of avoiding an immediate election and keeping the Liberals in power. Can Wynne achieve that?

Before the leadership convention, the Liberals were polling behind the PCs and the NDP. That gave both opposition parties an incentive to defeat the government to go to an election. However, the Liberals have seen an upswing in the polls due to the media coverage of their convention, and

*(Continued on page 6)*

## New noise control powers and responsibilities

In the last issue of EOLO News we reported on the new City of Ottawa noise bylaw. That was triggered in part by the events of St. Patrick's Day in 2012. In some areas, the parties were going strong by early Saturday afternoon with revelry and drunken behaviour in the streets. A few streets were taken over as party scenes. Some pedestrians felt unsafe.

The City of Ottawa considers what happened here last year to be unacceptable. This year, the Ottawa Police and By-Law Services have invested considerable time in pro-actively working with the community, including EOLO.

Police and bylaw officers pro-actively patrolled Sandy Hill during the St. Patrick weekend in order to curb excessive partying before it went too far. As well, the temperature was cold this year, which kept people inside and the noise contained.

Over this St Patrick's Day weekend in Sandy Hill, Bylaw Services issued 11 tickets, and gave out four official warnings. Recently, a normal weekend saw only one ticket, while on average in September and October two or three

*(Continued on page 5)*

## Housing policy – an EOLO success

Since its inception in 1990, EOLO has taken a keen interest in housing policy. If the City gets housing policy right, that is better for landlords.

EOLO advocates the use of direct assistance to tenants as the preferred housing subsidy approach. That means housing allowances or other assistance to help tenants pay their rent, while leaving them with the flexibility to choose their rental accommodation. EOLO also supports rent supplements, although we recognize that "rent supps" require administrative work from landlords, and restrict landlords' choices regarding tenants, and potentially regarding some operational issues (such as the Crime Free program).

EOLO also advocates supportive housing for tenants with support needs other than financial needs, as well as advocating for supports available to tenants with support needs in the private market. EOLO advocates for renovation subsidy programs (like RRAP) so that affordable housing can be preserved if landlords want to renovate and maintain it. EOLO opposes restrictions on development and requirements that new housing include low-rent units.

EOLO also opposes the expansion of social housing aimed at addressing merely financial needs. Social housing takes away tenant choice, and competes with the private rental providers. However, new social housing which is accessible deserves support, since that addresses tenant needs, while relieving pressure on private landlords to undertake expensive retrofits.

Over the last few years, much progress has been made on

housing policy. Two years ago, Mayor Watson and Ottawa City Council delivered \$14M of annual City funding for housing. During his election campaign EOLO addressed housing policy with Jim Watson. We then rolled on to extensive discussions with the City housing staff.

EOLO sits on the Housing System Consultation Group which provided key input on the initial allocation and use of the \$14M. We advised the City about the roll out of \$5M for direct assistance for tenants, and expanded it from rent supplements to include housing allowances.

We added our voice to those promoting flexible and portable social service and mental health supports so that tenants can receive assistance if they live in the private market, not just in dedicated supportive housing.

As mandated by the Province, the City of Ottawa is now developing a 10 Year Housing and Homelessness Plan. The draft plan includes many of the elements EOLO has long advocated. In the plan, rent supplements and housing allowances are referred to as "housing subsidies".

The draft plan will be reviewed at a public consultation on April 11 from 1:30 to 7:00 pm in Nepean. The more private landlords who attend the consultation and speak up, the better the chances of retaining in the plan the various policies which are good for landlords, private market tenants and taxpayers.

To attend, you must register in advance. As soon as possible, please let EOLO know that you want to attend by e-mailing that information to [eolo@magma.ca](mailto:eolo@magma.ca), and we will send you the registration link and location.

## 2013 Food Drive coming up April 23

On April 23, landlords across Ontario will lead the 2013 Spring HOPE Tenant-Landlord Food Drive to collect non-perishable food and other donations.

In Ottawa, the 2012 Food Drive was a great success, collecting 130,000 pounds of food for the Ottawa Food Bank. More than 20 for-profit rental housing providers participated, covering more than 170 Ottawa apartment buildings.

EOLO and the Ottawa Food Bank would like to thank the many companies, property managers and site staff who participate in the Food Drive each year. If you have not already registered and want to participate this April, please register at <http://ottawafoodbank.ca/> in events (under the word "Bank") by March 27.

## Fall 2012 EOLO Boat Cruise

Our previous Fall Networking & Boat Cruise event, held in September 2012, was a great success for EOLO's landlord and associate members.

