

BAY STATE ApartmentOwner

THE OFFICIAL MAGAZINE OF THE RENTAL HOUSING ASSOCIATION

2012 ADVERTISING INFORMATION

We have tripled the number of apartment owners in Massachusetts that you can reach through *Bay State Apartment Owner* magazine. **That's right, tripled.**

Through the Rental Housing Association, the magazine is delivered to 500 Bay State apartment owners, typically of larger apartment complexes. Additional owners are reached through the insertion of the magazine into Banker & Tradesman. The Warren Group collects the information on all real estate transactions in the state, including the owners of all properties with nine or more units. We have added 1,200 such owners to the mailing list of *Bay State Apartment Owner*, and those powerful owners will receive the magazine in 2012 only.

This is the official magazine of the Rental Housing Association (RHA), a division of the Greater Boston Real Estate Board and an affiliate of the National Apartment Association.

ADVERTISING RATES

FULL COLOR RATES

AD SIZE	4 X	1 X
Full Page 7.25" X 9.75"	\$1,960	\$2,450
Two-Third Page 4.75" W X 9.75" H	\$1,570	\$1,960
Half Page 7.25" X 4.75" or 4.25" X 7.25"	\$1,370	\$1,715
One-Third Page 4.75" X 4.75"	\$980	\$1,225
Back Cover	\$2,815	N/A
Inside Cover	\$2,695	N/A

Vendor Directory: \$150 per issue, full-year contract required.

All rates are net • All members receive a 10% discount

"We advertise in The Warren Group's publications because we know we are reaching our target audience of real estate professionals, and that will get us results."

— Steve Malcolm,
Vice President A&M Roofing Services

Do not miss this incredible opportunity to present your message to **1,700 TARGETED MULTI-UNIT PROPERTY OWNERS**, delivered right to the owner's door. In total distribution, you will now reach over 8,000 targeted prospects through the official industry publication.

Our readers are the owners and managers of hundreds of thousands of units across the state, representing every facet of the industry, including apartment owners, property managers, condominium managers, subsidized housing owners, developers of rental and condominium properties, REALTORS®, brokers and rental agents, and service providers. Your consistent advertising message will speak directly to the decision makers for hundreds of different products and services.

Do not miss your chance to be where these professionals get their news.

2012 CALENDAR

Quarter	Q1	Q2	Q3	Q4
Ad Closing	2/16	5/17	8/16	11/15
Material Due	2/23	5/24	8/23	11/26
Issue Date	3/26	6/25	9/23	12/24

Bonus Distribution: Golf Outing, Fall Conference & Expo and President's Dinner

The magazine will now be delivered to members and readers in both print and digital formats. After the magazine is mailed to members, a link will be emailed to access a high-quality, page-turning, multimedia capable, digital online version of the magazine. All advertisements will appear in both versions, and digital ads will have live email addresses and website links. The connections to advertisers' email and URL will come at no additional charge.