

GENERAL INFORMATION

PUBLISHER'S STATEMENT

- Publisher reserves the right to reject any advertising or editorial copy he deems inappropriate for the publications.
- Advertisers will be protected for the duration of their contract in the event of a rate increase.
- Publisher will not be bound by any conditions appearing on insertion orders, space contracts or copy instructions conflicting with publication regulations.
- All billing is subject to either short rate, rebate, or earned rate used during a 12-month period.
- Apartment Management Magazines are published monthly by Apartment News Publications, Inc., established 1959.

ADVERTISING DEADLINES

Advertising space orders, ad copy, and changes are due **prior** to the **1st** of the preceding month. Actual deadlines vary by month. See schedule for specific due dates.

ADVERTISING COPY

Our in-house Art Department will layout and typeset your ad free of charge. Advertising copy or layout may be changed during your contract, free of charge.

ADVERTISING PROOFS

An advertising proof will be mailed, faxed or e-mailed to advertiser for approval prior to publication. Should approval be delayed, publisher reserves the right to hold ad over for publication in next available issue.

ADVERTISING POSITION

Preferred positions are: front cover, inside front cover, center spread, inside back cover, back cover. No other positions may be chosen.

COLOR

Additional process color will be 15% extra based on earned rate.

MECHANICAL REQUIREMENTS

Lithography (rotary off-set)
Publication Size: 8-1/8" x 10-1/4"
Size of Plate: Single Column Width 2-5/16" (14 picas)
Double Column Width: 4-7/8" (29.5 picas)
Depth of Columns: 9-7/8" (59.5 picas)
Three Columns to a Page

AD SIZES:

Full Page:	7-1/2" x 9-7/8" (45 x 59.5 picas)
Two-Thirds Page:	4-7/8" x 9-7/8" (29.5 x 59.5 picas)
Half-Page Vertical:	3-5/8" x 9-7/8" (22 x 59.5 picas)
Half-Page Horizontal:	7-1/2" x 4-13/16" (45 x 29 picas)
Half-Page Island:	4-7/8" x 7-1/2" (29.5 x 45 picas)
One-Third Square:	4-7/8" x 4-13/16" (29.5 x 29 picas)
One-Third Vertical:	2-5/16" x 9-7/8" (14 x 59.5 picas)
One-Quarter Vertical:	3-5/8" x 4-13/16" (22 x 29 picas)
One-Quarter Horizontal:	7-1/2" x 2-5/16" (45 x 14 picas)
One-Sixth Vertical:	2-5/16" x 4-13/16" (14 x 29 picas)
One-Sixth Horizontal:	4-7/8" x 2-5/16" (29.5 x 14 picas)
One-Twelfth:	2-5/16" x 2-5/16" (14 x 14 picas)

METHOD OF BINDING

Saddle-stitched or press-bind.

SUBSCRIPTION RATES

\$12.00 per year for Southern California residents
Call for Out of area pricing.

