

2015 MARKETING OPPORTUNITIES

BAY STATE ApartmentOwner

THE OFFICIAL MAGAZINE OF THE RENTAL HOUSING ASSOCIATION



Our Readers Are Your Best PROSPECTS.

Start building stronger business relationships today.

Bay State Apartment Owner, the official magazine of the Rental Housing Association (RHA), is delivered quarterly to 1,700 apartment owners and a total of 6,000 real estate industry professionals. The Rental Housing Association (RHA), reaches the most influential and active group of property owners in the state who own and manage 150,000 units in Massachusetts.

Readers are the owners and managers of hundreds of thousands of units across the state, representing apartment owners, property managers, condominium managers, subsidized housing owners, developers of rental and condominium properties, Realtors, brokers and rental agents, and service providers. Advertisements in Bay State Apartment Owner speak directly to the decision-makers for hundreds of different products and services.



To learn more about **Bay State Apartment Owner** or to customize a marketing program unique to your business needs, call **617-896-5307** or email advertising@thewarrengroup.com.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine,
Bay State Apartment Owner



ADVERTISING RATES

PRINT DIMENSIONS



▶ ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

Email your ad rep or **advertising@thewarrengroup.com**. Please use the advertiser's name in the subject line of the email.

SENDING LARGE FILES: www.wetransfer.com

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375" w x 10.875" h	\$1,960	\$2,450
2/3 Page 4.75" w x 9.75" h	\$1,570	\$1,960
Half Page 7.25" w x 4.75" h	\$1,370	\$1,715
1/3 Page 4.75" w x 4.75" h	\$980	\$1,225
Back Cover (bleeds) 8.375" w x 10.875" h	\$2,815	N/A
Inside Cover (bleeds) 8.375" w x 10.875" h	\$2,695	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

VENDOR DIRECTORY: \$150 per issue, full-year contract required.

2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Issue 1	2/12	2/19	3/26
Issue 2	5/13	5/20	6/22
Issue 3	8/13	8/20	9/28
Issue 4	10/16	10/23	12/1

ADVERTORIAL

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action. **Call 617-896-5307 today for details**