



SERVING THE INDUSTRY SINCE 1958

# apartment

## MANAGEMENT



NOW REACHING  
THE SAN DIEGO  
APARTMENT  
MARKET

## MAGAZINE ADVERTISING GUIDE

GENERAL INFORMATION, RATES & ZONE INDEX

LOS ANGELES COUNTY  
ORANGE COUNTY  
INLAND EMPIRE  
SAN DIEGO COUNTY



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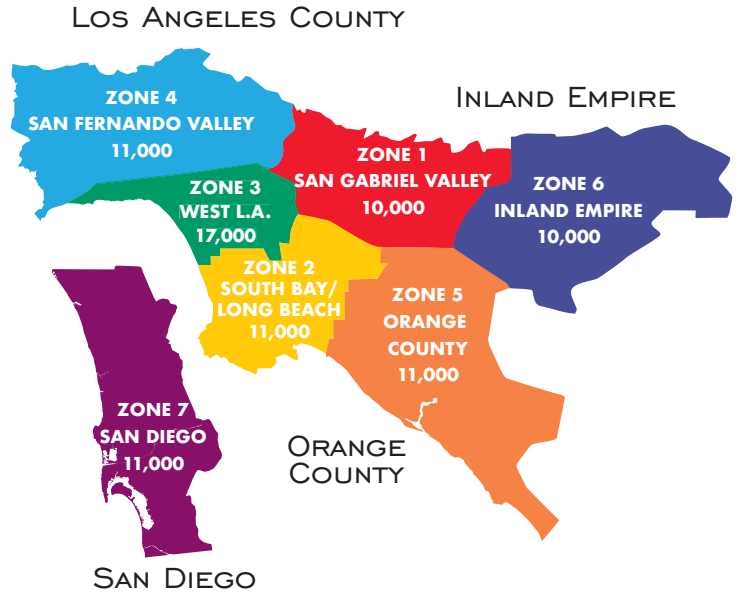
### PRICING

ZONE 1 SAN GABRIEL VALLEY		ZONE 6 INLAND EMPIRE		
	1x	3x	6x	12x
Front Cover*	\$695 <sup>00</sup>			
Full Page	\$645 <sup>00</sup>	\$560 <sup>00</sup>	\$485 <sup>00</sup>	\$395 <sup>00</sup>
Two Thirds	\$545 <sup>00</sup>	\$491 <sup>00</sup>	\$417 <sup>00</sup>	\$369 <sup>00</sup>
One Half	\$448 <sup>00</sup>	\$403 <sup>00</sup>	\$336 <sup>00</sup>	\$275 <sup>00</sup>
One Third	\$363 <sup>00</sup>	\$298 <sup>00</sup>	\$275 <sup>00</sup>	\$225 <sup>00</sup>
One Quarter	\$282 <sup>00</sup>	\$222 <sup>00</sup>	\$198 <sup>00</sup>	\$150 <sup>00</sup>
One Eighth	\$213 <sup>00</sup>	\$150 <sup>00</sup>	\$133 <sup>00</sup>	\$125 <sup>00</sup>
Inside Front Cover	\$818 <sup>00</sup>	\$656 <sup>00</sup>	\$576 <sup>00</sup>	\$475 <sup>00</sup>
Inside Back Cover	\$800 <sup>00</sup>	\$625 <sup>00</sup>	\$550 <sup>00</sup>	\$465 <sup>00</sup>
Back Cover	\$900 <sup>00</sup>	\$750 <sup>00</sup>	\$675 <sup>00</sup>	\$575 <sup>00</sup>
Center Spread	\$1200 <sup>00</sup>	\$1015 <sup>00</sup>	\$925 <sup>00</sup>	\$815 <sup>00</sup>

