

CURRENT NEWSPAPER

RHAWA's *Current* Newspaper is the leading rental housing industry news journal in Washington State. *Current* reviews current industry related legislative activity, vacancy trends, property management and maintenance information, as well as business and personal finance.

Current is published monthly and distributed to over 7,000 readers. The publication's circulation is expanded a couple months out of the year as part of RHAWA's member campaign. Additionally, 24 back issues of *Current* are available in digital format.



▶ ARTICLE CONTRIBUTIONS

RHAWA is more than happy to review any and all articles pertaining to the rental housing industry. RHAWA cannot guarantee all submitted articles will be published. Articles must be educational and cannot compete with products and services offered by RHAWA. RHAWA reserves the right to edit or refuse articles. RHAWA may give permission for articles to be reprinted with the stipulation that credit be given to the original author and the publication.

Specifications

- Educational article
- Around 500 words in a Word document
- Optional graphics or photos
- Author byline + head-shot
- Final paragraph about company including contact info.

▶ VENDOR PROFILE

Submit a vendor profile article to introduce yourself to RHAWA members. This profile may only be published per membership year.

Graphics / Images: Provide a high-resolution 300 dpi file of the company logo and / or photograph(s) to include with company profile.

Sample Questions:

- What is your company's mission statement?
- What type of products / services do you provide and what do you specialize in?
- How long have you been in business; how many employees do you have?
- What geographic areas do you cover?
- When and why did you join RHAWA?
- How have you taken part in RHAWA, or benefited from RHAWA?
- What one thing would you like our members to know about your organization?
- What does your company do in the line of community service?



SUBMISSION DEADLINES

2024

- ▶ **JANUARY NEWSPAPER**
December 8, 2024
- ▶ **FEBRUARY NEWSPAPER**
January 14, 2024
- ▶ **MARCH NEWSPAPER**
February 11, 2024
- ▶ **APRIL NEWSPAPER**
March 17, 2024
- ▶ **MAY NEWSPAPER**
April 14, 2024
- ▶ **JUNE NEWSPAPER**
May 12 2024
- ▶ **JULY NEWSPAPER**
June 16, 2024
- ▶ **AUGUST NEWSPAPER**
July 14, 2024
- ▶ **SEPTEMBER NEWSPAPER**
August 11, 2024
- ▶ **OCTOBER NEWSPAPER**
September 15, 2024
- ▶ **NOVEMBER NEWSPAPER**
October 13, 2024
- ▶ **DECEMBER NEWSPAPER**
November 10, 2024

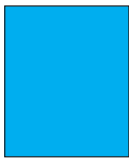
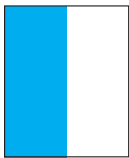
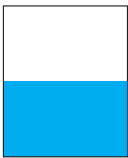

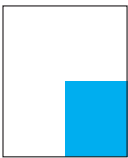
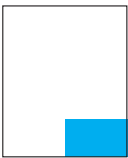
2025

- ▶ **JANUARY NEWSPAPER**
December 15, 2024

CURRENT AD INFO

▶ ADVERTISING OPTIONS

Display Ads:

Full Page	1/2 Page V	1/2 Page H	1/3 Page H	1/4 Page V	1/8 Page H
					
10.25" x 12.375"	5" x 12.375"	10.25" x 6.2"	10.25" x 4.1833"	5" x 6.2"	5" x 3"

Vendor Listings: Your company is listed in 2 categories for free – categories may be added for a small fee, or enhance listing(s) with a mini-ad.

Newspaper Insert: Our inserts are a full color ad (8.5" x 11") on glossy paper. The cost includes printing and insertion.

▶ DISPLAY ADVERTISING SPECIFICATIONS

All files must be submitted in digital format. The following formats are acceptable:

• EPS

All fonts must be changed to outlines, or included with the file. All graphic elements within the ad must be included with each file. Image resolution should be at least 300 dpi at final scale. Before placing artwork into the ad, size artwork to 100% of actual size used in ad. Artwork should be converted to CMYK or grayscale. There should be no RGB images of any type.

• PDF

A high-resolution 300 dpi file is required. All graphic elements with the ad should be in PDF format. Include all fonts and graphic elements with each file. Image resolution should be at least 300 dpi at final scale. Before placing artwork into the ad, size artwork to 100% of actual size used in ad. Artwork should be converted to CMYK or grayscale. There should be no RGB images of any type. Black or CMYK for color ads are the only accepted color format for PDFs.

▶ STORING MATERIALS

All final advertising files will be stored for 12 months.

▶ TERMS

The advertiser agrees that this contract cannot be terminated unless given a written notice, at least 60 days prior to the print date (13th of the month preceding publication). If a contract is terminated before the duration of the agreement, the advertiser will be billed the remainder of the one-time rate for all ads previously run. **RHAWA must receive ad materials 15 days prior to the print date.** If ad materials are not turned in by the deadline, we reserve the right to run the previous month's ad. RHAWA reserves the right to edit or omit any ad. The advertiser may not promote a product or service that competes with RHAWA products or services. Advertising invoices must be paid in full within 30 days of receipt of invoice. If unpaid balance exceeds 60 days, no further advertising will be run. Must be an active RHAWA member to advertise in publication.

2024 CURRENT ADVERTISING AGREEMENT

Return this completed agreement to Luke Brown at lbrown@RHAWA.org.

