



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, 11 back issues of *Current* are available in digital format at epaper.RHAWA.org.



▶ 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 RHAWA members to know about your organization?
- What does your company do in the line of community service?



SUBMISSION DEADLINES

2021

- ▶ **JANUARY NEWSPAPER**
December 4, 2020
- ▶ **FEBRUARY NEWSPAPER**
December 30, 2020
- ▶ **MARCH NEWSPAPER**
February 5, 2021
- ▶ **APRIL NEWSPAPER**
March 5, 2021
- ▶ **MAY NEWSPAPER**
April 2, 2021
- ▶ **JUNE NEWSPAPER**
April 30, 2021
- ▶ **JULY NEWSPAPER**
June 4, 2021
- ▶ **AUGUST NEWSPAPER**
July 2, 2021
- ▶ **SEPTEMBER NEWSPAPER**
July 30, 2021
- ▶ **OCTOBER NEWSPAPER**
September 3, 2021
- ▶ **NOVEMBER NEWSPAPER**
September 30, 2021
- ▶ **DECEMBER NEWSPAPER**
October 27, 2021

2022

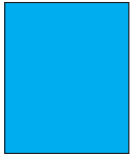
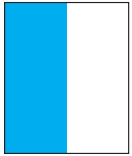
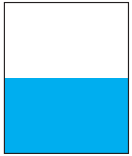
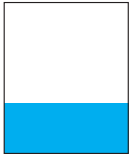
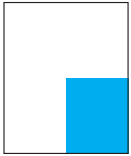
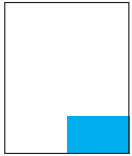
- ▶ **JANUARY NEWSPAPER**
December 4, 2020



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 6.15"	10.25" x 4.15"	5" x 6.15"	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.

CURRENT ADVERTISING AGREEMENT

Return this completed agreement to Melissa Canfield at mcanfield@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)	\$905 Black + White \$1,065 Full Color	\$790 Black + White \$955 Full Color	\$775 Black + White \$935 Full Color	\$660 Black + White \$820 Full Color
1/2 Page (Vertical: 5" w x 12.375" h) (Horizontal: 10.25" w x 6.15" h)	\$645 Black + White \$805 Full Color	\$565 Black + White \$725 Full Color	\$540 Black + White \$700 Full Color	\$465 Black + White \$620 Full Color
1/3 Horizontal (10.25" w x 4.15" h)	\$530 Black + White \$690 Full Color	\$480 Black + White \$640 Full Color	\$455 Black + White \$615 Full Color	\$395 Black + White \$550 Full Color
1/4 Vertical (5" w x 6.15" h)	\$420 Black + White \$575 Full Color	\$385 Black + White \$545 Full Color	\$370 Black + White \$530 Full Color	\$320 Black + White \$480 Full Color
1/8 Horizontal (5" w x 3" h)	\$255 Black + White \$410 Full Color	\$235 Black + White \$395 Full Color	\$215 Black + White \$375 Full Color	\$190 Black + White \$350 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: _____	Category 3: _____

ADDITIONAL INFORMATION

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

'VENDOR LISTINGS' AMOUNT: \$ _____

Newspaper Insert Options

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

1x, 1-sided – \$1,450

3x consecutive run, 1-sided – \$975 per month

1x, 2-sided – \$1,750

3x consecutive run, 2-sided – \$1,475 per month

ADDITIONAL INFORMATION

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

INSERT AMOUNT: \$ _____

Submission Information

Submit .eps or .pdf artwork to mcanfield@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:** _____