

## Ad Specifications:

Electronic graphic files are preferred. We accept the following formats via email or on CD, zip or floppy: PDF (our favorite), TIFF, EPS and JPEG. *Note: these must be high resolution (300 dpi or more).*

Native application files will be sent directly to our designer; who can accept QuarkXpress, PageMaker, Photoshop and Illustrator. All supporting graphic and screen/printer fonts must be included.

“Camera Ready” ads (hard copy) or ads created with Microsoft programs will be scanned, which may reduce the quality. This is not recommended.

Every effort is made to accommodate reasonable requests, however, no position is guaranteed other than premium pages.

Premium pages are only open to current members of TAA and must be full page in size and will be printed in full color.

Advertising rates may be raised on 30 days notice and will typically take place in January.

Current members of TAA may be invoiced for their ad, however any non-member must pre-pay.

## Deadlines:

Ad deadlines are the 1st of each month for the following month. Example: Ad for May/June *ApartMentor* is due by April 1st.

## Don't have an existing ad?

*Our staff can help for an additional art fee, contact Jacqueline Bunn for more information.*



## Article Submission:

Do you have a story or article idea for *The ApartMentor*? Would you like to see your writing in print? Do you have news or property information to share? *The ApartMentor* wants to hear from you. Our staff is always on the look out for a great story, innovative information and fresh talent to introduce to our members.

## Subscribe:

A subscription to *The ApartMentor* is a TAA member benefit, with each member company and/or property receiving one issue at their listed address each month. The subscription rate of \$18 is part of their annual dues. If you would like to receive a personal copy or need additional copies, contact Jacqueline Bunn for subscription information. Subscriptions are \$18 per year for members and \$36 per year for non-members.

### To place your advertisement contact:

Jacqueline Bunn

Special Events & Services Coordinator

Triangle Apartment Association (TAA)

3739 National Drive, Suite 202

Raleigh, NC 27612

T (919) 782-1165, ext. 7

F (919) 782-1169

Email: [jbunn@triangleptassn.org](mailto:jbunn@triangleptassn.org)

[events@triangleptassn.org](mailto:events@triangleptassn.org)



# *The ApartMentor* 2010 Ad Rates

## *The ApartMentor*

is the intelligent and useful membership magazine of the Triangle Apartment Association that is published every other month.

## *The ApartMentor*

provides our members and subscribers valuable information such as upcoming educational opportunities, special events, legal affairs issues, association contacts, membership news, etc.

Rates effective until 12/01/10

### Interior Advertising:

All the interior advertisements are printed in black and white.

#### *Sold with a 6 month committment:*

Full Page	\$350 per month
Half Page	\$300 per month
Quarter Page	\$225 per month
Business Card	\$150 per month

#### *Sold with a 3 month committment:*

Full Page	\$400 per month
Half Page	\$350 per month
Quarter Page	\$275 per month
Business Card	\$200 per month

#### *Sold with a 1 month committment:*

Full Page	\$450 per month
Half Page	\$400 per month
Quarter Page	\$325 per month
Business Card	\$250 per month

Don't miss your opportunity to advertise in TAA's  
2011 & 2012 Maintenance Personnel Calendar

### Premium Advertising:

*The ApartMentor* offers premium full color advertising on three pages that are only offered to current members.

<i>Location</i>	<i>Sold on 6 month contract only</i>
Inside Front Cover	\$475 per month
Inside Back Cover	\$500 per month
Outside Back Cover (1/2 page)	\$400 per month

### Multi-Media Combo:

Every Advertiser that purchases an advertisement in *The ApartMentor* may elect to advertise on a website sub-page and receive a 10% discount on both ads. Contract extends monthly and is only offered in conjunction with *The ApartMentor* advertising.

View our website at [www.triangleaptassn.org](http://www.triangleaptassn.org) to view all sub-pages. A sub-page is any webpage on our website that isn't the home page.

