



2011 Advertising Opportunities

Apt.ITUDES Magazine

www.caapts.org

Membership Directory/Buyer's Guide



Ad.VERTISE IN Apt.ITUDES

Apt.ITUDES Magazine is a full-size, quarterly publication that reaches the entire membership. Each issue includes valuable information on upcoming CAA events and education, important legislative issues, and pertinent articles for property owners, managers, maintenance and leasing professionals. Your advertising message reaches the initial contact member as well as secondary

readers as it is passed around the office.

Reserve your ad space today and standout among your competition! Please direct all questions concerning advertising in Apt.ITUDES Magazine and the Membership Directory/Buyers Guide to the advertising representative, Wallace G. Holdsworth Sr. at (773) 481-2140 or email phwghsr@hotmail.com.

Apt.ITUDES Advertising Rates

Black & White	1x	2x	4x
Full Page	\$765	\$715	\$625
1/2 Page	\$650	\$595	\$515
1/4 Page	\$555	\$500	\$420
Two Color	1x	2x	4x
Full Page	\$925	\$870	\$795
1/2 Page	\$805	\$750	\$675
1/4 Page	\$710	\$655	\$575
Full Page Profile Ad	\$925		
Four Color	1x	2x	4x
Cover Inside Front**		\$1,150	\$1,075
Cover Inside Back**		\$1,115	\$1,040
Back Cover**		\$1,205	\$1,130
Full Page	\$1,070	\$1,020	\$950
1/2 Page	\$955	\$900	\$825
1/4 Page	\$810	\$760	\$730
Full Page Profile Ad	\$1,070		

Rates provided are for ads sent digitally. Please review the mechanical requirements for submitting ads.

**Minimum two insertions

Publications Schedule & Closing Dates

Publication	Space Deadline	Materials Deadline
1st Quarter 2011	Feb. 11, 2011	Feb. 18, 2011
2nd Quarter 2011	April 22, 2011	April 29, 2011
3rd Quarter 2011	June 24, 2011	July 1, 2011
4th Quarter 2011	Nov. 4, 2011	Nov. 11, 2011

Circulation & Distribution

Circulation: 1,800 copies are circulated to property owners, managers, engineers, maintenance technicians and leasing professionals in over 600 apartment communities representing over 150,000 apartment homes; in excess of 5,000 multi-housing professionals and approximately 350,000 renters in the Chicagoland area.

Distribution: Apt.ITUDES Magazine is an important tool of the apartment industry. The publication is distributed free to all members as well as numerous non-members in the industry. The publication is also sent to apartment associations around the country as well as Illinois associations, including Lake, Rockford, Freeport, Peoria, Champaign and others throughout the state.

Terms and Conditions

- The publisher reserves the right to cancel or reject any advertising at any time.
- Cancellations must be received in writing and cancellations, changes or corrections must conform to deadlines and closing dates. Cancellations received after deadline are subject to payment in full.
- All billing is subject to short-rate or rebate to earned rates, depending on frequency actually used during the 12-month period. Frequency is based on the number of insertions used within a 12 month period.
- The publisher does not guarantee any given level of readership for an advertisement.
- The publisher does not assume liability for the return of advertising printing materials unless specific written request is received.
- Charges for changes from original layout and copy will be based on current composition rates.
- The advertiser or advertising agency assumes liability for all content, including text and illustrations, of advertising published and also assumes responsibility for any claims arising therefrom made against Chicagoland Apartment Association, publisher, including all costs and attorneys' fees associated with investigating and defending such claims.
- If for any reason Chicagoland Apartment Association is required to take action, legal or otherwise, to collect any outstanding accounts, the advertiser and the advertising agency (if any) shall pay all costs to recover such outstanding accounts, including reasonable attorneys' fees.
- No agency commissions allowed.
- Balance is due upon receipt of ad tear sheets. Rates provided are for ads submitted digitally. All additional production costs will be billed to advertiser. A finance charge of 1.5% with a minimum of \$15.00 will be assessed to all bills over 30 days past due and advertising will be pulled from subsequent issues until full payment is received.

Apt.ITUDES & Buyers Guide Mechanical Specifications

Ads submitted digitally in any format other than specified below will need to be recreated at an hourly rate of \$75.

