



2024 MEDIA KIT

AUSTIN APARTMENT ASSOCIATION

About



AUSTIN APARTMENT ASSOCIATION'S WINDOW MAGAZINE is mailed quarterly 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.

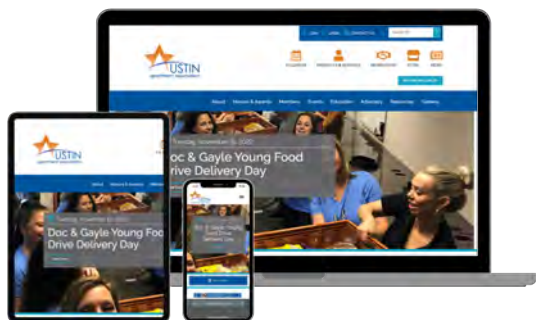
- Representative of over 340,000 rental units
- 630+ owners/management companies
- 2,020+ rental communities

The digital version of *WINDOW* had over 67,000 impressions in the past year. The digital version also allows for live links within ads.



DIRECT EMAIL opportunities are one more way to promote your business. Our weekly **FRIDAY FACTS**, **PROFESSIONAL EDGE** AND **CONNECT** emails are 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.

AUSTINAPTASSOC.COM is the official website for the Austin Apartment Association.



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

AAA members - and prospective members - are looking for events, education, product and service suppliers, career information...and more.

Print Advertising



WINDOW MAGAZINE ADVERTISING

Print ads must be submitted as 300 dpi (minimum) pdf or jpg files by deadline indicated. Prices are per issue and for AAA members only. Contact us for non-member rates.

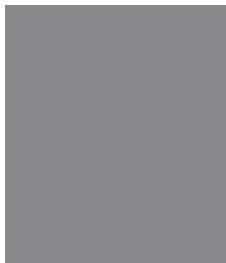
WINDOW MAGAZINE PUBLICATION SCHEDULE AND DEADLINES

Winter Issue	Space: Nov 8 / Artwork: Nov 15	Mail date: first week of January
Spring Issue	Space: Feb 8 / Artwork: Feb 15	Mail date: first week of April
Summer Issue	Space: May 8 / Artwork: May 15	Mail date: first week of July
Fall Issue	Space: Aug 8 / Artwork: Aug 15	Mail date: first week of October

*Deadline is next business day if date falls on holiday or weekend.

Premium Spots Color only and full page required for placement. Contact us for premium spot availability. Pricing listed is total cost and NOT in addition to the full page price listed below.

	4x	2-3x	1x
Back Cover	\$1,710	\$1,840	n/a
Inside Front Cover	\$1,270	\$1,360	n/a
Opposite IFC	\$1,220	\$1,280	n/a
Inside Back Cover	\$1,150	\$1,220	n/a
Opposite TOC	\$1,130	\$1,200	n/a



FULL PAGE

Page size: 8 1/2" x 11"
Live area: 7" x 10"
Bleed: 8 3/4" x 11 1/4"

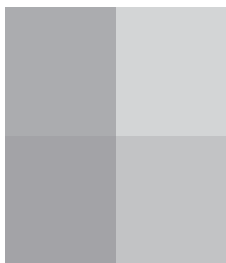
	4x	1x
Color	\$1,025	\$1,380



2/3 PAGE

Ad size: 4 7/8" x 9 1/2"

	4x	1x
Color	\$820	\$1,150



1/2 PAGE (HORIZ OR VERT)

Ad size: 3 3/8" x 9 1/2" (VERT)
Ad size: 7" X 4 5/8" (HORIZ)

	4x	1x
Color	\$630	\$920



1/4 PAGE

Ad size: 3 3/4" x 4 3/4"

	4x	1x
Color	\$465	\$710



1/6 PAGE

Ad size: 2 1/8" x 4 5/8"

	4x	1x
Color	\$350	\$580



BUSINESS CARD (HORIZ OR VERT)

