



Media Kit

Advertising Opportunities

WITH AUSTIN APARTMENT ASSOCIATION



Magazine

- AUSTIN APARTMENT ASSOCIATION'S WINDOW MAGAZINE is mailed biannually to over 2,000 members employing thousands of Central Texans in an 11-county area, including the cities of Austin, Round Rock, San Marcos, Cedar Park and Georgetown.
- Representative of over 360,000 rental units - 630+ owners/management companies - Nearly 2,100+ rental communities
- The digital version of WINDOW had over 67,000 impressions in the past year. The digital version also allows for live links within ads.



Website

AustinAptAssoc.com is the official website for the Austin Apartment Association. AAA members -and prospective members - are looking for events, education, product and service suppliers, career information...and more.

365 Days Website Stats

317,000 page views (26,400/mo)
117,388 sessions
72,174 users



Direct Email

Direct email opportunities are one more way to promote your business. *The Friday Email*, our weekly newsletter covering all association news, is sent to over 4,400 AAA member email addresses with an average open rate of 34% and an average click rate of 2%.

Member Messengers are sent to over 5,500+ AAA member email addresses.

Print Advertising

Window magazine is a biannual publication that offers insights into the Austin multifamily sector. With thought-provoking articles, it serves as an essential resource for those involved in the rental housing industry.

Frequency: Biannual | Binding: Saddle-Stitch | Trim Size: 8.375" x 10.875"

Premium Display Ads

Position	1 Issue	2 Issues
Back Cover	\$1,899	\$1,799
Inside Front Cover	\$1,399	\$1,299
Inside Back Cover	\$1,399	\$1,299
Facing Inside Front Cover	\$1,349	\$1,249
Facing Inside Back Cover	\$1,249	\$1,349
Facing Table of Contents	\$1,299	\$1,199

Color Display Ads

Position	1 Issue	2 Issues
Full Page	\$1,099	\$1,249
Two-Thirds Page	\$1,149	\$899
Half Page	\$999	\$699
Quarter Page	\$799	\$499
Sixth Page	\$399	\$599
Back Cover	\$399	\$299
Advertorial (Full Page)	\$1,169	\$1,169





Enhanced Listings (Spring/Summer Issue Only)

Logo Listing _____ \$169

Logo Listing with Bio _____ \$199

*To participate with an enhanced listing, I understand I or my Company must be an active member with the association/chamber at the time the publication prints. If I am not an active member, I authorize E&M to create an advertisement to run an ad in the publication (or if I already have one a secondary ad) or provide a digital link in replacement of the enhanced listing.

Digital Edition - Display Advertising

Position	1 Issue	2 Issues
Double Side Banner Package	\$999	\$899
Splash Page	\$799	\$799
Full Side Banner	\$599	\$499
Double Box	\$499	\$399
Single Box	\$399	\$299

Direct Mail Insert- Magazine

A full color two sided 4X6 postcard mailed with each copy of the publication. Promote your company, new products, new services, and market to the entire membership!

Position	1 Issue	2 Issues
Postcard	\$1,999	\$1,999

Advertisement Artwork Deadlines:

Spring/ Summer: March 13th

Fall/ Winter: October 9th

E&M Consulting Inc. oversees all ad contracts.

To Purchase Magazine Advertising Visit:

ReserveYourAd.com/AAA

E&M Media Kit:

emflipbooks.com/flipbooks/AAA/Window/MediaKit/

For more information, please contact E&M Consulting:

800.572.0011 | advertising@eandmsales.com

Online Advertising

Be visible when the AAA Website receives over 13,202 page views per month! Banner ads are a great way to gain exposure for your company. Your ad will be prominently displayed and have a live link with a click-through to your company website. *We do ask for a minimum of a three month commitment

AAA Website : AustinAptAssoc.com

Space Reservation Deadline

15 days prior to 1st of each month.

