

RentalOwner Magazine Advertising & Sponsorship Agreement

San Diego Multihousing Corporation (SDMHC), wholly owned subsidiary of SCRHA



Southern California
Rental Housing Association

Complete all applicable sections. Terms and event conditions are attached and incorporated by reference.

ADVERTISER DETAILS

Company Name

Primary Contact

Title

Email

Phone

Billing Contact

Billing Email

Billing Address

SELECTIONS

Membership Status

- ☐ Current SCRHA member in good standing ☐ Non-member

Issue Commitment

- ☐ 1 issue ☐ 2 consecutive issues ☐ 3 consecutive issues
☐ 4 consecutive issues ☐ 5 consecutive issues ☐ 6 consecutive issues

Publication Issue(s)

- ☐ September 20 ☐ November 20 ☐ January 20
☐ March 20 ☐ May 20 ☐ July 20

AD SIZE AND PRICING

Select	Ad Size	Published Rate	Member Rate
☐	Full Page	\$750	\$675
☐	2/3 Page	\$625	\$562.50
☐	1/2 Page	\$525	\$472.50
☐	1/3 Page	\$425	\$382.50
☐	1/4 Page	\$375	\$337.50

DISCOUNT AND TOTALS

- ☐ No additional multi-issue discount applies ☐ 5% off member rate for 3 consecutive issues
☐ 5% off member rate for 4 consecutive issues ☐ 10% off member rate for 5 consecutive issues
☐

Selected base rate per issue Discounted rate per issue Number of issues Subtotal

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- ☐ No additional multi-issue discount applies ☐ 10% off member rate for 6 consecutive issues
- ☐ 5% off member rate for 4 consecutive issues

Selected base rate per issue	Discounted rate per issue	Number of issues	Subtotal

PREMIUM PLACEMENT AND BILLING

- ☐ Inside Front Cover (+25%) ☐ Inside Back Cover (+25%)
- ☐ Back Cover (+25%) ☐ Opposite Table of Contents (+25%)
- ☐ Center Spread (Quote Required) ☐ No premium placement requested

Premium placement pricing: add 25% to the otherwise applicable ad rate for approved premium placement.

BILLING AND PAYMENT

- ☐ Publisher will invoice each reserved issue
- ☐ Publisher may require prepayment of all reserved issues in full
- ☐ Accepted payment methods: credit card, check, online payment, or ACH
- ☐ Purchase order required

Premium placement fee (Ad Rate +25%)	Total contract amount	Purchase order number



ADDITIONAL SPONSORSHIP OPPORTUNITIES

- ☐ Event sponsorship requested
- ☐ Additional sponsorship opportunity requested
- ☒ No additional sponsorship opportunities requested

Requested sponsorship opportunity/opportunities

Applicable event, program, or initiative

Sponsorship amount or agreed rate

Sponsorship description

Description of sponsorship benefits to be provided



ARTWORK SUBMISSION

- | | |
|---|--|
| ☐ Press-ready PDF will be provided | ☐ TIFF will be provided |
| ☐ EPS will be provided | ☐ Advertiser requests production assistance |
| ☐ Advertiser requests creative changes to existing artwork | |

Artwork Contact

Artwork Email

Artwork Due Date(s)

Estimated Creative Charges

All artwork and materials must be submitted at least 45 days prior to publication date. Press-ready PDF is preferred; TIFF and EPS are also accepted.

KEY ACKNOWLEDGMENTS

- ☐ Payment must be received in advance to receive the full contracted discount.
- ☐ Discounted multi-issue commitments must be consecutive and may not skip an issue.
- ☐ Advertiser cancellations must be sent in writing at least 45 days in advance to lee@socalrha.org or info@socalrha.org.
- ☐ Cancellations received after that deadline may be charged in full.
- ☐ Failure to submit payment or required artwork by the 45-day-in-advance deadline may result in forfeiture of reserved space, and Advertiser remains responsible for payment.
- ☐ All new, changed, replacement, or revised artwork must be provided at least 45 days before the applicable publication date.
- ☐ Advertiser is solely responsible for timely providing materials, approvals, required legal disclosures, and license numbers, including contractor license numbers where required by law.
- ☐ SDMHC may reject advertising that is inconsistent with publication standards or business requirements, and publication does not constitute endorsement by SDMHC or SCRHA.
- ☐ If Advertiser selects an event sponsorship or other sponsorship opportunity, Advertiser acknowledges that any attached or incorporated Event Terms and Conditions shall also apply to that sponsorship opportunity.