EDITORIAL MATERIAL

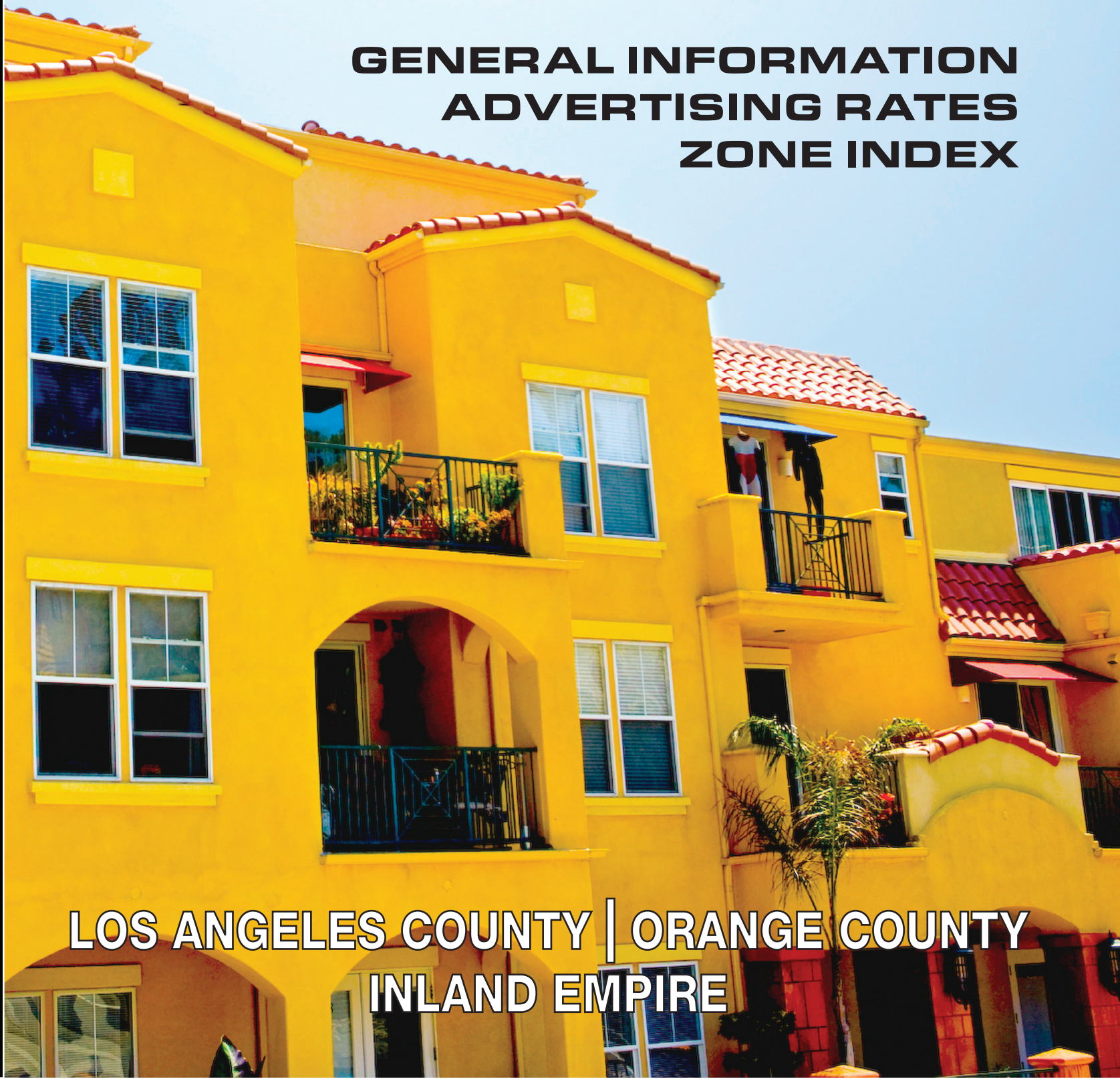
Publisher welcomes editorial of interest to apartment owners and managers. Usage of such material is subject to the publisher's discretion.

