



# RentalOwner Magazine

2026 RATE CARD & MEDIA KIT

*The Voice of Southern California's Rental Housing Industry*

Southern California Rental Housing Association  
socalrha.org | 858.278.8070

The cover of RentalOwner Magazine. At the top left is the Southern California Rental Housing Association logo. To its right, the text "Southern California Rental Housing Association" is in white, and "RentalOwner Magazine" is in a larger white font. Below the title is a photograph of five people (four men and one woman) standing outdoors in front of a building. They are wearing blue polo shirts with the association's logo. The background shows a sunny outdoor setting with trees and a building. At the bottom, there is a dark blue banner with three columns of text: "Feature 1", "Feature 2", and "Feature 3", each followed by "Short description" and "Page X".

**Southern California**  
Rental Housing Association

**RentalOwner Magazine**

**Feature 1**  
Short description  
Page X

**Feature 2**  
Short description  
Page X

**Feature 3**  
Short description  
Page X

# About RentalOwner

## Connect with Southern California's Rental Housing Industry

RentalOwner is SCRHA's official magazine, connecting supplier partners with the rental housing professionals who own, operate, and manage properties throughout Southern California.

Published six times per year, RentalOwner delivers timely industry news, legislative and legal updates, operational insights, and resources from a trusted industry source.

### **Published Bimonthly**

Six issues per year provide consistent opportunities to keep your company visible throughout the year.

### **Trusted Industry Content**

Timely information on legislation, legal developments, property operations, education, and issues affecting rental housing.

### **Targeted Audience**

Reach SCRHA members and rental housing professionals, from independent owners to property management companies and industry leaders.



# Digital Today. Print to Come.

RentalOwner is currently published as a digital magazine, giving advertisers immediate access to SCRHA's established member and industry audience.

As advertising support grows, SCRHA plans to expand RentalOwner to include print distribution.

## Digital Distribution

Each issue is promoted through SCRHA's email, website, social media, and other digital channels.

## Future Print Distribution

Print distribution is planned as RentalOwner's advertising program grows.

## Your Advertising Extends with Us

When print production begins, advertising will be included in both the digital and print editions at **no additional charge**.

***One placement. Growing reach.***



# Your Audience

RentalOwner connects your company with professionals who influence purchasing, operations, vendor relationships, and property decisions.



## **Independent Rental Owners**

Hands-on owners who select the products, services, and professionals they rely on to operate their rental properties.



## **Maintenance & Facilities Professionals**

Teams responsible for maintaining properties and sourcing products, equipment, and services.



## **Property Management Companies**

Companies managing rental housing portfolios throughout Southern California.



## **Executive & Industry Leadership**

Owners, executives, and senior professionals who guide company strategy and supplier relationships.



## **Property & Regional Managers**

Professionals responsible for day-to-day property operations, vendor relationships, and purchasing decisions.



## **Real Estate & Leasing Professionals**

Industry professionals who influence rental housing transactions, operations, and vendor recommendations.

# Your Reach

RentalOwner is supported by SCRHA's broader communications network, creating opportunities for your company to be seen across multiple member touchpoints.

~5,400

**Digital Deliveries Per Issue**

RentalOwner reaches members and industry professionals through SCRHA's digital distribution channels.

~7,000

**Email Audience**

SCRHA email communications connect members with industry news, education, events, advocacy, and resources.

~6,500

**Monthly Website Visitors**

Our website serves as a year-round destination for rental housing information and member resources.

100+ Years

**Industry Trust**

SCRHA has served Southern California's rental housing community since 1919.

# Why Advertise in RentalOwner?

RentalOwner gives supplier partners a focused way to build awareness with the rental housing professionals they want to reach.



## Targeted Industry Reach

Connect with an audience specifically involved in owning, managing, and operating rental housing.

## Trusted Environment

Position your company alongside SCRHA's industry news, advocacy updates, education, and professional resources.

## Consistent Visibility

Build recognition over time with six advertising opportunities throughout the year.

## Digital + Future Print

Your advertising appears digitally today, with print placement included at no additional charge when print production begins.

## SCRHA Member Savings

Supplier members receive preferred advertising rates and access to multi-issue discounts.

Be visible where your customers are already looking for industry information and resources.

# Advertising Sizes & Rates

Choose the placement that fits your goals.

| Ad Size                                                         | Published Rate | Member Rate     |
|-----------------------------------------------------------------|----------------|-----------------|
| Full Page<br>Bleed: 8.625" x 11.125"<br>No Bleed: 7.5" x 10"    | \$750          | <b>\$675</b>    |
| 2/3 Page<br>4.875" x 10"                                        | \$625          | <b>\$562.50</b> |
| 1/2 Page<br>7.5" x 4.875"                                       | \$525          | <b>\$472.50</b> |
| 1/3 Page<br>Vertical: 2.375" x 10"<br>Horizontal: 7.5" x 3.125" | \$425          | <b>\$382.50</b> |
| 1/4 Page<br>3.625" x 4.875"                                     | \$375          | <b>\$337.50</b> |

## SCRHA Members Save 10%

Advertising rates include placement in the digital edition of RentalOwner. When print production begins, ads will also be included in the print edition at no additional charge.

# Premium Placements

Make an Even Bigger Impression with SCRHA Members

## **Inside Front Cover** +25%

High-visibility placement at the front of the publication.

## **Inside Back Cover** +25%

Prominent placement near the close of the magazine.

## **Back Cover** +25%

Maximum exterior visibility.

## **Opposite Table of Contents** +25%

Prominent positioning near a frequently referenced section of the magazine.

## **Center Spread** Contact SCRHA for Pricing

A two-page placement for campaigns that need more room to make an impact.

Premium positions are limited and subject to availability.

# Ad Specifications, Deadlines, & Policies

Everything you need to submit your advertisement.

## **Trim Size**

8.375" × 10.875"

## **Live Area**

7.875" × 10.375"

0.25" safety margin on all sides

## **Bleed**

8.625" × 11.125"

0.125" bleed on all sides

## **File Requirements**

- Format: Press-ready PDF, PDF/X-1a preferred
  - Also Accepted: High-resolution TIFF or EPS
- Color Mode: CMYK only, no RGB or spot colors
- Resolution: 300 dpi minimum
- Fonts: Embedded or outlined

## **Submission Deadline**

All artwork and materials must be submitted at least 45 days prior to publication.

# Ready to Reach Rental Housing Leaders?

Partner with RentalOwner Magazine to put your brand in front of decision-makers.

1

## **Choose Your Package**

Select your ad size, commitment length, and any add-ons from our rate card.

2

## **Sign Your Agreement**

Complete the Advertisement Agreement (provided separately) with your selection and terms.

3

## **Submit & Pay**

Submit your signed agreement, artwork, and payment 45 days before publication. Pay online at [socalrha.org](https://socalrha.org) via ACH or credit card.

Contact Us to Reserve Your Space

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