EOLO would like to thank all of the landlords and suppliers who were in attendance. If you are interested in joining EOLO in order to attend future events, please contact Kathleen Guilbeault at (613) 235-9792 or by email at [eolo@magma.ca](mailto:eolo@magma.ca).

### Fall 2012 Networking Event & Boat Cruise Sponsors:

Our Bar Sponsor:

Nutri-Lawn

Our Gold Sponsors:

- Coinamatic
- Hydro Ottawa
- Property Power
- Waste Solutions Group

Additional Sponsors:

- The Byng Group
- Debsel Inc
- Keyesbury
- Rogers

## EOLO Thanks our Spring 2013 Networking Event Sponsors:

Our Bar Sponsor:

**DEBSEL INC.**

Our Gold Sponsors:

**Coinamatic**

 **Demtroys**  
Heating costs  
management system

**Bell**

 **Hydro Ottawa**

**nutri-lawn™**  
service group

**WSG**  
WASTE SOLUTIONS GROUP

 **SUPERIOR**  
POOL SPA & LEISURE LTD.

 **gottarent.com**  
Find a place to rent

 **YARDI**

**HD SUPPLY**

Our Education Sponsor:

**Giant Carpet  
& Flooring** 

Our Food Station Sponsors:

 **ENBRIDGE**  
ENBRIDGE ELECTRIC CONNECTIONS

 **ROGERS™**

## Rental property tax update for 2013 (cont'd)

*(Continued from page 1)*

in the relative assessments of different buildings.

According to the City of Ottawa's staff report, in Ottawa, residential properties (including single family homes) have gone up an average of 26%. Multi-residential properties ("multi-res") have gone up an average of 52%. New multi-res has gone up by 49%. City Council could allow those value shifts to push up taxes for properties in the multi-residential and new multi-residential classes.

However, for the last decade City Council has addressed such upward tax shifts by providing tax neutrality. In other words, for multi-residential they have made a tax policy decision to neutralize assessment shifts. (In other years they have actually lowered the taxes on multi-res on a dollar basis.) EOLO is working hard to ensure that the City delivers tax neutrality in 2013, and at least that much in subsequent years.

More information should be available when the City Finance

staff release their report in the run up to the April 2 meeting of the City's Finance and Economic Development Committee (FEDco), after that meeting, and after the City Council meeting of April 10.

Depending on the developments, EOLO may need to ask for the help of landlords between March 27 and April 9 in order to lobby for tax-neutrality. (See the article below on the City of Ottawa's Lobbyist Registry.)

Owners of a multi-residential or new multi-residential property should have received the assessment notice for 2013 taxation in late November or December. Owners of residential properties should have received their assessment notice before that. On average, the City's property taxes are going up by 2.5%. An assessment increase of more than the average for the specific property class will certainly mean a higher tax increase than 2.5%. An assessment increase of less than the class average may mean a tax increase of less than 2.5% or even a tax decrease, provided the City adopts tax-neutrality.

## City of Ottawa Lobbyist Registry

As of September 1, 2012, certain communications between business people (including rental housing executives and employees) and City Councillors or staff must be reported to the new City of Ottawa Lobbyist Registry. Under the registry, lobbyists include both consultant lobbyists (the people you would normally think of as lobbyists), and anyone who communicates to advance the interests of a business.

### What needs to be reported?

Under the Ottawa bylaw, lobbying includes any communication or meeting by a business (or business executive or employee) with a public official with the goal of affecting city decisions about bylaws, programs or contracts. A lobbyist is any individual (paid or unpaid) who communicates with city officials to advance business interests. Subject to the exceptions listed below, any contact between a "lobbyist" and a public official which deals with a decision of the City needs to be reported.

Examples of contact which would need to be reported include:

- Discussing a development idea or proposal for a property
- Encouraging Councillors to adopt tax neutrality
- Meetings to seek to obtain a contract from the City to manage or maintain a city building.

### What need not be reported?

Some activities are not required to be reported. Exempt communications include:

- Requests to the City for information
- Communication regarding the enforcement, or interpretation, of by-laws
- Compliments or complaints about City services
- Communication to a Councillor by a resident on a general neighbourhood issue or public policy issue
- Communications that are made publicly or are a matter of public record. This can be during a Committee, Council or Transit Commission meeting, or a public consultation event held by the City.

*(Continued on page 7)*

## Noise control powers cont'd

(Continued from page 2)

tickets were issued per weekend.

Under the new noise bylaw, Bylaw Services can ticket the tenant of a unit where there is excessive noise. Bylaw Services agrees with EOLO that landlords should not be fined because they do not have control over tenant actions, such as how many guests the tenant allows in their apartment or how much noise the guests make.

