

apartmenttimes

Advertising Rates and Specifications for 2010

The *Apartment Times* magazine is published by the Greater Charlotte Apartment Association
2101 Rexford Road, Suite 330-E, Charlotte NC 28211

phone 704.334.9511 • fax 704-333-4221 • www.greatercaa.org

Ken Szymanski, Executive Director/Publisher • Irene Gammon, Communications Manager/Editor

Over 1,100 copies of the *Apartment Times* are printed six times per year. Each issue is mailed to the entire GCAA membership base (developers, owner/operators, management companies, individual properties, and vendor/suppliers), to affiliated members of the Apartment Association of North Carolina, to other NAA-affiliated apartment associations, and to local- and state-level elected officials that represent the Charlotte region.

Rates:

Advertising in the Greater Charlotte Apartment Association's *Apartment Times* magazine is an exclusive benefit of GCAA membership. All advertisers must be current members in good standing.

Ad rates per issue are as follows:

Ad Size ▾ and Duration ▶	1x	3x	6x
Full Page (7.25" w x 10" h)	\$400	\$350	\$300
Half Page (7.25" w x 4.75" h) OR (3.5" w x 10" h)	\$300	\$275	\$250
1/4 Page (3.5" w x 4.75" h)	\$250	\$225	\$200
Bus. Card (3.5" w x 2" h)	N/A	N/A	\$150
Full Page Color Ads	1x	3x	6x
Outside Back Cover	N/A	\$750	\$575
Inside Front Cover	N/A	\$650	\$475
Inside Back Cover	N/A	\$595	\$415

Specific Locations (besides covers) - add 15% to base rates

Billing: Advertisers are invoiced approximately one month prior to any issue's delivery date. Payment should be sent to the GCAA at the address noted above. Phone 704-334-9511 x27 with any billing inquiries.

Advertising Agreements: are binding contracts between advertisers and the GCAA. Advertisers who break their contracts will be invoiced for the difference between the earned rate and the invoiced rate for those ads that were published.

Schedule: *Apartment Times* is published six times per year on a bi-monthly basis, beginning with the Jan/Feb and ending with the Nov/Dec issues.

Dates:

All ads are due at the GCAA office by 5pm on the first day of the month *prior* to any issue date (ie: ads for the May/June magazine are due by April 1st). Ads will not be replaced or modified without editor's receipt of both a written request *and* new artwork from the advertiser. (Deadline noted above applies.)

Specifications:

The *Apartment Times* is produced using Adobe InDesign CS2 (PC). Interior ads print in black ink only; cover ads print in CMYK color. Line screen is 133. NO NEGATIVES, please!

ELECTRONIC GRAPHIC FILES: We accept the following file formats via email or on CD or USB flash drive:

PDF (our favorite), TIFF, EPS

Note: these must be high-resolution (150 dpi or more)

NATIVE APPLICATION FILES: We accept InDesign, PhotoShop, Illustrator, and MS Word files. All supporting graphic and screen/printer fonts must be included. *We do not accept MS Publisher or PowerPoint files.*

"CAMERA READY" ads (hard copy) will be scanned, which will reduce print quality. *This is not recommended.*

DESIGN SERVICES ARE NOT INCLUDED IN AD RATES.

The GCAA reserves the right to edit or omit any ad that it deems inappropriate for inclusion in the *Apartment Times* magazine.

Please direct all advertising-related correspondence to:

Irene Gammon, Editor
Apartment Times Magazine
c/o Greater Charlotte Apartment Association
2101 Rexford Road, Suite 330-E
Charlotte, NC 28211
phone: 704-334-9511 x23
email: irene@greatercaa.org

**1/2 Page
Vertical
3.5" x 10"**

**Business
Card
3.5" x 2"**

**1/2 Page
Horizontal
7.25" x 4.75"**

**Full Page
7.25" x 10"**

**1/4 Page
3.5" x 4.75"**

THE GREATER CHARLOTTE APARTMENT ASSOCIATION'S *Apartment Times* ADVERTISING AGREEMENT

Please return to:

Irene Gammon, Editor

GCAA's *Apartment Times* Magazine

2101 Rexford Road, Suite 330-E

Charlotte, NC 28211

Phone: 704.334.9511 x23 • Fax: 704.333.4221

Email: irene@greatercaa.org

Bill to: _____

Attn: _____

Billing Address: _____

Phone/Fax: _____ email: _____

Please indicate your advertising preferences below by circling your choices:

Ad size: Full Page / Half Page Horiz. / Half Page Vert. / Quarter Page / Business Card

Ad duration: 1x / 3x / 6x

Beginning with this issue: Jan-Feb / March-April / May-Jun / Jul-Aug / Sept-Oct / Nov-Dec

Ad to run: In Consecutive Issues / In Alternating Issues / Other _____

This Agreement will provide the stated rate of \$_____ per issue, as outlined on the publisher's rate card.

I have received a copy of the publisher's rate card, and I understand that all terms and conditions therein are part of this Agreement and that I must be a GCAA member in good standing to advertise. In addition, I will be billed for this advertising on a per-issue basis, and will receive the invoice approximately one month prior to the publication's expected delivery date.

Special Location (additional cost; see rate card): _____

Additional Comments /Instructions:

Advertiser, by: _____

Signature

Title

Date

Publisher, by: Irene Gammon, Editor _____

Signature

Date