

RHA UPDATE Monthly Newspaper/Website Advertising Rates 2010

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	1x-3x	4x	6x	12x
	(width by height)	monthly rate	monthly rate	monthly rate	monthly rate
Full Page	10.15" x 15"	\$680	\$589	\$580	\$489
1/2 Vert.	4.95" x 15"	\$449	\$419	\$399	\$340
1/2 Island	7.55" x 9"	\$449	\$419	\$399	\$340
1/2 Horz.	10.15" x 7.5"	\$449	\$419	\$399	\$340
1/4 Vert.	4.95" x 7.5"	\$310	\$289	\$275	\$235
1/4 Horz.	7.55" x 4.75"	\$310	\$289	\$275	\$235
1/8 Vert.	2.35" x 7.5"	\$190	\$175	\$160	\$140
1/8 Horz.	4.95" x 3.75"	\$190	\$175	\$160	\$140
1/16 Horz.	3.5" x 2"	\$100	\$95	\$91	\$78

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
(the above price quotes are per edition)

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; 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.

Bonus Savings!

**Website ad \$25 per month
—when you have 4x or more
UPDATE ads (1/8th page ad
or larger)**

Regular Monthly Website Ad Rates

- 1 time \$75
- 4 times \$69
- 6 times \$65
- 12 times \$60

If any associate member signs a 1/8 page (or larger) 4x (or more) advertising contract for *UPDATE* advertising, they can purchase web advertising for only an additional \$25 per month throughout the entire length of their contract.

Benefits of Website Advertising:

- Viewable on nearly every web-page of RHA's site (Ads rotate position)
- Company name as well as graphic Ad
- Link directly to your website
- Potential 3,000 NEW viewers a month
- 7,000 hits a month
- 47,000 page views
- Access to RHA's Design and Marketing services

By advertising both in *UPDATE* and online, you will reach across the entire spectrum of rental property owners and managers. Whether they choose to get their information in newspaper form, or online — **YOU** will be there!