

Update Magazine Rates & Information

Advertising Rates – per consecutive issues, black & white
(a 25% insertion fee will apply to non-consecutive issue ad placement)

	one time	three times	six times	twelve times	Star Associate Member
full page	\$388	\$364	\$337	\$305	\$244
½ page	\$338	\$242	\$216	\$190	\$152
¼ page	\$215	\$190	\$162	\$136	
business card	\$145	\$120	\$ 77	\$ 71	

Insert – finished copies submitted to GDAAs - \$178 per page per insertion. Camera-ready copy submitted to GDAAs \$210 per page per insertion

BACK COVER – Available to *Star Associate Members* only

We will try our best to insert any ads in requested locations but placement cannot be guaranteed.

The Update is published monthly. All ad copies and changes must be submitted to the GDAAs office no later than the issue deadline. Call the office for specific deadline dates. Ad copies and changes may be submitted to GDAAs; 2555 S. Dixie Drive; Suite 100; Dayton, Ohio 45409 or by e-mail to info@gdaa.org Ad changes can be faxed to (937) 293-1180.

New ads – GDAAs can create your ad for you.

Costs are:

Full page - \$110 ½ page - \$80 ¼ page - \$54 business card - \$27

Ad changes and alterations are free!

New ads cannot be faxed – we can only accept camera-ready artwork mailed to the GDAAs office or e-mailed to info@gdaa.org.

Mechanical Requirements:

Camera-ready artwork to be supplied in correct proportion.

Full page	7 ½" by 10"
½ page	7 ½" by 4 ½"
¼ page	3 ½" by 4 ½"
business card	3 ½" by 2"
full page insert	8 ½" by 11"

BECOME A STAR ASSOCIATE MEMBER AND YOU GET –

A 20% discount on ALL advertising. You will be included in the back cover (two color) ad rotation of the UPDATE and have a featured article in the issue as the "Star Associate Member of the Month". The Star Associate Member logo will appear in your ad every time it appears in the UPDATE and the GDAAs Membership Directory. And you are announced as a "Star Associate Member" in every issue of the UPDATE. You will also be included in a rotating ad on the homepage of the GDAAs website and denoted by a star beside your name in the Website Products and Services section.

IN ORDER TO QUALIFY AS A STAR ASSOCIATE MEMBER:

You must place at least a ½ page ad in 12 consecutive issues of the UPDATE plus a ½ page ad in 2 consecutive issues of the GDAAs Membership Directory.

QUESTIONS??? Call (937) 293-1170 or e-mail info@gdaa.org

UPDATE

Greater Dayton Apartment Association