ZONE 2 SOUTH BAY/ LONG BEACH	ZONE 4 SAN FERNANDO VALLEY	ZONE 5 ORANGE COUNTY	ZONE 7 SAN DIEGO	
	1x	3x	6x	12x
Front Cover*	\$800 <sup>00</sup>			
Full Page	\$673 <sup>00</sup>	\$580 <sup>00</sup>	\$505 <sup>00</sup>	\$460 <sup>00</sup>
Two Thirds	\$567 <sup>00</sup>	\$510 <sup>00</sup>	\$434 <sup>00</sup>	\$383 <sup>00</sup>
One Half	\$470 <sup>00</sup>	\$420 <sup>00</sup>	\$349 <sup>00</sup>	\$325 <sup>00</sup>
One Third	\$371 <sup>00</sup>	\$307 <sup>00</sup>	\$290 <sup>00</sup>	\$255 <sup>00</sup>
One Quarter	\$293 <sup>00</sup>	\$230 <sup>00</sup>	\$205 <sup>00</sup>	\$170 <sup>00</sup>
One Eighth	\$220 <sup>00</sup>	\$160 <sup>00</sup>	\$140 <sup>00</sup>	\$130 <sup>00</sup>
Inside Front Cover	\$852 <sup>00</sup>	\$684 <sup>00</sup>	\$600 <sup>00</sup>	\$500 <sup>00</sup>
Inside Back Cover	\$852 <sup>00</sup>	\$684 <sup>00</sup>	\$600 <sup>00</sup>	\$500 <sup>00</sup>
Back Cover	\$958 <sup>00</sup>	\$780 <sup>00</sup>	\$710 <sup>00</sup>	\$625 <sup>00</sup>
Center Spread	\$1300 <sup>00</sup>	\$1116 <sup>00</sup>	\$1008 <sup>00</sup>	\$875 <sup>00</sup>

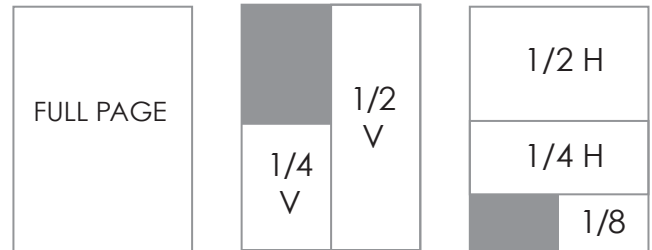
ZONE 3 WEST L.A.				
	1x	3x	6x	12x
Front Cover*	\$975 <sup>00</sup>			
Full Page	\$1019 <sup>00</sup>	\$833 <sup>00</sup>	\$749 <sup>00</sup>	\$674 <sup>00</sup>
Two Thirds	\$916 <sup>00</sup>	\$735 <sup>00</sup>	\$660 <sup>00</sup>	\$595 <sup>00</sup>
One Half	\$665 <sup>00</sup>	\$554 <sup>00</sup>	\$499 <sup>00</sup>	\$449 <sup>00</sup>
One Third	\$584 <sup>00</sup>	\$487 <sup>00</sup>	\$438 <sup>00</sup>	\$394 <sup>00</sup>
One Quarter	\$416 <sup>00</sup>	\$349 <sup>00</sup>	\$315 <sup>00</sup>	\$282 <sup>00</sup>
One Eighth	\$298 <sup>00</sup>	\$249 <sup>00</sup>	\$225 <sup>00</sup>	\$203 <sup>00</sup>
Inside Front Cover	\$1105 <sup>00</sup>	\$930 <sup>00</sup>	\$837 <sup>00</sup>	\$754 <sup>00</sup>
Inside Back Cover	\$1105 <sup>00</sup>	\$930 <sup>00</sup>	\$837 <sup>00</sup>	\$754 <sup>00</sup>
Back Cover	\$1178 <sup>00</sup>	\$1070 <sup>00</sup>	\$962 <sup>00</sup>	\$866 <sup>00</sup>
Center Spread	\$1870 <sup>00</sup>	\$1559 <sup>00</sup>	\$1403 <sup>00</sup>	\$1263 <sup>00</sup>

SERVING THE APARTMENT INDUSTRY FOR OVER 50 YEARS...



### AD SIZES:

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



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

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PROUD PARTNERS & OFFICIAL PUBLICATIONS OF



**ACTION Apartment Association, Inc.**



**Foothill Apartment Association**



**AAGLA**  
FOUNDED IN 1917

\*Pricing is per month per zone. Add 15% for color.

# apartment MANAGEMENT

## MAGAZINE

### ADVERTISING 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.

#### 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: 10" (60 picas)  
Three Columns to a Page

#### AD SIZES:

Full Page: 7-1/2" x 10" (45 x 60 picas)  
Two-Thirds Page: 4-7/8" x 10" (29.5 x 60 picas)  
Half-Page Vertical: 3-5/8" x 10" (22 x 60 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 10" (14 x 60 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-Eighth: 3-2/3" x 2-5/16" (22 x 14 picas)

#### METHOD OF BINDING

Saddle-stitched or press-bind.

#### SUBSCRIPTION RATES

\$20.00 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.

Serving the industry since 1958  
**apartment**  
NEWS PUBLICATIONS, INC.

WWW.APTMAGS.COM

SERVING THE APARTMENT INDUSTRY FOR OVER 50 YEARS...

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