

Advertising in the Greater Charlotte Apartment Association’s *Apartment Times* digital magazine is an exclusive benefit of GCAA membership. All advertisers must be current members in good standing. The rates below are per ad.

RATES & SPECS

PREMIUM PLACEMENT

BACK COVER	8.5"w x 11"h	4 X	\$576
INSIDE FRONT COVER	8.5"w x 11"h		\$576

REGULAR PLACEMENT

		4 X	2 X	1 X
FULL PAGE	8.5"w x 11"h	\$426	\$489	\$559
HALF PAGE	8.5"w x 5.5"h	\$351	\$387	\$421
QUARTER PAGE	4.25"w x 5.5"h	\$288	\$317	\$351
BUSINESS CARD	3.5"w x 2"h	\$220	n/a	n/a

PODCAST FLIGHTS

		26 X	13 X	7 X
30 SECONDS		\$80	\$102	\$123
15 SECONDS		\$40	\$52	\$63
7 SECONDS		\$32	\$42	\$53

DUE DATES

All ads are due at the GCAA office on the first day of the month prior to any issue date (ie: ads for the second quarter magazine are due Mar 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.)

BILLING

Advertisers are invoiced approximately one month prior to any issue’s delivery date.

GRAPHIC FILES for Digital Ads:
GCAA asks that submitted ads be in high-resolution (300 dpi) PDF format.

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 magazine.

Please direct all advertising-related correspondence to Monika McLean, Editor
phone: 704-334-9511 x109 • email: monika@greatercaa.org

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.