However, it is the disturbances from students that led to landlord licensing in Oshawa, London and Waterloo. Therefore, to avoid pressure for landlord licensing, landlords need to try to prevent their tenants from disturbing their neighbours.

The revised noise by-law gives landlords more power to act concerning tenants who create or permit excessive noise. Breaching the noise by-law is an illegal act, and a landlord can terminate a tenancy for an illegal act. EOLO's website,

[www.eolo.ca](http://www.eolo.ca), provides detailed information about how to proceed to control noisy tenants. EOLO members are invited to contact EOLO at 613-235-9792 if they have any questions or concerns.

Policing the noise your tenants make may seem like a lot of work. However, you are best off to act firmly and strongly from the first complaints. If as a landlord you do not do enough, then the City could potentially try to fine you for permitting excess noise. If that happens under any circumstances, EOLO definitely wants to know.

In the long run, a failure by landlords to act responsibly could lead to more restrictions on landlords that would make operating our businesses more onerous. For your own sake, for the sake of the community, and for the sake of the landlord community, landlords need to take effective action to curb excessive noise.

## CFAA Rental Housing Conference comes to Toronto in June

The 2013 CFAA Rental Housing Conference will take place in Toronto from June 11 to 13, including education sessions on June 12 and 13 at the Westin Prince Hotel.

### Who should attend?

Rental housing executives, investors, property managers, hands-on owners, communications people, maintenance managers and asset managers who attend can expect to hear innovative ideas and great advice from experts and other rental housing providers who have faced the same issues you face now.

### Social events and networking

The Building Innovations Bus Tour will open the conference in the afternoon of June 11. June 12 will feature investment topics and a supper and evening social event at the Hockey Hall of Fame, while rental operations topics will be addressed on June 13. Delegates can attend either day or both days, with or without the building tour or the evening social event.

### Speakers

For a list of speakers and more details about the CFAA Rental Housing Conference, see page 3 of *National Outlook*, or the CFAA website at [www.cfaa-fcapi.org](http://www.cfaa-fcapi.org). Noted economist Benjamin Tal of CIBC World Markets will give the economic update.

As in previous years, CFAA will focus on presenting new information and innovations, ensuring that whenever possible, delegates hear from leading rental housing providers on what the new information means to landlords, and how they can apply it to increase their own success.

### Registration

An early bird conference registration rate is available until April 12. The discounted hotel rate is available until mid-May. To attend this year's conference, please register online at [www.cfaa-fcapi.org](http://www.cfaa-fcapi.org) or contact CFAA live with your registration or sponsorship inquiries at [admin@cfaa-fcapi.org](mailto:admin@cfaa-fcapi.org) or (613) 235-0101.



Benjamin Tal, CIBC World Markets

## Where do Ontario landlords stand politically? (cont'd)

(Continued from page 1)

the election of a new leader.

A poll conducted in late February by Forum Research shows support for the Progressive Conservatives (PCs) at 36%, the Liberals at 29% and the NDP at 28% (with the Greens at 5%.) Ekos Politics reported even stronger support for the Liberals, with 32.5% support, compared to 28.5% for the PCs and 25.5% for the NDP. Ekos notes that the figures understate the likely vote split to the PCs, since their supporters tend to be older, and tend to actually vote, whereas the other parties' supporters do not turn out to vote in the same proportion. Nanos Research showed the PCs at 33%, the Liberals at 33% and the NDP at 26%.

Given the efficiency of the PC vote, that distribution of support in a provincial general election would likely result in the PCs winning the largest number of seats, but not a majority. That would lead the public to expect that the PCs would form the government, although the key question is actually which leader of the two parties with the most seats can gain the support of a majority of the Legislature.

### The Liberals' position

Premier Wynne is positioning the Liberal Party between the PCs and the NDP. Her mantra is social justice with fiscal responsibility. Key members of her cabinet include: Charles Sousa, MPP Mississauga South, in Finance; and Linda Jeffrey, MPP for Brampton Springdale, at Municipal Affairs & Housing. Local cabinet ministers include Bob Chiarelli, Madeleine Meilleur and

Yasir Naqvi. On an individual basis all three have long-standing, positive relationships with the Ottawa landlord community.

Wynne has spoken of implementing the report of the Commission for the Review of Social Assistance in Ontario, which recommends a modest increase in welfare rates, and in the amount of earnings which welfare recipients can keep each month. Another look at affordable housing policies may also be in the works.

To remain in office, the Liberal minority government needs the support of either the NDP or the PCs.