apartment

MANAGEMENT *Magazines*

50 Years Servicing the Apartment Industry

GENERAL INFORMATION ADVERTISING RATES ZONE INDEX



SERVING THE APARTMENT INDUSTRY FOR OVER 50 YEARS

LOS ANGELES COUNTY | ORANGE COUNTY | INLAND EMPIRE

apartment

MANAGEMENT *Magazines*

15502 GRAHAM STREET, HUNTINGTON BEACH, CA 92649

(800) 931-6666 • (714) 893-3971 • Fax: (714) 893-6484

www.aptmags.com

LOS ANGELES COUNTY | ORANGE COUNTY
INLAND EMPIRE

AD SIZES

FULL PAGE

1/2 I

1/2 H

1/6 H 1/12

1/4 H

1/3 V 2/3 V

1/6 V

1/2 V

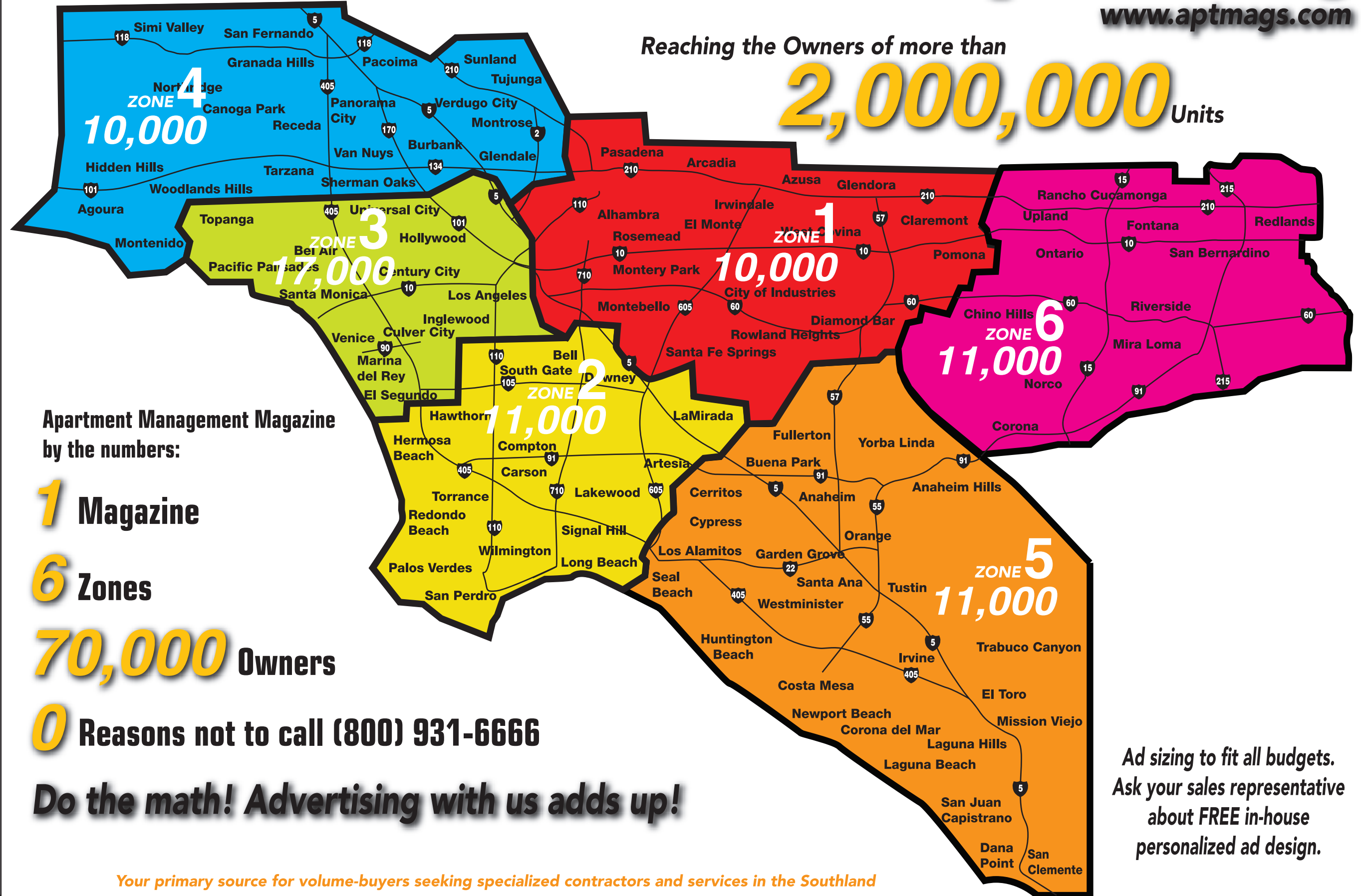
1/4 V

Direct Mail | Affluent Owners | Target Marketing

www.aptmags.com

Reaching the Owners of more than

2,000,000 Units



Apartment Management Magazine
by the numbers:

1 Magazine

6 Zones

70,000 Owners

0 Reasons not to call (800) 931-6666

Do the math! Advertising with us adds up!

Your primary source for volume-buyers seeking specialized contractors and services in the Southland

Ad sizing to fit all budgets.
Ask your sales representative
about **FREE** in-house
personalized ad design.

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ADVERTISING PROOFS

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ADVERTISING POSITION

Preferred positions are: center spread, second, third and back covers only. No other positions may be chosen.

COLOR

Additional color (R.O.P.) will be 15% extra based on earned rate.

MECHANICAL REQUIREMENTS

Lithography (rotary off-set)

Publication Size: 8-1/8" x 10-1/4"

Halftone Screen 150 line.

Size of Plate: Single Column Width 2-5/16" (14 picas)

Double Column Width: 4-7/8" (29.5 picas)

Depth of Columns: 9-7/8" (59.5 picas)

Three Columns to a Page

AD SIZES:

Full Page:	7-1/2" x 9-7/8" (45 x 59.5 picas)
Two-Thirds Page:	4-7/8" x 9-7/8" (29.5 x 59.5 picas)
Half-Page Vertical:	3-5/8" x 9-7/8" (22 x 59.5 picas)
Half-Page Horizontal:	7-1/2" x 4-13/16" (45 x 29 picas)
One-Third Square:	4-7/8" x 4-13/16" (29.5 x 29 picas)
One-Third Vertical:	2-5/16" x 9-7/8" (14 x 59.5 picas)
One-Quarter Vertical:	3-5/8" x 4-13/16" (22 x 29 picas)
One-Quarter Horizontal:	7-1/2" x 2-5/16" (45 x 14 picas)
One-Sixth Vertical:	2-5/16" x 4-13/16" (14 x 29 picas)
One-Sixth Horizontal:	4-7/8" x 2-5/16" (29.5 x 14 picas)
One-Twelfth:	2-5/16" x 2-5/16" (14 x 14 picas)

BLEEDS

Up to 8-51/2" x 10-3/4" at no extra charge.

