

BAYLINE

Advertising Rates & Information

Bayline Magazine is the official publication of the Bay Area Apartment Association. Circulation (approximately 1000) is to all members of BAAA, contacts at FAA, NAA, and other state and local apartment and multihousing associations. Advertising is accepted for inclusion in the *Bayline* Magazine. The publisher retains the right to edit and/or reject all advertising. Advertiser agrees to hold *Bayline* Magazine harmless from any and all claims or suits arising out of publication of any advertising accepted. No advertising shall run in *Bayline* Magazine without a signed contract on file.

FORMATS ACCEPTED:

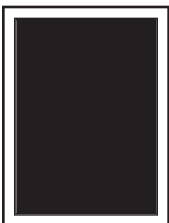
- High resolution laser print or PMT/Velox
- High resolution electronic files created in:
 - Adobe PDF, PageMaker, Illustrator, PhotoShop, and InDesign
 - Microsoft Word
 - CorelDraw
 - QuarkXpress

TERMS:

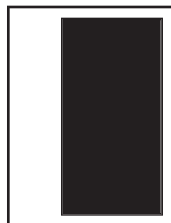
- Net balance is due upon receipt of ad tear sheet.
- Rates are for camera-ready artwork sent via mail, delivery, or e-mail.
- Contract and artwork deadline is the first Friday of the month for the next month's issue.
- A hard copy print out of the ad must accompany the signed contract.
- No changes will be accepted to camera-ready artwork once it has been received.
- Cancellations will not be accepted after receipt of materials.
- Preferred space reservations will be accepted as first received. Positions other than known as preferred will be accepted as run of book.
- Full color ad placement is on a first received/contracted basis and must be a full page and run for a full 12 month contract.
- Ad size must adhere to specifications. Any ad that does not meet specified size will be returned, and a new ad must be submitted.

MONTHLY RATES

Ad Size	Member B&W	Member Color	Non-Member B&W	Non-Member Color
Full Page	\$250.00	\$385.00	\$350.00	\$450.00
Half Page (vertical)	\$200.00	\$250.00	\$225.00	\$325.00
Half Page (horizontal)	\$175.00	\$225.00	\$200.00	\$300.00
Third Page (vertical)	\$150.00	\$200.00	\$180.00	\$280.00
Fourth Page	\$125.00	\$175.00	\$155.00	\$255.00



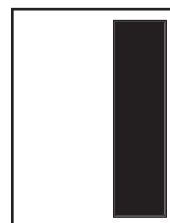
Full Page
7½" x 10"



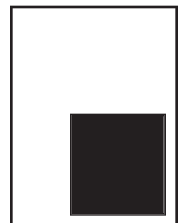
Half Page (v)
4¾" x 10"



Half Page (h)
4¾" x 7¼"



Third Page (v)
2¼" x 10"



Fourth Page
4¾" x 4¾"

BAYLINE

Advertising Contract

Please fill out completely.

I/We hereby authorize the Bay Area Apartment Association's to reserve the following advertising space in the Bayline Magazine. I/We understand that the publisher will not be responsible for any errors occurring after delivery of camera-ready art.

Preferred positions will be filled on a first received/contracted for basis. Publisher reserves the right to reject any advertising. Advertiser agrees to hold the Bay Area Apartment Association harmless from any and all claims or suits arising out of publication of any advertising accepted.

Net balance is due upon receipt of ad tear sheet. Invoices will be mailed on date of publication. Advertisers who sign and use a 12 month contract receive a 10% discount. The discount will be deducted from your monthly gross amount. No discount will be given to past due accounts.

Please return contract with hard copy of ad to:

Bayline Magazine
Bay Area Apartment Association
6107-B Memorial Highway
Tampa, Florida 33615
Fax: (813) 884-0326
E-mail: staff@gmsgroup.org

Important: If you are sending your ad electronically, you are still required to provide the contract and hard copy print out of the ad by the deadline. When sending electronically, please save the ad with the name of your company and provide a contact name and the issue in which the ad will run.

For more information, please call (813) 882-0222.

Please reserve space for the following issue(s):

- January through December *or* The issues designated below:
- | | | | |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> April | <input type="checkbox"/> July | <input type="checkbox"/> October |
| <input type="checkbox"/> February | <input type="checkbox"/> May | <input type="checkbox"/> August | <input type="checkbox"/> November |
| <input type="checkbox"/> March | <input type="checkbox"/> June | <input type="checkbox"/> September | <input type="checkbox"/> December |

Ad Size: _____ Ad Cost Per Insertion : _____ Special Position: _____

Black & White Full Color

Special Position (Inside front cover, inside back cover, back cover with a 12 month contract, first come basis ONLY).

Company Name _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Billing Address (if different than above) _____

Contact Name _____ Signature _____ Date _____