

Media Kit

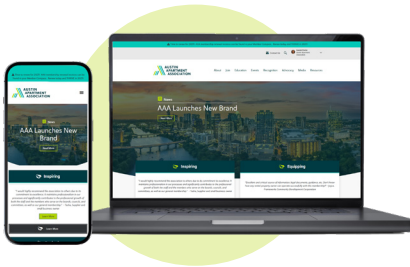
Advertising Opportunities

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 388,000 rental units - 600+ 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

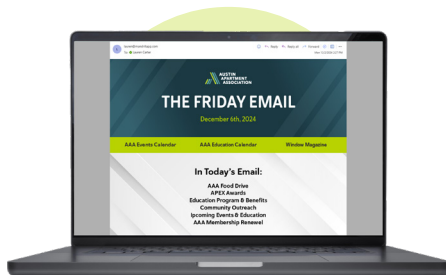
AustinAptAssoc.com is the official website for the Austin Apartment Association. AAA members -and prospective members - are looking for events, education, product and service suppliers, career information...and more.

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	\$1,599	\$1,499
Inside Front Cover	\$1,499	\$1,399
Inside Back Cover	\$1,499	\$1,399
Facing Inside Front Cover	\$1,399	\$1,299
Facing Inside Back Cover	\$1,399	\$1,299
Facing Table of Contents	\$1,299	\$1,199

Color Display Ads

Position	1 Issue	2 Issues
Full Page	\$1,199	\$1,099
Half Page	\$799	\$699
Quarter Page	\$499	\$399
Business Card	\$399	\$299
Advertorial (Full Page)	\$1,099	\$1,099





Enhanced Listings (Spring/Summer Issue Only)

Logo Listing _____ \$239

Logo Listing with Bio _____ \$339

*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
1 Page/ 2-Surface Outset	\$3,099	\$3,099
2 Page/ 4-Surface Outset	\$3,899	\$3,899

Advertisement Artwork Deadlines:

Spring/ Summer: March 13th

Fall/ Winter: September 18th

E&M Consulting Inc. oversees all ad contracts.

To Purchase Magazine Advertising Visit:

ReserveYourAd.com/AAA

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

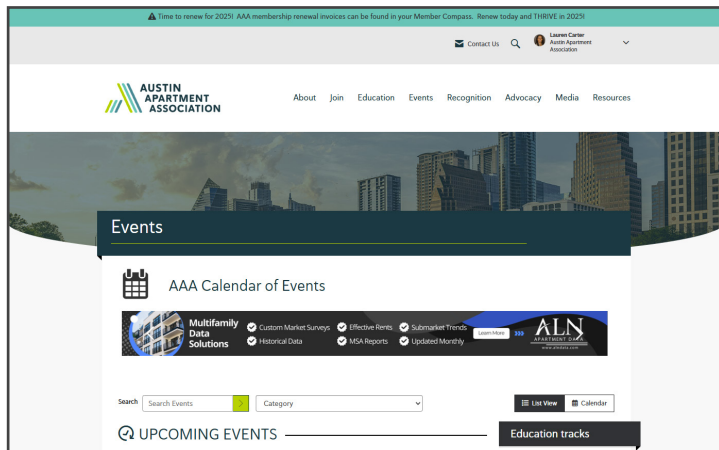
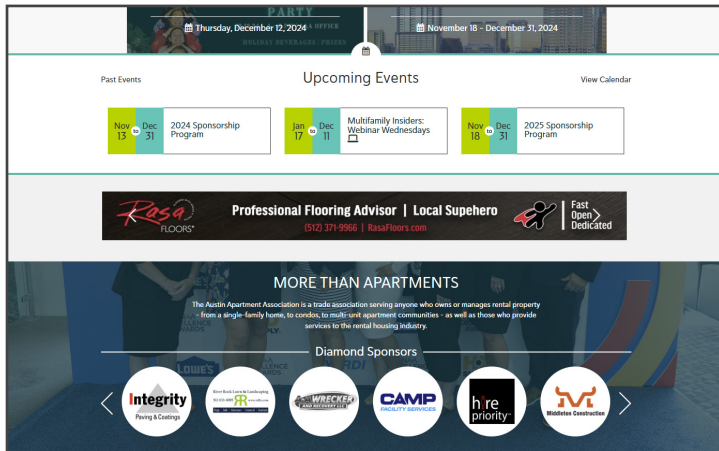
First business day of each month.