METHOD OF BINDING

Saddle-stitched or press-bind.

SUBSCRIPTION RATES

\$9.00 per year, \$15 for 2 years

EDITORIAL MATERIAL

Publisher welcomes editorial of interest to apartment owners and managers. Usage of such material is subject to the publisher's discretion.

SERVING THE APARTMENT INDUSTRY FOR OVER 44 YEARS

LOS ANGELES COUNTY ORANGE COUNTY
apartment
MANAGEMENT *Magazines*

15502 GRAHAM STREET, HUNTINGTON BEACH, CA 92649
(800) 931-6666 • (714) 893-3971 • Fax: (714) 893-6484

SERVING THE APARTMENT INDUSTRY FOR OVER 50 YEARS

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2008 Ad Rates

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 (800) 931-6666 • (714) 893-3971 • Fax: (714) 893-6484

www.aptmags.com

1 CENTRAL EASTERN

AD SIZE	1 Time	3 Times	6 Times	12 Times
*Front Cover	\$795			
Full Page	\$647	\$565	\$489	\$444
Two-Thirds	545	491	417	369
One-Half	448	403	336	314
One-Third	363	298	275	229
One-Quarter	282	222	198	167
One-Sixth	213	150	133	127
One-Twelth	147	111	98	87
Inside Front Cover	818	656	576	496
Inside Back Cover	818	656	576	496
Back Cover	920	750	683	599
Center Spread	1347	1072	968	865

2 SOUTHERN

AD SIZE	1 Time	3 Times	6 Times	12 Times
*Front Cover	\$825			
Full Page	\$666	\$584	\$506	\$464
Two-Thirds	559	506	433	378
One-Half	459	418	353	323
One-Third	371	305	280	223
One-Quarter	293	229	205	176
One-Sixth	218	158	141	131
One-Twelth	153	118	105	95
Inside Front Cover	836	672	600	529
Inside Back Cover	836	672	600	529
Back Cover	947	771	699	624
Center Spread	1382	1100	989	884

3 WESTERN

AD SIZE	1 Time	3 Times	6 Times	12 Times
*Front Cover	\$975			
Full Page	\$1019	\$833	\$749	\$674
Two-Thirds	916	735	660	595
One-Half	665	554	499	449
One-Third	584	487	438	394
One-Quarter	416	349	315	282
One-Sixth	298	249	225	203
One-Twelth	217	181	166	149
Inside Front Cover	1105	930	837	754
Inside Back Cover	1105	930	837	754
Back Cover	1178	1070	962	866
Center Spread	1870	1559	1403	1263

4 SAN FERNANDO VALLEY

AD SIZE	1 Time	3 Times	6 Times	12 Times
*Front cover	\$815			
Full Page	\$659	\$576	\$500	\$454
Two-Thirds	555	501	425	376
One-Half	458	412	342	320
One-Third	364	300	277	231
One-Quarter	288	226	203	170
One-Sixth	217	153	135	129
One-Twelth	150	113	100	88
Inside Front Cover	835	670	588	506
Inside Back Cover	835	670	588	506
Back Cover	939	764	696	611
Center Spread	1374	1094	988	882

5 ORANGE COUNTY

AD SIZE	1 Time	3 Times	6 Times	12 Times
*Front Cover	\$895			
Full Page	\$673	\$588	\$509	\$463
Two-Thirds	567	510	434	383
One-Half	471	420	349	327
One-Third	372	307	284	236
One-Quarter	293	230	207	173
One-Sixth	222	158	139	132
One-Twelth	153	117	103	90
Inside Front Cover	852	684	600	517
Inside Back Cover	852	684	600	517
Back Cover	958	780	710	623
Center Spread	1402	1116	1008	900

6 INLAND EMPIRE

AD SIZE	1 Time	3 Times	6 Times	12 Times
*Front Cover	\$895			
Full Page	\$673	\$588	\$509	\$463
Two-Thirds	567	510	434	383
One-Half	471	420	349	327
One-Third	372	307	284	236
One-Quarter	293	230	207	173
One-Sixth	222	158	139	132
One-Twelth	153	117	103	90
Inside Front Cover	852	684	600	517
Inside Back Cover	852	684	600	517
Back Cover	958	780	710	623
Center Spread	1402	1116	1008	900

* Cover subject to Apartment Management Magazines approval. Ask your sales representative for details.