



SERVING THE INDUSTRY SINCE 1958

APARTMENT

MANAGEMENT MAGAZINE



MAGAZINE ADVERTISING GUIDE

GENERAL INFORMATION, RATES & ZONE INDEX

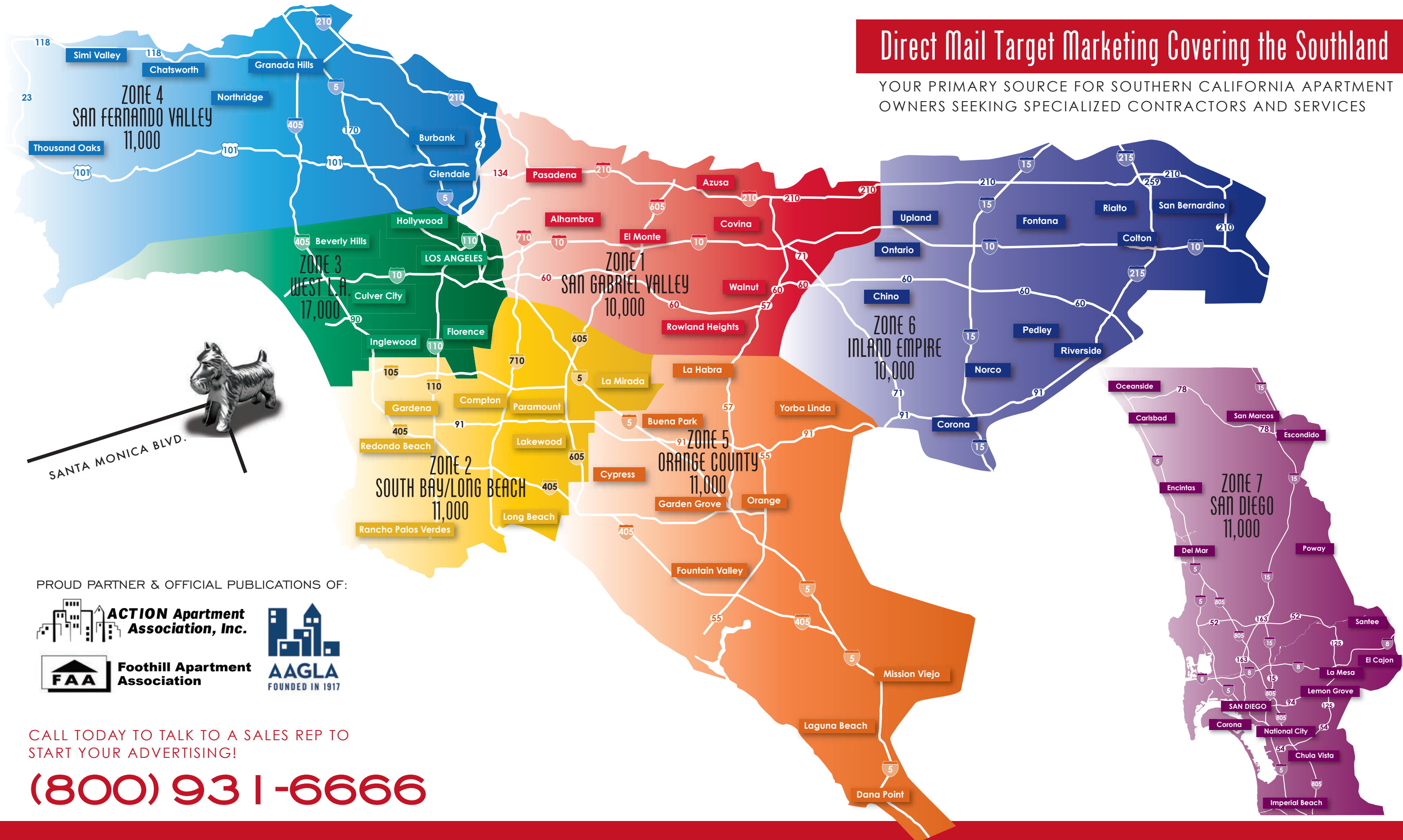
LOS ANGELES COUNTY
ORANGE COUNTY
INLAND EMPIRE
SAN DIEGO COUNTY



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Direct Mail Target Marketing Covering the Southland

YOUR PRIMARY SOURCE FOR SOUTHERN CALIFORNIA APARTMENT OWNERS SEEKING SPECIALIZED CONTRACTORS AND SERVICES



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Reaching the Owners & Managers of over 2,500,000 Rental Units! ...Advertising with Us Adds Up!