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

Member Messenger

Get Your Own
Newsletter Deployed to
Over 2,000 Properties

\$753 Per Email Blast

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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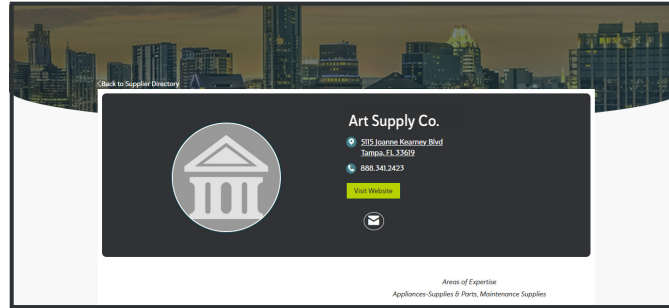
Enhanced Listing

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

Cost: \$100 per year

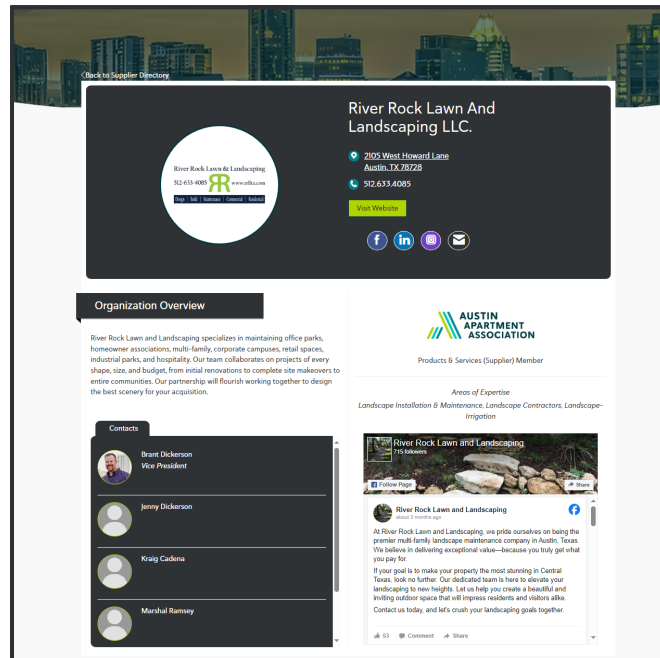
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Featured Listing

- ✓ 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

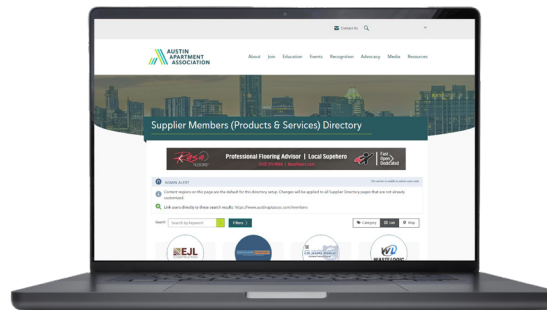
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AD Design & Layout

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.

Contract Terms

CONTRACTS & BILLING

Amounts due are payable on receipt of the bill and considered past due after 30 days. Austin Apartment Association reserves the right to request advance payment.

Listed rates are for members only. Non-member advertising rates are 135% of the member rate. All non-AAA members must pay for entire contract, in full, at the time of submitting contract.

AAA reserves the right to suspend advertising of any company with a delinquent account. Payment of past due invoices and prepayment of the first month of the resumed/new contract must occur before suspension is lifted.

Advertisers must note in the contract if invoices are to be sent to a different address and or a billing contact.

If any additional costs are incurred to run an advertisement which were not specified or accounted for at the time space was reserved or artwork was provided, the additional charges will be passed on to the advertiser.

PUBLISHER'S POLICIES

Space cancellations will not be accepted after space reservation deadline. The publisher reserves the right to limit available space. Publication schedule is subject to change. All material submitted for publication must meet **AAA standards for publication**. AAA reserves

the right to refuse or edit any material. AAA reserves the right to reject any advertising if it does not meet community standards for good taste.

AAA reserves the right to refuse advertising or request changes to the advertisement if the advertisement conflicts with AAA revenue sources (i.e. seminar registration), or is in conflict with the practices of the Association.

AAA reserves the right to insert the word "advertisement" into any advertisement which is similar to the editorial format of the publication. All advertising published by AAA requires a signed contract for space reservation with the terms and dates for insertion clearly outlined. If an advertiser reserves space and the artwork is not received by the due date, AAA reserves the right to fill the reserved space with another advertiser and to charge the original advertiser for space.

Changes in the contract can be made for the following reasons only: increase of size; increase of frequency, to add color, or to request special placement. These changes must be submitted in writing to the AAA.

Ad rates are subject to change. When new rates are announced, advertisers will be protected at their contract rates until the end of the contract period if rates are higher. Unintentional or inadvertent failure by the publisher to publish the advertisement shall not

constitute a breach of contract.

INDEMNITY CLAUSE

Advertisers and advertising agencies assume the liability for all content of advertisements printed (including text, representations, and illustrations), and also assume responsibility for any claims arising therefrom made against the publisher, including fines, levies, suits, proceedings, claims, plagiarism, actions or causes of action relating to advertisers' business, for any misstatement, false statement or inaccuracies contained in its advertisement, and for all other matters incidental or connected with advertisers' business and/or advertisers' advertisement. Publisher, shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement is accepted by publisher (Austin Apartment Association), is contained if such failure is due to acts of God, acts of government, acts of supplier, acts of the U.S. Postal Service, strikes, accidents, or other circumstances beyond the publishers' control.