SIGNATURE ACKNOWLEDGMENT AND SIGNATURES

By signing below, the undersigned acknowledges and agrees that the Advertiser has carefully read this entire Agreement, including all selections and acknowledgments set forth above and any additional Terms and Conditions attached to or incorporated into this Agreement, including without limitation the Page 3 Terms and Conditions and any attached or incorporated Event Terms and Conditions applicable to a selected sponsorship opportunity, understands them, has had the opportunity to ask questions, and agrees to be bound by them. The undersigned further acknowledges that no verbal statements, side understandings, or failure by SDMHC to send reminders will alter Advertiser's obligations under this Agreement. The undersigned further certifies, under penalty of perjury under the laws of the State of California, that he or she is duly authorized by Advertiser, or otherwise has full permission and authority, to sign contracts and bind Advertiser in connection with this Agreement.

ADVERTISER

Company

Authorized Signature

Printed Name

Title

Date

Terms and Conditions

San Diego Multihousing Corporation (SDMHC), wholly owned subsidiary of SCRHA



Southern California
Rental Housing Association

PUBLISHER

Company

San Diego Multihousing Corporation

Authorized Signature

Date

Printed Name Title

By signing above, Advertiser acknowledges that it has read and agrees to all selections, acknowledgments, and any attached or incorporated Terms and Conditions, including the Page 3 Terms and Conditions and any attached or incorporated Event Terms and Conditions applicable to a selected sponsorship opportunity, forming part of this Agreement.



Advertiser Signature Note: By signing the contract on page two (2), Advertiser acknowledges that it has read and agrees to all selections, acknowledgments, and any attached or incorporated Terms and Conditions, including these Page 3 Terms and Conditions and any attached or incorporated Event Terms and Conditions applicable to a selected sponsorship opportunity, forming part of this Agreement.

Rates and Eligibility: Published rates, member rates, discounts, and premium placements are subject to SDMHC approval and availability. Member pricing applies only to current SCRHA members in good standing.

Payment Terms: Payment is due 45 days in advance of the applicable publication date. Multi-issue contracts may be invoiced per issue, but each issue must still be paid by its due date.

Discount Adjustments: If Advertiser fails to make timely payment, cancels a discounted issue, loses membership status, or otherwise fails to satisfy the conditions of a discounted package, Publisher may retroactively re-price the order and invoice the difference.

Cancellation: Advertiser cancellations must be made in writing at least 45 days in advance of the applicable publication date and sent to llee@socalrha.org or info@socalrha.org. Advertiser cancellations received after that deadline may be charged in full. Publisher may cancel, suspend, or modify placements with less notice when reasonably necessary.

Artwork Deadline: All artwork and materials, including revised, updated, replacement, or corrected artwork, must be received no later than 45 days in advance of the applicable publication date.

Advertiser Responsibility: Advertiser bears sole responsibility for timely submission of all artwork, revised artwork, copy, logos, legal disclaimers, approvals, license numbers, and other production materials. Publisher has no duty to remind Advertiser of deadlines, missing materials, approvals, or production status.

Late or Missing Artwork: If required artwork, approvals, license numbers, or other required materials are not timely received, Publisher may cancel the insertion, reuse prior artwork if expressly authorized in writing, reassign the reserved space, or hold Advertiser responsible for charges associated with the reserved insertion or contracted commitment.

Creative Changes: SDMHC cannot make ad changes unless Advertiser provides the working file in EPS format. Creative changes requested from Publisher are billed at \$100 per hour with a two-hour minimum and include up to two proofs; additional time or proofs may be billed.

Publisher Rights: Publisher may reject, cancel, suspend, or remove any advertisement that does not meet technical requirements, violates law, conflicts with editorial standards, is inconsistent with SDMHC mission or reputational interests, or for any other legitimate business reason.

Placement: Specific placement is not guaranteed unless confirmed in writing as a premium placement.

No Endorsement: Publication of any advertisement does not constitute endorsement by SDMHC or SCRHA of the advertiser, its business, products, or services.

Additional Sponsorship Opportunities: Any event sponsorship, program sponsorship, or other non-standard sponsorship opportunity selected in this Agreement is subject to SDMHC approval, availability, and any additional written sponsorship terms provided by Publisher. In the event of any conflict between the standard advertising provisions of this Agreement and the written terms applicable to the sponsorship opportunity, the written sponsorship terms shall control.

