

apartmenttimes

Advertising Rates and Specifications for 2019

The *Apartment Times* magazine is published by the Greater Charlotte Apartment Association
 6060 Piedmont Row Drive South, Suite 575, Charlotte NC 28287
 phone 704.334.9511 • fax 704-333-4221 • www.greatercaa.org
 Erica Carter, GCAA Communications & Marketing Manager, Editor

Over 1,100 copies of the *Apartment Times* are printed six times per year. Each issue is mailed to the entire GCAA membership base (developers, owner/operators, management companies, individual properties, and vendor/suppliers), to affiliated members of the Apartment Association of North Carolina, to other NAA-affiliated apartment associations, and to local- and state-level elected officials that represent the Charlotte region.

Rates:

Advertising in the Greater Charlotte Apartment Association's *Apartment Times* magazine is an exclusive benefit of GCAA membership. All advertisers must be current members in good standing.

Ad rates per issue are as follows:

Ad Size ▾ and Duration ▶	1x	3x	6x
Full Page (7.25" w x 10" h)	\$485	\$425	\$370
Half Page (7.25" w x 4.75" h) OR (3.5" w x 10" h)	\$365	\$335	\$305
1/4 Page (3.5" w x 4.75" h)	\$305	\$275	\$250
Bus. Card (3.5" w x 2" h)	N/A	\$210	\$190
Full Page Color Ads	1x	3x	6x
Outside Back Cover	N/A	\$880	\$685
Inside Front Cover	N/A	\$765	\$570
Inside Back Cover	N/A	\$700	\$500

Specific Locations (besides covers) - add 15% to base rates

Billing: Advertisers are invoiced approximately one month prior to any issue's delivery date. Payment should be sent to the GCAA at the address noted above. Phone 704-334-9511 x105 with any billing inquiries.

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.

Schedule: *Apartment Times* is published six times per year on a bi-monthly basis, beginning with the Jan/Feb and ending with the Nov/Dec issues.

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 May/June magazine are due by April 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.)

Specifications:

The *Apartment Times* is produced with Adobe InDesign software.

GRAPHIC FILES: GCAA accepts these file formats: **PDF (preferred), TIFF, EPS** Files must be high-resolution (150 dpi +)

NATIVE APPLICATION FILES: GCAA accepts Adobe InDesign, PhotoShop, and Illustrator files. All supporting graphic and screen/printer fonts must be included. MS Word and Publisher files are acceptable but not recommended. *We do not accept MS PowerPoint files as artwork for advertisements.*

"CAMERA READY" ads (hard copy) will be scanned, which will reduce print quality. *This is not recommended.*

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:

Erica Carter, Editor

Apartment Times Magazine

c/o Greater Charlotte Apartment Association

6060 Piedmont Row Dr. South, Ste. 575, Charlotte, NC 28287
 phone: 704-334-9511 x106 • email: erica@greatercaa.org

Full Page
7.25" w x 10" h

1/2 Page
Vertical
3.5" w x 10" h

Business
Card
3.5" w x 2" h

1/2 Page
Horizontal
7.25" w x 4.75" h

1/4 Page
3.5" w x 4.75" h

THE GREATER CHARLOTTE APARTMENT ASSOCIATION'S *Apartment Times* ADVERTISING AGREEMENT

Please return to:

Erica Carter, Editor

GCAA's *Apartment Times* Magazine
6060 Piedmont Row Drive South, Suite 575
Charlotte, NC 28287
Phone: 704.334.9511 x106 • Fax: 704.333.4221
Email: erica@greatercaa.org

Bill to: _____

Attn: _____

Billing Address: _____

Phone: _____ Email: _____

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

Ad size: Full Page Half Page Horiz. Half Page Vert. Quarter Page Business Card

Ad duration: 1x 3x 6x

Beginning with this issue: Jan/Feb March/April May/June Jul/Aug Sept/Oct Nov/Dec

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

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

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.

Special Location (additional cost; see rate card): _____

Additional Comments /Instructions: _____

Advertiser, by: _____

Signature

Title

Date

Publisher, by: Erica Carter, Editor _____

Signature

Date