### The PC position

PC leader Tim Hudak has clearly signalled his desire to

bring down the Liberal government in order to cause a new general election. Hudak believes that Ontario needs to change course. The PCs have produced a number of policy papers advocating real change.

Among the PC policy planks are right to work legislation so that a person cannot be excluded from a job because they do not want to belong to the union in the work place, and education reforms, as well as a temporary public sector wage freeze.

The PCs have not said anything directly about housing. Over the past several years they have generally supported direct assistance to low-income tenants rather than building new social housing. We cannot expect any expansion of housing spending from the PCs until the budget is balanced, if even then; although spending could be reallocated within the housing budget.

The PCs are typically more landlord friendly than the other parties since they understand the world of small business, and do not have an ideological bias in favour of tenants over landlords.

### The NDP Position

Probably both to appear to want to make the legislature work, and due to their current polling position, New Democrat leader Andrea Horwath has said the NDP will allow Wynne's government to remain in power if the Premier adopts some of the NDP's policies. Among other things, the NDP is seeking a 15% cut to auto-insurance rates, a new youth job-placement program, reduced waiting times for people requiring home care, and increased corporate taxes.

Horwath has moved the NDP in a populist direction, away from most of its past ideological positions, such as policies which actively favour organized labour over employers, or tenants over landlords. However, some people within the NDP still harbour the old tendency to think that coming down on landlords is good for tenants, and good for their own electoral chances.

Horwath is under pressure from members of her caucus and the party to take a harder line with Wynne, and insist on more NDP policies even if that pushes the province to an election. Whether Wynne can hold onto power depends on the position in the polls of both the Liberals and the NDP, and on how NDP leader Horwath manages the internal pressures on her.

Landlords will watch the developments with keen interest.

## City of Ottawa Lobbyist Registry (cont'd)

(Continued from page 4)

- Communication that advocates for a community benefit as opposed to some specific or monetary gain
- Communication regarding the administration of public activities
- Communications regarding applications for new services
- Responses to a written request for information by a public office holder
- Communications directly related to those City-initiated consultative meetings and processes where an individual is participating as a stakeholder.

The Lobbyist Registry has been introduced to increase transparency and accountability as part of City Council's Accountability Framework. It requires "lobbyists" to register with the Lobbyist Registry and report communications within 15 days. Communications which need to be reported include:

- face-to-face meetings (whether formal or informal),

- telephone contact,
- written communications, and
- e-mails.

The registry is an online database that can be accessed and searched by the public and interested stakeholders. Information such as the name of the lobbyist, the business address, the means of contact, and the topic of discussion (in brief), will be publicly available.

EOLO sometimes asks our members to communicate with the Mayor or City Councillors. When we ask you to do that, we will try to remember to tell you whether you need to report the communication to the Lobbyist Registry (and if so, how best to do that.)

For more information about the Registry, please visit the City of Ottawa's website at [http://ottawa.ca/en/city\\_hall/councilcommittees/mayor\\_council/accountability/lobbyistregistry/index.htm](http://ottawa.ca/en/city_hall/councilcommittees/mayor_council/accountability/lobbyistregistry/index.htm), or contact EOLO at 613-235-9792.

## EOLO 2013 Associate Member Directory

### ADVERTISING

**Ottawa Citizen**  
1-800-267-6100  
[www.ottawacitizen.com](http://www.ottawacitizen.com)

**Viewit.ca**  
Lloyd Hardman  
1-877-843-9487  
[askus@viewit.ca](mailto:askus@viewit.ca)  
[www.viewit.ca](http://www.viewit.ca)