Ad size: 3 1/2" x 2" (VERT)
Ad size: 2" x 3 1/2" (HORIZ)

	4x	1x
Color	\$230	\$390

Online Advertising



ONLINE ADVERTISING

Digital ads must be submitted as 72 dpi (minimum) jpg, gif or png files by deadline indicated. Publication date is the first business day of each month. Your ad will link to the company website, or web page specified on the contract. *Prices are per month and for AAA members only. Contact us for non-member rates.*

- We reserve the right to place ad to accommodate natural flow and layout aesthetics.
- We ask for a contract minimum of three months. Contracted months must be consecutive.
- Current advertisers have first right of refusal, but must reply within 48 hours to avoid relinquishing ad spot.
- All contracts and materials for online ads should be sent to Hannah Woodyard at hannah@austinaptassoc.com.

AAA WEBSITE - www.austinaptassoc.com

Space Reservation Deadline

15 days prior to 1st of each month

Artwork Deadline

One week prior to 1st of the month of display date.

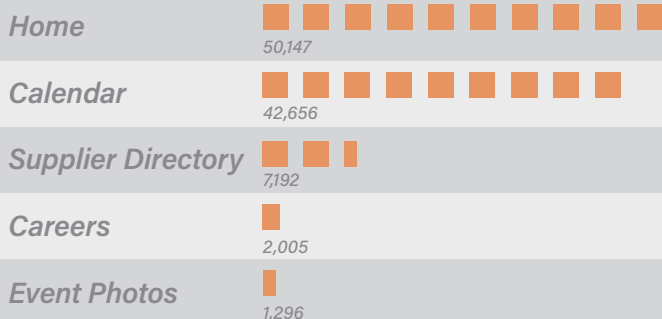
No flash or animated images are allowed.

Specifications

Digital ads must be submitted as 72 dpi (minimum) jpg, gif or png files at the indicated size, by the artwork deadline.

Position	Ad Rate	Max # Ads	Ad Size
Home Top Banner	\$310	4	970px x 90px
All Pages - Bottom Banner	\$310	4	970px x 90px
Events/Education Calendar	\$310	4	970px x 90px
Supplier Directory	\$250	4	970px x 90px
Careers	\$250	2	970px x 90px
Event Photos	\$250	1	970px x 90px

WEBSITE PAGE VIEWS 365 DAYS



365 DAYS WEB STATS

317,245 total page views

4.40 views per user

1:41 avg time on a page

72,174 users

109,700 sessions - 48.32% engagement rate

AUSTIN APARTMENT ASSOCIATION

Sabrina Miller | 512.323.0990 | sabrina@austinaptassoc.com

Email Advertising



EMAIL ADVERTISING

Digital ads must be submitted as 72 dpi (minimum) jpg, gif or png files by deadline indicated. Publication date is the first business day of each month. Your ad will link to the company website, or web page specified on the contract. *Prices are per month and for AAA members only. Contact us for non-member rates.*

- We reserve the right to place ad to accommodate natural flow and layout aesthetics.
- We ask for a contract minimum of three months. Contracted months must be consecutive.
- Current advertisers have first right of refusal, but must reply within 48 hours to avoid relinquishing ad spot.
- All contracts and materials for online ads should be sent to Sabrina Miller at sabrina@austinaptassoc.com.

WEEKLY EMAIL NEWSLETTERS

Friday Facts, Connect, Professional Edge

Space Reservation Deadline

15 days prior to 1st of each month

Artwork Deadline

48 hours prior to Friday of display date.

No flash or animated images are allowed.

Specifications

Digital ads must be submitted as 72 dpi (minimum) jpg, gif or png files at the indicated size, by the artwork deadline.