PRICING

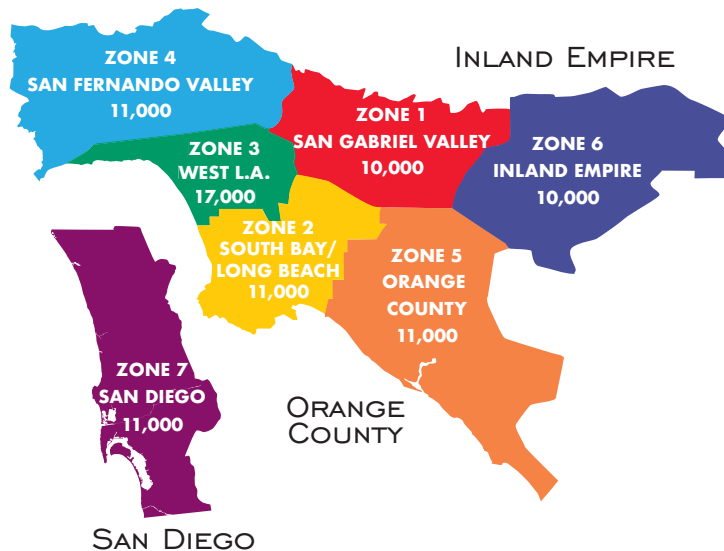
ZONE 1 SAN GABRIEL VALLEY		ZONE 6 INLAND EMPIRE		
	1x	3x	6x	12x
Front Cover*	\$695 ⁰⁰			
Full Page	\$645 ⁰⁰	\$560 ⁰⁰	\$485 ⁰⁰	\$395 ⁰⁰
Two Thirds	\$545 ⁰⁰	\$491 ⁰⁰	\$417 ⁰⁰	\$369 ⁰⁰
One Half	\$448 ⁰⁰	\$403 ⁰⁰	\$336 ⁰⁰	\$275 ⁰⁰
One Third	\$363 ⁰⁰	\$298 ⁰⁰	\$275 ⁰⁰	\$225 ⁰⁰
One Quarter	\$282 ⁰⁰	\$222 ⁰⁰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

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 ⁰⁰			
Full Page	\$673 ⁰⁰	\$580 ⁰⁰	\$505 ⁰⁰	\$460 ⁰⁰
Two Thirds	\$567 ⁰⁰	\$510 ⁰⁰	\$434 ⁰⁰	\$383 ⁰⁰
One Half	\$470 ⁰⁰	\$420 ⁰⁰	\$349 ⁰⁰	\$325 ⁰⁰
One Third	\$371 ⁰⁰	\$307 ⁰⁰	\$290 ⁰⁰	\$255 ⁰⁰
One Quarter	\$293 ⁰⁰	\$230 ⁰⁰	\$205 ⁰⁰	\$170 ⁰⁰
One Eighth	\$220 ⁰⁰	\$160 ⁰⁰	\$140 ⁰⁰	\$130 ⁰⁰
Inside Front Cover	\$852 ⁰⁰	\$684 ⁰⁰	\$600 ⁰⁰	\$500 ⁰⁰
Inside Back Cover	\$852 ⁰⁰	\$684 ⁰⁰	\$600 ⁰⁰	\$500 ⁰⁰
Back Cover	\$958 ⁰⁰	\$780 ⁰⁰	\$710 ⁰⁰	\$625 ⁰⁰
Center Spread	\$1300 ⁰⁰	\$1116 ⁰⁰	\$1008 ⁰⁰	\$875 ⁰⁰

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

SERVING THE APARTMENT INDUSTRY FOR OVER 60 YEARS...

LOS ANGELES COUNTY



AD SIZES:

FULL PAGE 7-1/2" x 10"	2/3V 4-7/8" x 10"	1/3V 2-5/16" x 10"	1/2H 7-1/2 x 4-13/16"
			1/3H 7-1/2 x 3-13/16"
			1/4H 7-1/2 x 2-5/16"

ADVERTISING PRODUCTION:

Ad design services are available for a one time fee and include one round of revisions.

FULL PAGE: \$225	1/3 PAGE: \$130
2/3 PAGE: \$185	1/4 PAGE: \$115
1/2 PAGE: \$150	1/8 PAGE: \$90

Additional revisions billed at \$75 /hr.
Photography services and stock images are also available and can be quoted upon request.

CALL TODAY

(800) 931-6666

OR SEND US AN E-MAIL
SALES@APTNEWSINC.COM

TO TALK TO A SALES REP AND START ADVERTISING!

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

*Cover subject to Apartment Management Magazine approval.

SERVING THE INDUSTRY SINCE 1958

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 10th 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 for a one time fee which include one round of revisions. Additional revisions billed at \$75/hr.

ADVERTISING PROOFS

An advertising proof will be 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 3-5/8" (22 picas)

Double Column Width: 7-1/2" (45 picas)

Depth of Columns: 10" (60 picas)

Two Columns to a Page

AD SIZES:

Full Page: 7-1/2" x 10" (45 x 60 picas)

Two-Thirds Page Vertical: 4-13/16" x 10" (29 x 60 picas)

Half-Page Horizontal: 7-1/2" x 4-13/16" (45 x 29 picas)

Half-Page Vertical: 3-5/8" x 10" (22 x 60 picas)

One-Third Horizontal: 7-1/2" x 3-13/16" (45 x 17 picas)

One-Third Vertical: 2-5/16" x 10" (14 x 60 picas)

One-Quarter Horizontal: 7-1/2" x 2-5/16" (45 x 14 picas)

One-Quarter Vertical 3-5/8" x 4-13/16" (22 x 29 picas)

One-Eighth Horizontal: 3-5/8" 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.APTNEWSINC.COM

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Huntington Beach CA 92649

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