Publication date

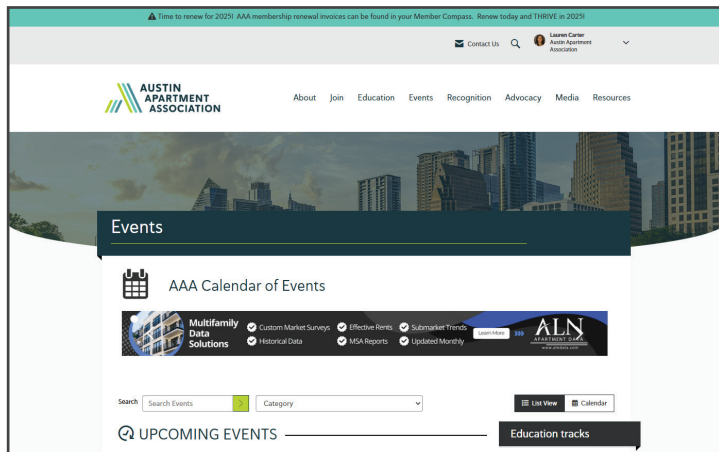
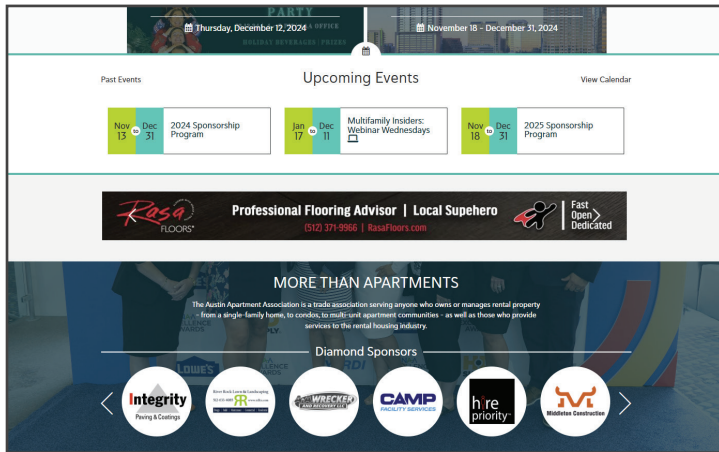
First business day of each month.

Artwork Deadline

One week prior to 1st of the month of display date. No flash or animated images are allowed.

Specifications

-Graphics/Images must be 72 dpi (minimum). JPG, GIF, or PNG files.

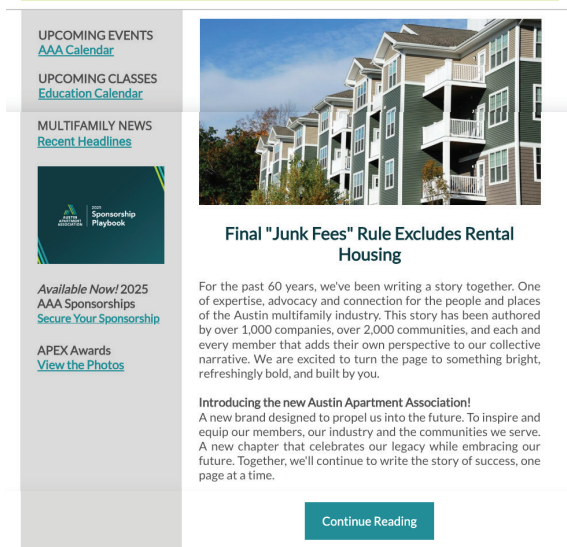


Position	Ad Rate (Per Month)	Max # Ads	Ad Size
Home Top Banner	\$310	4	970px x90px
Bottom Banner (All Pages)	\$310	4	970px x 90px
Calendar	\$310	4	970px x90px
Supplier Directory	\$310	4	970px x90px
AISD	\$280	2	970px x90px
APartner in Safety	\$280	2	970px x90px
Login Page	\$310	4	970px x90px

Ready to Promote Your Business With the Austin Apartment Association?

Contact Sabrina Talerico Miller via email or call 512-323-0990 to book your ad today!

Email Advertising



The Friday Email

Every Friday, AAA publishes a weekly newsletter of all association news.

Space Reservation Deadline

15 days prior to 1st of each month

Artwork Deadline

One week prior to 1st of the month of display date. No flash or animated images are allowed.

Publication date

First business day of each month.

Specifications

-Graphics/ Images must be 72 dpi (min)
-.jpg, .gif or .png files

Position	1 Mo Ad Rate	Each Additional Mo Rate	Ad Size
Top Banner	\$598	\$559	650px x 150px
Mid Banner	\$520	\$481	650px x 150px
Left Column	\$442	\$403	650px x 150px

Member Messenger

Get Your Own Newsletter Deployed to Over 2,000 Properties

HOW DOES IT WORK?

Step 1

Contact our team to schedule your eblast

Step 2

Send us your artwork (Don't have a creative team? We can design your ad for you.)

Step 3

We will provide you with a report within 48 hours of deploying each email.

