

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	7.25”w x 10”h	4 X	\$672
INSIDE FRONT COVER	7.25”w x 10”h		\$538
INSIDE BACK COVER	7.25”w x 10”h		\$430

REGULAR PLACEMENT

FULL PAGE	7.25”w x 10”h	1 X	2 X	4 X
		\$522	\$457	\$398
HALF PAGE	7.25”w x 10”h	\$393	\$361	\$328
1/4 PAGE	7.25”w x 10”h	\$328	\$296	\$269
BUSINESS CARD	7.25”w x 10”h	n/a	\$226	\$205

PODCAST FLIGHTS

30 SECONDS	7 X	13 X	26 X
	\$115	\$95	\$75
15 SECONDS	\$58	\$48	\$38
7 SECONDS	\$49	\$39	\$29

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: pr@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.

Please indicate your advertising preferences by checking the appropriate boxes below:

Ad size: Full Page Half Page Quarter Page Business Card

Podcast Ad Length: 30 Seconds 15 Seconds

Magazine Choices: 1x 4x (all print issues) 7x (podcast & magazine package)

Podcast Choices: 1x 3x 7x

Preference to issues (for smaller packages only):

Ad to run: In Consecutive Issues Other Schedule (specify below):

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

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.

Premium Placement (additional cost; see rate sheet):

Additional Comments /Instructions:

ADVERTISER SIGNATURE

PUBLISHER, BY: MONIKA MCLEAN, EDITOR

Please return to PR@GreaterCAA.org

6060 Piedmont Row Drive S, Suite 575
Charlotte, NC 28287
704.334.9511 x 109
PR@GreaterCAA.org