Friday Facts

Position	3 Month Ad Rate	6+ Month Ad Rate	Ad Size
Top Banner	\$460	\$430	650px x 150px
Mid Banner	\$400	\$370	650px x 150px
Left Column	\$340	\$310	650px x 150px

Connect

Position	3 Month Ad Rate	6+ Month Ad Rate	Ad Size
Top Banner	\$460	\$430	650px x 150px
Mid Banner	\$400	\$370	650px x 150px

Professional Edge

Position	3 Month Ad Rate	6+ Month Ad Rate	Ad Size
Top Banner	\$460	\$430	650px x 150px
Mid Banner	\$400	\$370	650px x 150px

WEEKLY NEWSLETTERS & MEMBER MESSENGER

5,500+ AAA member email addresses every week

MEMBER MESSENGER

Get your own newsletter deployed to more than 4,200 properties.

By utilizing the AAA property and management company email list, you can reach decision makers in the Austin multi-family rental housing industry with purchasing power.*

Space Reservation Deadline

15 days prior to 1st of each month

Artwork Deadline

1 Week prior to send date.

No flash or animated images are allowed.

Specifications

Digital ad must be submitted as 72 dpi (minimum) pdf, jpg, gif or png files at the indicated size, by the artwork deadline. Ads should be 576 x 720 px.

Member Messenger

Deployment	List Distribution	Price Per Blast
First Deployment	4,200	\$753
Second Deployment	4,200	\$603
<i>(within 3 month period)</i>		
Design E-Newsletter		\$350

Please Note:

We will only deploy 2 newsletters per month.

**Prices are per blast and for AAA members only. \$150 off for each consecutive blast after the first. We respect the privacy of our members and will not release our email lists. Each blast will be deployed in-house by the AAA.*

AUSTIN APARTMENT ASSOCIATION

Sabrina Miller | 512.323.0990 | sabrina@austinaptassoc.com

Enhanced Listing

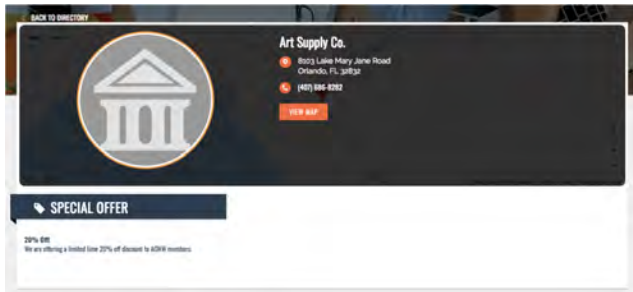


ENHANCED LISTING IN SUPPLIER DIRECTORY

Enjoy prime placement at the top of the Supplier Directory and display more company information! Include your logo, marketing information, social media feeds, related members, member bios, and more!

Cost - \$100

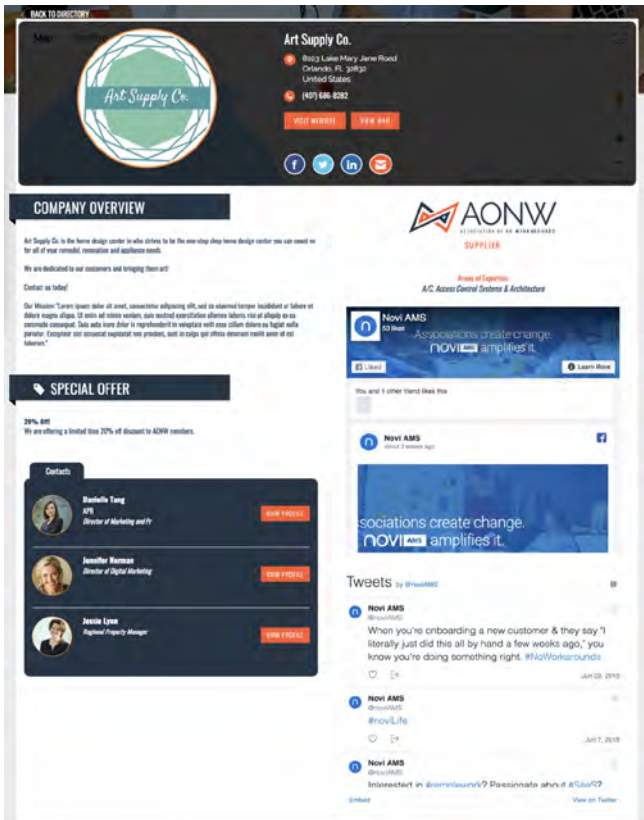
Below is an example of what a Featured vs an Enhanced Listing might look like.