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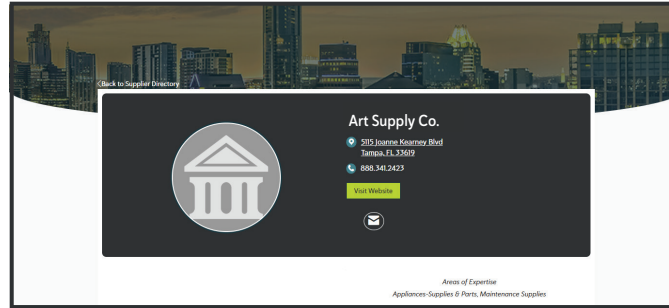
Enhanced Listing

Enjoy prime placement at the top of the Supplier Directory and display more company information!

Cost: \$100 per year

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Featured Listing

- ✔ Company Name
- ✔ Address
- ✔ Phone Number
- ✔ Special Offers



Enhanced Listing

- ✔ Company Name
- ✔ Address
- ✔ Phone Number
- ✔ Special Offers
- ✔ Logo
- ✔ Website Link
- ✔ Company Overview
- ✔ Contacts/ Related Members
- ✔ Social Media Feed
- ✔ More!

Other Services

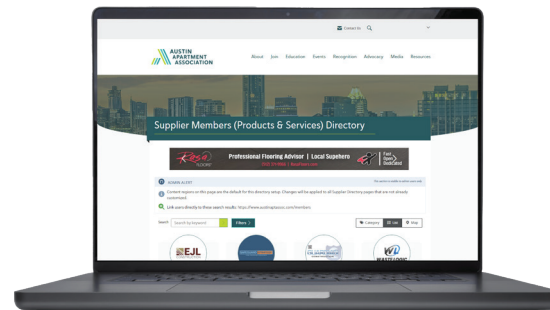
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AD Design & Layout

AAA offers ad design and layout services at very reasonable rates as a member benefit for Member Messenger. We will work with you to create an appealing and effective ad to promote your business. Most ads can be completed for less than the cost of one month of advertising. Contact us for a quote.



AAA Supplier Directory Additional Areas of Expertise

Every AAA products and services supplier member receives two free listings in the Products & Services Directory in the Window magazine and online.

A member may request **additional listings** for \$25 per category, per year added to their dues.

AAA ADVERTISER CONTRACT TERMS

CONTRACTS AND BILLING

1. **Payment Terms:** All amounts due are payable upon receipt of the invoice and are considered past due if not received within thirty (30) days of the invoice date. The Austin Apartment Association (“AAA”) reserves the right to request advance payment at its sole discretion.
2. **Member vs. Non-Member Rates:** Listed advertising rates apply to AAA members only. Non-members will be charged at a rate of one hundred thirty-five percent (135%) of the prevailing member rate. All non-members must remit full payment for the entire contracted advertising term at the time of submitting the contract.
3. **Delinquent Accounts & Suspension:** AAA reserves the right to immediately suspend the advertisement of any advertiser whose account becomes delinquent. To lift such suspension, the advertiser must pay all past due amounts and prepay the first month of the resumed or new contract’s term.
4. **Invoice Address:** Advertisers shall specify in writing if invoices should be sent to an address different from the primary business address on file. Failure to do so shall result in invoices being sent to the primary address, and advertiser shall be responsible for timely payment regardless of internal routing delays.
5. **Additional Costs & Adjustments:** In the event that additional costs are incurred by AAA for running the advertisement (e.g., special handling,

- design alterations, conversions of artwork) that were not initially specified or accounted for at the time of space reservation or artwork submission, such additional charges shall be invoiced to and payable by the advertiser.
6. **Taxes and Fees:** Any sales tax, use tax, or other government-imposed fees related to the advertisement shall be the sole responsibility of the advertiser and shall be paid in full upon invoicing.
 7. **No Set-Off:** Advertisers shall not be entitled to deduct or offset any amounts due to AAA against claims or amounts alleged to be owed by AAA.