Advertiser Representations: Advertiser represents that it has the legal right to publish all submitted content and that the advertisement complies with applicable law and does not infringe third-party rights. Advertiser is solely responsible for ensuring that any license number, registration number, legal disclaimer, or other disclosure required in advertising for its business or services is included in the advertisement.

Indemnity: Advertiser shall defend, indemnify, and hold harmless SDMHC and its directors, officers, employees, agents, volunteers, and representatives from and against all claims, liabilities, damages, losses, costs, and expenses, including reasonable attorneys' fees, arising from the advertisement, advertiser content, advertiser products or services, or any act, error, omission, or legal violation of Advertiser.

Confidentiality: Any confidential or non-public SDMHC information provided to Advertiser shall remain confidential and may not be used or disclosed except as necessary under this Agreement.

Publication Suspension: If Publisher suspends, discontinues, or ceases printing or publishing RentalOwner Magazine, or stops publishing a reserved issue, Publisher's sole obligation will be to refund or credit only the prepaid portion allocable to advertisements not yet run, unless comparable substitute placement is accepted by Advertiser.

Force Majeure: Publisher will not be liable for delay, interruption, reduced distribution, or failure to publish resulting from wildfire, fire, flood, earthquake, storm, natural disaster, pandemic, labor dispute, printer failure, supply chain disruption, transportation interruption, utility outage, government order, civil unrest, war, terrorism, or any event beyond its reasonable control.



Termination: Advertiser may terminate this Agreement only as to future unrun insertions by giving written notice at least 45 days in advance of the applicable publication date to lee@socalrha.org or info@socalrha.org. Any attempted advertiser termination received after that deadline will be treated as a late cancellation and may be charged in full. Publisher may terminate, cancel, suspend, reschedule, or modify this Agreement or any advertising placement with less notice when reasonably necessary. No termination relieves Advertiser of liability for charges already incurred, missed deadlines, late cancellations, space already committed, untimely artwork, or creative work already performed.

Notices: Any notice required under this Agreement must be in writing and delivered by email, personal delivery, or U.S. mail to the contact information designated by the parties, as updated from time to time. A party may change its notice information by written notice to the other party.

Entire Agreement: This Agreement constitutes the entire agreement of the parties on this subject and supersedes prior oral or written communications.

Amendment: Any amendment or modification of this Agreement must be in writing and signed by both parties.

Severability: If any provision of this Agreement is found unenforceable, the remaining provisions remain in effect.

Governing Law: This Agreement is governed by California law.

Authority; Company Bound: If this Agreement is signed by any employee, officer, agent, manager, or other representative of Advertiser, Advertiser represents and warrants that such person is authorized to execute this Agreement on Advertiser's behalf and to bind Advertiser to all payment and performance obligations under this Agreement. Advertiser shall remain fully responsible for all amounts due and all other obligations under this Agreement regardless of any internal limitation on the signer's authority, unless SDMHC had actual written notice before acceptance of this Agreement that the signer lacked such authority.



Cancellation & Refund Policy: All ticket sales are final. All purchases, both online, via email and in-person, are FINAL. There are NO REFUNDS, CREDITS, OR EXCHANGES, even for purchases made by mistake or at a non-member rate. Make sure that if you are a member, you log in to your account to receive member pricing. Please confirm your order before payment.

Registration on Behalf of Others: Individuals registering one or more attendees for an event represent and warrant that they are authorized to complete the registration and accept these Terms & Conditions on behalf of each attendee they register. The registrant is responsible for providing complete and accurate information for each attendee and agrees to update SCRHA promptly if any information changes. The registrant accepts full financial responsibility for all fees, charges, adjustments, substitutions, or add-ons associated with the attendees they register, including any outstanding balances that arise from incorrect or incomplete information. By submitting a registration on behalf of others, the registrant affirms that they have obtained each attendee's consent to receive event-related communications from SCRHA, including email, text, and platform notices. SCRHA may contact attendees directly for operational, safety, compliance, or event-logistics purposes. The registrant agrees to provide each attendee with a copy of these Terms & Conditions and all applicable event policies, requirements, waivers, notices, or communications related to participation in the event. Each attendee's participation in the event constitutes acceptance of these Terms & Conditions and agreement to comply with all SCRHA event policies, including but not limited to the Code of Conduct, safety protocols, venue rules, and any photo/video release requirements. SCRHA is not responsible for, and will not mediate, any disputes between the registrant and the attendees they register. The registrant agrees that SCRHA will not be held liable for any claims arising from the registrant's failure to obtain proper authorization, provide accurate information, or communicate event requirements to their attendees.

