

RHA UPDATE Monthly Newspaper

ADVERTISING RATES January 1, 2008/2009



DISTRIBUTION/CIRCULATION The newspaper, *UPDATE*, is published monthly by the Rental Housing Association of Puget Sound (RHA) and is sent to more than 4,600 members and over 2,200 additional industry associates. *UPDATE*'s readers are owners and operators of rental housing, who receive *UPDATE* at no charge.

EDITORIAL The *UPDATE* reviews current legislative activity that affects the rental housing industry, vacancy trends, property management news and information, maintenance information, as well as business and personal finance.

AD SIZE	DIMENSIONS (width by height)	1x-3x	4x	6x	12x	% Saved for monthly rate
FULL PAGE	10.15" x 15"	\$680	\$589	\$580	\$489	28%
1/2 VERT.	4.95" x 15"	\$449	\$419	\$399	\$340	24%
1/2 ISLAND	7.55" x 9"	\$449	\$419	\$399	\$340	24%
1/2 HORZ.	10.15" x 7.5"	\$449	\$419	\$399	\$340	24%
1/4 VERT.	4.95" x 7.5"	\$310	\$289	\$275	\$235	24%
1/4 HORZ.	7.55" x 4.75"	\$310	\$289	\$275	\$235	24%
1/8 VERT.	2.35" x 7.5"	\$190	\$175	\$160	\$140	22%
1/8 HORZ.	4.95" x 3.75"	\$190	\$175	\$160	\$140	22%
1/16 HORZ.	3.5" x 2"	\$100	\$95	\$91	\$78	22%
Mini-Ad in Vendor Section 2.3" x 1.3"			1x • \$75	12x • \$50		
Additional Listings (2 free) in Vendor section: \$20 per listing per month <i>(the above price quotes are per edition)</i>						

HIGH IMPACT ADVERTISING

Inserts — \$97/ 1,000 inserts • Average run 7,000 (This quote applies if flyers/inserts are a single sheet supplied to RHA pre-printed, ready to go on 8.5" x 11" non-glossy paper. Call for an insert agreement.) 1x = \$679 • 12x = \$550 per month.

PRODUCTION RATES

Ad production prices are quoted on an individual basis. Minimum of \$50 per hour or job. **Talk to Alice about format preferences.** Call for ad specs.

COLOR ADS

Color ads may be run at an additional \$85 per color. A full color ad is considered 4 colors. One spot color plus black = additional \$85; Two spot colors plus black = additional \$170; Full color = additional \$340. (Price quote based on digital copy. Call for specific quotes.)

DEADLINE

All ads are due the 8th of the month preceding publication. Delays in receiving ads can result in the publication proceeding without the ad. Change orders after deadline are a minimum of \$50.