PUBLISHER’S POLICIES

8. **Cancellations:** Space cancellations shall not be accepted after the space reservation deadline. AAA reserves the right to limit available advertising space at its discretion.
9. **Publication Schedule Changes:** The publication schedule is subject to change without notice. AAA shall not be liable for any costs or damages resulting from changes in the publication date or frequency.
10. **Content Standards:** All materials submitted for publication must meet AAA’s editorial and community standards. AAA reserves the right to refuse, reject, edit, or require modification of any advertising content at any time, at AAA’s sole discretion.
11. **Conflict with Association Interests:** AAA reserves the right to refuse advertisements, or

- request content modifications, that conflict with AAA’s revenue sources (e.g., seminars, products), mission, strategic interests, or that are deemed contrary to the best practices of the Association.
12. **Labeling of Advertisements:** AAA reserves the right to insert the word “Advertisement” into any advertisement that, in AAA’s judgment, could be mistaken as editorial content.
 13. **Required Contracts:** All advertising placements require a fully executed written contract (including electronic signatures) outlining terms, rates, and insertion dates. If the advertiser fails to provide artwork by the specified due date, AAA may fill the reserved space with another advertisement at AAA’s discretion and charge the original advertiser for the reserved space.
 14. **Contract Changes:** Changes to the advertising contract are only permitted for the following reasons: increase in ad size, increase in frequency, addition of color, or request for special placement. All such changes must be submitted in writing and approved by AAA.
 15. **Rate Changes:** Advertising rates are subject to change. When new rates are announced, existing advertisers in good standing will continue at their current contract rate until the end of their contract period. Renewals or extensions after the contract period ends will be subject to the new rates.
 16. **Failure to Publish:** Unintentional or inadvertent failure by AAA to publish the advertisement shall not constitute a breach of contract. In such cases,

AAA's liability shall be limited to a refund of the paid advertising fee for the affected insertion, or placement of the advertisement in a comparable future publication date, at AAA's discretion.

INDEMNITY AND LIABILITY

17. Advertiser's Content Responsibility: Advertisers and their advertising agencies assume full and exclusive responsibility for the content of all advertisements submitted, including but not limited to text, claims, representations, illustrations, and any intellectual property used therein. Advertiser warrants that it owns or has the lawful right to use all content and materials provided.

18. Indemnification: Advertisers and their agencies agree to indemnify, defend, and hold harmless AAA, its officers, directors, employees, and agents from and against any and all claims, demands, damages, liabilities, fines, levies, suits, proceedings, judgments, losses, costs, and expenses (including reasonable attorneys' fees) arising out of, related to, or resulting from (i) the content of the advertiser's advertisement, (ii) any alleged or actual infringement of intellectual property or proprietary rights of others, (iii) any misrepresentations, false statements, or inaccuracies contained in the advertisement, or (iv) any act or omission of the advertiser, its agents, or its employees.

19. Force Majeure: AAA shall not be liable for any delay or failure to print, publish, or circulate any advertisement, or any portion thereof, if such delay or failure is due to circumstances beyond AAA's reasonable control, including but not limited to acts of God, governmental orders, acts

or omissions of third-party suppliers, interruptions in USPS services, strikes, labor disputes, accidents, or other unforeseeable events.

20. Limitation of Liability: AAA's liability for any breach of this contract, or for any act or omission related to this contract, shall in no event exceed the amount of fees actually paid by the advertiser for the specific advertisement at issue. Under no circumstances shall AAA be liable for indirect, consequential, special, incidental, or punitive damages, including lost profits or business opportunities, regardless of whether such damages were foreseeable.

GENERAL PROVISIONS

21. Governing Law & Venue: This contract shall be governed by and construed in accordance with the laws of the State of Texas, without regard to its conflict of laws principles. The parties agree that any disputes arising under this contract shall be resolved exclusively in the state or federal courts located in Travis County, Texas.

22. Entire Agreement: This contract, together with any attachments or addenda incorporated by reference, constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior or contemporaneous understandings, agreements, negotiations, and communications, whether written or oral.

23. Severability: If any provision of this contract is held to be invalid, illegal, or unenforceable, the remaining provisions shall remain in full force and effect.

24. No Waiver: The failure of AAA to exercise any right, remedy, or privilege under this contract, or

to demand compliance by the advertiser with any provision of this contract, shall not be construed as a waiver of AAA's rights or the advertiser's obligations.

25. Survival: Any terms of this contract which by their nature should survive termination (including, but not limited to, indemnification and limitation of liability clauses) shall survive the expiration or termination of this contract.

26. Notices: Any notices required under this contract shall be given in writing and delivered by hand, by certified mail (return receipt requested), or by a nationally recognized courier service to the address of the other party specified in the contract, or to such other address as a party may designate in writing.

27. Assignment: Advertiser may not assign or transfer its rights or obligations under this contract without the prior written consent of AAA. Any attempt to assign or transfer without such consent shall be null and void.