FEATURED LISTING

Includes:

- Company Name
- Address
- Phone Number
- Special Offers

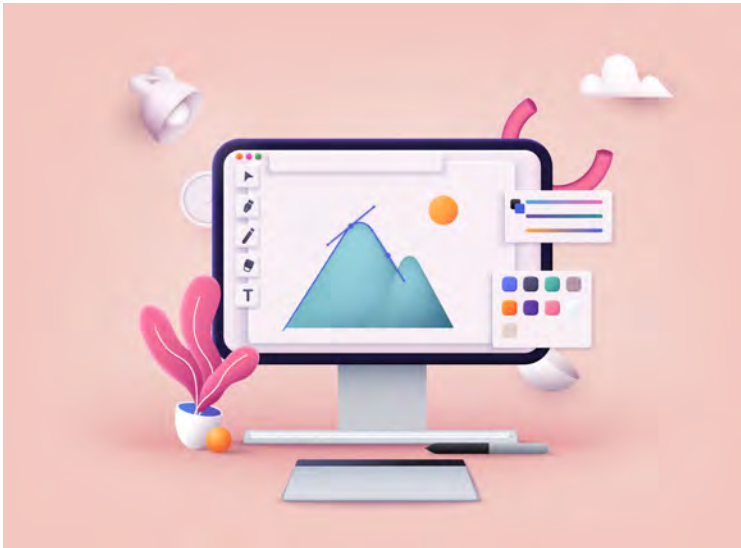


ENHANCED LISTING

Includes:

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

Other Services

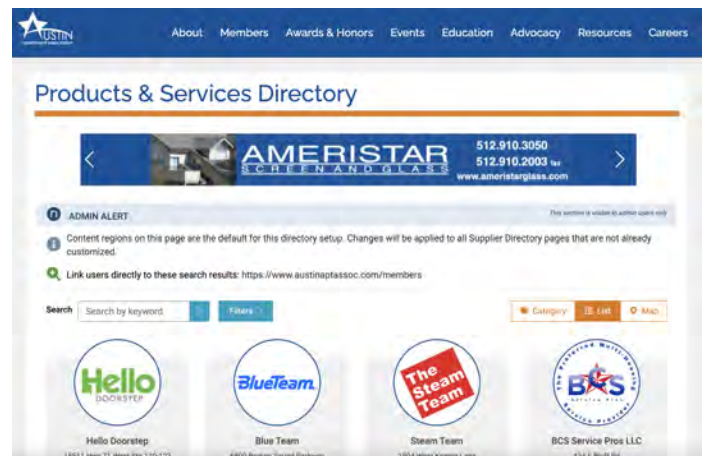


AD DESIGN & LAYOUT

AAA offers ad design and layout services at very reasonable rates as a member benefit. 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

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

First-time advertisers must pay for first two ad insertions at time of ad placement. After this condition is met, member advertisers will be billed with terms equal to net 30 days. Non-members cannot be billed and are asked to pay for ad insertions at time of ad placement, not fewer than 30 days prior to publication date.

Advertisers or their designated agencies will be billed within 10 working days of the publication date for each issue. Amounts due are payable on receipt of the bill and considered past due after 30 days. The publisher reserves the right to request advance payment.

Listed rates are for members only. Non-member advertising rates are 135% of 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 on the contract if invoices are to be sent to a different address.

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 client (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 office.

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 (Austin Apartment Association), 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 (Austin Apartment Association), shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement 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' (Austin Apartment Association), control.