Logo Usage & Submission Policy: SCRHA does not guarantee immediate placement of sponsor or exhibitor logos on marketing materials. Please allow up to 10 business days (holidays and weekends excluded) for placement on the website and additional applicable promotional assets. SCRHA does not retroactively update or recreate previously published marketing materials, including social media posts, for sponsors who confirm after promotions have begun or who do not submit logos within the stated deadline. If an updated logo is not provided at the time of sponsorship or registration, SCRHA will use the most current logo on file. Updated logos must be submitted in a high-resolution format to ensure proper placement and quality across marketing materials.

Meeting & Event Code of Conduct Policy: Welcome to the Meeting and Event Conduct Policy of the Southern California Rental Housing Association (SCRHA). We are committed to providing a safe, productive, and inclusive environment for all participants and SCRHA staff, whether in person or online. All participants, including attendees, speakers, volunteers, exhibitors, service providers, and others, are expected to abide by the Meeting and Event Conduct Policy for all SCRHA meeting-related events, even those sponsored by other organizations but held in conjunction with SCRHA events.

By participating in this event, you agree to: Comply with all local, state, and federal laws and regulations, the Fair Employment and Housing Act (FEHA), the federal Fair Housing Act (FHA), the SCRHA Code of Ethics and Code of Conduct, the SCRHA Bylaws, the SCRHA Photography Release, the Cancellation Policy, and the SCRHA Housing Provider and Resident Rights & Responsibilities. Treat all parties fairly and honestly and promote the education of the industry and the public on the ethical, respectful, and responsible management and operation of rental housing. Be mindful of the purpose of the Association, its Mission, Vision, and Core Values. Agree to have your contact information shared with event sponsors. To opt-out of having your contact information shared with event sponsors, to opt-out of having your information shared with sponsors, please update your profile in your MemberCompass.

Harassment: SCRHA has zero-tolerance for any form of discrimination or harassment, especially sexual harassment, by participants or our staff at our meetings. If you experience or witness any incidents of unacceptable behavior, please inform Alan Pentico, CAE, SCRHA Executive Director at apentico@socalrha.org or 858.278.8070 so that we may take appropriate action. Harassment is unwelcome or hostile behavior, including speech, that intimidates, creates discomfort, or interferes with a person's participation or opportunity for participation. Harassment in any form, based on any of the protected classes mentioned later in this document, will not be tolerated. Harassment includes abusive or degrading language, intimidation, stalking, harassing photography or recording, inappropriate physical contact, sexual imagery, and unwelcome sexual attention. Saying that you were "just joking," "teasing," or "playful" will not be accepted as an excuse. Anyone subject to or witnessing unacceptable behavior should notify SCRHA leadership and/or an SCRHA staff member immediately. Act professionally and collegially in all SCRHA matters, including SCRHA meetings, and refrain from attacking or impugning the reputation or integrity of fellow members and/or SCRHA staff.

Responsible Drinking: At some events, both alcoholic and non-alcoholic beverages are served. SCRHA expects participants at our events to drink responsibly. SCRHA and meeting host event staff have the right to deny service to participants for any reason and may require a participant to leave the event.

Unacceptable Behavior: Examples of unacceptable behavior include, but are not limited to: Harassment, intimidation, or discrimination in any form. Physical or verbal abuse of any attendee, speaker, volunteer, exhibitor, SCRHA staff member, service provider, or other meeting guest. Examples of verbal abuse include, but are not limited to, comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations or threatening or stalking any meeting participant. Disruption of presentations during sessions, in the exhibit hall, or at other events organized by SCRHA at the meeting venue, hotels, or other contracted facilities or platforms. All participants must comply with the instructions of the moderator and any SCRHA staff or representative. Presentations, postings, and messages that contain promotional materials, special offers, job offers, product announcements, or solicitation for services. SCRHA reserves the right to remove such messages and potentially ban sources of those solicitations. Copying or taking screen shots of Q&A or any chat room activity that takes place in virtual space. SCRHA reserves the right to