

# apartment times

## Advertising Rates and Specifications for 2020

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  
Wesley Masters, GCAA Marketing & Communications 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
<b>Full Page</b> (7.25" w x 10" h)	<b>\$485</b>	<b>\$425</b>	<b>\$370</b>
<b>Half Page</b> (7.25" w x 4.75" h) OR (3.5" w x 10" h)	<b>\$365</b>	<b>\$335</b>	<b>\$305</b>
<b>1/4 Page</b> (3.5" w x 4.75" h)	<b>\$305</b>	<b>\$275</b>	<b>\$250</b>
<b>Bus. Card</b> (3.5" w x 2" h)	<b>N/A</b>	<b>\$210</b>	<b>\$190</b>
<b>Full Page Color Ads</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
<b>Outside Back Cover</b>	<b>N/A</b>	<b>\$880</b>	<b>\$685</b>
<b>Inside Front Cover</b>	<b>N/A</b>	<b>\$765</b>	<b>\$570</b>
<b>Inside Back Cover</b>	<b>N/A</b>	<b>\$700</b>	<b>\$500</b>

**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:

**Wesley Masters, Editor**

*Apartment Times Magazine*

c/o Greater Charlotte Apartment Association

6060 Piedmont Row Dr. South, Ste. 575, Charlotte, NC 28287

phone: 704-334-9511 x109 • email: wesley@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**

**Wesley Masters**

**Please return to:**

wesley@greatercaa.org  
6060 Piedmont Row Drive S  
Suite 575  
Charlotte, NC 28287  
Cell: 704.334.9511 x 109 Fax: 704.333.4221

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: Wesley Masters, Editor \_\_\_\_\_

Signature

Date