Company Information

Company Name: _____

Ad Contact Person: _____

Ad Contact Email: _____ Phone # _____

Billing Contact Person: _____

Billing Contact Email: _____ Phone # _____

Address: _____

City: _____ State: _____ Zip: _____

DISPLAY ADVERTISING OPTIONS

SIZES (Dimensions)	FREQUENCY // Rates are per ad			
	1x - 3x per year	4x per year	6x per year	12x per year
Full Page (10.25"w x 12.375"h)	\$950 Black + White \$1,120 Full Color	\$830 Black + White \$1000 Full Color	\$815 Black + White \$980 Full Color	\$695 Black + White \$860 Full Color
1/2 Page (Vert: 5"w x 12.375"h) (Horiz: 10.25"w x 6.2"h)	\$680 Black + White \$845 Full Color	\$595 Black + White \$760 Full Color	\$570 Black + White \$735 Full Color	\$490 Black + White \$650 Full Color
1/3 Horizontal (10.25"w x 4.1833"h)	\$560 Black + White \$725 Full Color	\$505 Black + White \$670 Full Color	\$480 Black + White \$645 Full Color	\$415 Black + White \$580 Full Color
1/4 Vertical (5"w x 6.2"h)	\$440 Black + White \$605 Full Color	\$405 Black + White \$575 Full Color	\$390 Black + White \$560 Full Color	\$335 Black + White \$505 Full Color
1/8 Horizontal (5"w x 3"h)	\$270 Black + White \$430 Full Color	\$245 Black + White \$415 Full Color	\$225 Black + White \$395 Full Color	\$200 Black + White \$370 Full Color



BONUS

Sign an ad agreement for a 1/2 page (or larger) 6x a year (or more) and receive a **FREE** mini ad each month!

ADDITIONAL INFORMATION

Display ad size: _____ Black and White or Color: _____

Beginning month and year: _____ Ending month and year: _____

DISPLAY AD AMOUNT: \$ _____

'VENDOR LISTINGS' SECTION OPTIONS

Mini Ad* (2.3"w x 1.3"h) *Full color unavailable	<input type="checkbox"/> \$65 for 1 mini ad per month for 12 months Category: _____	<input type="checkbox"/> \$150 for 3 listings per month for 12 months Category 1: _____
	<input type="checkbox"/> \$130 for 2 mini ads per month for 12 months Category: _____	Category 2: _____
		Category 3: _____
Additional listing(s)	<input type="checkbox"/> \$20 per listing per month for 12 months Category: _____	<input type="checkbox"/> \$50 for 3 listings per month for 12 months Category 1: _____
	<input type="checkbox"/> \$40 for 2 listings per month for 12 months Category: _____	Category 2: _____
		Category 3: _____

ADDITIONAL INFORMATION

Beginning month and year: _____ Ending month and year: _____

'VENDOR LISTINGS' AMOUNT: \$ _____



2024 CURRENT INSERT OPTIONS

Full Color Insert – printed and inserted into monthly distribution (8.5”w x 11”h)

1x, 1-sided – \$1,525

3x consecutive run, 1-sided – \$1,025 per month

1x, 2-sided – \$1,840

3x consecutive run, 2-sided – \$1,520 per month

ADDITIONAL INFORMATION

Insertion month(s) and year(s): _____

INSERT AMOUNT: \$ _____

SUBMISSION INFORMATION

Submit .eps or .pdf artwork to lbrown@RHAWA.org

EPS
All fonts must be changed to outlines, or included with the file. All graphic elements within the ad must be included with each file. Image resolution should be at least 300 dpi at final scale. Before placing artwork into the ad, size artwork to 100% of actual size used in ad. Artwork should be converted to CMYK or grayscale. There should be no RGB images of any type.

PDF
A high-resolution 300 dpi file is required. All graphic elements with the ad should be in PDF format. Include all fonts and graphic elements with each file. Image resolution should be at least 300 dpi at final scale. Before placing artwork into the ad, size artwork to 100% of actual size used in ad. Artwork should be converted to CMYK or grayscale. There should be no RGB images of any type. Black or CMYK for color ads are the only accepted color format for PDFs.

Special instructions – please print:

PAYMENT

Advertising Options Subtotal (Display Ad, 'Vendor Listings' + Insert) \$ _____

TERMS OF AGREEMENT

This contract is an agreement to place advertising. By signing this contract, the advertiser hereby agrees to the following terms:
The advertiser agrees that this contract cannot be terminated unless given a written notice, at least 60 days prior to the print date (13th of the month proceeding publication). If a contract is terminated before the duration of the agreement, the advertiser will be billed the remainder of the one-time rate for all ads previously run. **RHAWA must receive ad materials 15 days prior to the print date.** If ad materials are not turned in by the deadline, we reserve the right to run the previous month’s ad. RHAWA reserves the right to edit or omit any ad. The advertiser may not promote a product or service that competes with RHAWA products or services. Advertising invoices must be paid in full within 30 days of receipt of invoice. If unpaid balance exceeds 60 days, no further advertising will be run. Must be an active RHAWA member to advertise in publication.

I have read and understand the terms of this contract as stated above. I agree to be personally responsible for this debt and know the terms and deadline dates. I acknowledge commitment to this advertising agreement by:

Enclosing a check or credit card payment for the total amount indicated above.

Credit Card Information

Name as it Appears on the Credit Card: _____

Credit Card #: _____ Card Type: _____

Expiration Date: _____

Card Holder Signature: _____

Request an invoice from RHAWA payable within 30 days of receipt.

Client Signature: _____ **Date:** _____