**Gottarent.com**  
Genevieve Delaney  
1-888-284-2810  
[www.gottarent.com](http://www.gottarent.com)

### APPLIANCES/LAUNDRY

**Coinamatic**  
Shawn Monahan  
1-800-561-1972  
[www.coinamatic.com](http://www.coinamatic.com)

**Debsel Inc**  
Howard Wallace  
1-877-481-0215

**Keyesbury Group**  
Ian Morrison  
613-257-8100

**Phelps Laundry**  
1-866-557-5599  
[www.phelpslaundry.ca](http://www.phelpslaundry.ca)

### APPRAISAL & RESEARCH

**Altus Group Ltd**  
Jeff Arnott  
613-721-1333  
[www.altusgroup.com](http://www.altusgroup.com)

### COMMUNICATIONS

**Bell Canada**  
Marco Vanlencia  
613-314-4234  
[www.bell.ca](http://www.bell.ca)

**Rogers Communications**  
Tarcy Nascimento  
1-888-764-3771  
[www.rogers.com](http://www.rogers.com)

### CONSTRUCTION & RESTORATION

**Pyper Construction**  
Rick Pyper  
613-523-1430  
[www.pyperconstruction.com](http://www.pyperconstruction.com)

**The BYNG Group**  
Rob Settino  
613-739-1022  
[www.thebynggroup.com](http://www.thebynggroup.com)

**Vincent Spirito & Sons Ltd.**  
Robert Spirito  
613-745-4630  
[Robert@spirito.ca](mailto:Robert@spirito.ca)

### CONSTRUCTION SUPPLIES

**A.Potvin Construction**  
613-446-5181  
[www.potvinconst.com](http://www.potvinconst.com)

**HD Supply**  
Mike Budge  
1-800-782-0557  
[www.hdsupply.ca](http://www.hdsupply.ca)

**RONA**  
613-226-9953  
[www.rona.ca](http://www.rona.ca)

ASSOCIATE MEMBERS  
CONTINUE ON PAGE 8

## EOLO 2013 Associate Member Directory

### CONSTRUCTION SUPPLIES

**Standard Construction Imports**  
Jay Moore  
519-652-1440  
www.standardimports.com

### ENERGY & SERVICES

**Enbridge Gas Distribution**  
Chuck McCloskey  
613-748-6794  
www.enbridge.com

**Hydro Ottawa**  
Christopher Kelly  
613-738-5499 x244  
www.hydroottawa.com

**Property Power**  
Mike Bromstein  
1-866-796-7460  
www.propowercorp.com

**Enercare Connections**  
Barry Zeidenberg  
416-649-1873  
www.stratacon.ca

**Triacta Power Technologies**  
Jason Dewar  
613-256-2868  
www.triacta.ca

**Demtroys Technologies**  
Jean-Sébastien Cyr  
819-780-4272 x101  
www.demtroys.com

### ENGINEERING & CONSULTANTS

**Cleland Jardine Engineering Ltd**  
Robert Jardine  
613-591-1533  
www.clelandjardine.com

**Concentric Engineering**  
Paul Matergio  
1-866-919-4530  
www.concentriceng.com

**Halsall Associates**  
Shawn Carr  
613-237-2462  
www.halsall.com

**Alliance Engineering**  
613-791-8360  
www.allianceengineering.com

### FLOORING

**Connolly & Son Flooring Ltd**  
Don Connolly  
613-733-9117

**Giant Carpet & Flooring**  
Neil Pitzmaker  
613-723-1555  
www.giantcarpet.com

### LEGAL SERVICES

**Dickie & Lyman Lawyers LLP**  
David Lyman  
613-235-0101  
www.dickieandlyman.com

### MECHANICAL CONTRACTORS

**Optimum Mechanical Solutions**  
613-228-9500  
www.optimummech.com

### MORTGAGE SERVICES

**CMLS Financial**  
David Arntfield, Steve  
McEwen or James Scarrow  
613-237-8111  
www.cmls.ca

### PLUMBING/HARDWARE

**Giant Plumbing & Hardware**  
Andy Brule  
613-723-3190  
www.giantwholesale.ca

### POOLS

**Superior Pool, Spa & Leisure Ltd**  
Steve Schechter  
613-228-1212  
www.superiorpool.com

### PROPERTY MAINTENANCE

**Goodbye Graffiti**  
Ryan Cassels  
613-235-4747  
www.goodbyegraffiti.com

### Nutri-lawn Ottawa

Thom Bourne  
613-739-3399  
www.nutrilawn.com

**Van's Pressure Cleaning**  
Doug van Alstine  
613-225-9533  
www.vanspcl.com

### PROPERTY MANAGEMENT SOFTWARE

**Yardi Systems**  
Ron Piccoli  
1-888-569-2734  
www.yardi.com

### SIGNAGE & PAVEMENT MARKINGS

**All-Signs**  
Dave Western  
613-835-3910  
www.allsigns.ca

### WASTE MANAGEMENT

**WSG – Waste Solutions Group**  
Rob Perry  
613-742-7222  
www.wastesolutions.ca

### WINDOWS/DOORS

**Norstar Windows & Doors**  
John Vacca  
1-800-363-4810  
www.norstarwindows.com

Eastern Ontario Landlord Organization  
1600 Carling Ave, Suite 640  
Ottawa, ON K1Z 1G3  
TEL 613.235.9792  
FAX 613.238.0101  
eolo@magma.ca      www.eolo.ca

If you have any questions about the issues raised in this bulletin, please contact John Dickie (Chair) or David Lyman (Vice-President) at 613.235.9792, or Luigi Caparelli (President) at 613.723.6169.

Please contact Kathleen Guilbeault at 613.235.9792 if you are interested in advertising opportunities.