File Format: Apt.ITUDES is created in Macintosh format. Ads must be submitted in any of the following Mac OS formats: **Press-Quality PDF (preferred) QuarkXpress (ver. 7), InDesign CS3, TIFF, or EPS.**

For QuarkXpress and InDesign ads, please include all linked art files and fonts. Linked graphics files should be saved at 300 dpi for the best possible reproduction.

E-mail: Ads may be sent via email to: Apt.ITUDES@sbcglobal.net.

Please compress all files before uploading. Advertisers submitting ads by e-mail will surrender color proofing responsibility to Apt.ITUDES.

Please note that we do not provide proofs of ads.

Full Page
7½" x 10"

Half Page
Horizontal
7½" x 5"

Half
Page
Vert.
3½"
x 10"

Quarter
Page
3½"
x 5"

As part of your CAA membership, associate members are provided with a **FREE** link to your company's website. This link is under your listing in the online Buyer's Guide. The following package

will enhance your online Buyer's Guide listing and provide your company with more visibility at an affordable price.

Online Advertising Package

- Profile of your company in 65 words or less*
- Logo provided as a .jpg or .tif
- Photo of a product or showroom, etc. provided in a .jpg or .tif format, size 1600KB or less
- "Special Offer Section" used for timely announcements, seasonal deals, etc.
- Highlighted listing: When searching by category in the online Buyer's Guide, your listing will be highlighted in yellow and the other non-enhanced listings remain in black
- Map to store location

- Link to contact or general email
- Custom link to a particular part of your website

**This profile will also be printed in the Website Directory within Apt.ITUDES Magazine for four consecutive issues.*

Rate

\$250 annually (advertisers may use all or part of the above package offerings) **To reserve your enhanced online listing, please contact Andrea Brady at andrea@caapts.org.**

Membership Directory/Buyer's Guide

A directory of CAA members and a guide for buying from associate members will be included as a **special feature annually in the 2nd quarter issue of Apt.ITUDES Magazine**. Members will keep this issue for reference throughout the year. Up-to-date versions of the Membership Directory/Buyers Guide can be found online at www.caapts.org 24 hours a day, 7 days a week. The Membership Directory/Buyers Guide offers a unique and cost effective way for members to showcase their companies to other members.

on the covers of the special feature or within the directory at the beginning of each section.

Contents

The Membership Directory/Buyers Guide will have four sections. Member contact information listed alphabetically will be included in one of three sections: **Management Companies, Members By Apartment Community and Associate Members**. The Buyer's Guide will follow the alphabetically listings and will include associate member companies listed in up to three categories with the company name and phone number. Advertisers have a variety of options for ad space. Premium positions are available

Closing Deadline

The deadline for reserving space is April 22, 2011.

The ad material deadline is April 29, 2011.

Rates

Black and white

1/4 page	\$420
1/2 page	\$515
Full page	\$625

Two Color

1/4 page	\$575
1/2 page	\$675
Full Page	\$795

Four Color

1/4 page	\$730
1/2 page	\$825
Full Page	\$950

Cover Pages \$1,000

(inside front, inside back, back cover and section covers front and back)



ChicagoLand Apartment Association



9950 Lawrence Ave., Suite 119, Schiller Park Illinois, 60176-1214
Phone: 847.678.5717 Fax: 847.678.5731 E-mail: caapts@caapts.org
www.caapts.org

2011 Editorial Calendar

1st Quarter

Deadlines: Ads 2/11/11, Material 2/18/11

CAA Events	Feature Focus	Regular Departments
<ul style="list-style-type: none">Recap New Year Kick-Off (NYKO) (1/12/11)Promote Golf Outing (5/19/11)2011 Executive Committee and Board of DirectorsPromote Trade Show (4/20/11)	The Internet <ul style="list-style-type: none">MarketingOperationCustomer Service	<ul style="list-style-type: none">Community SpotlightEducation ConnectionLegislative UpdateNew Member ServicesAd Index

2nd Quarter – Apt.ITUDES and Membership Directory & Buyer’s Guide

Deadlines: Ads 4/22/11, Material 4/29/11

CAA Events	Feature Focus	Regular Departments
<ul style="list-style-type: none">Recap Trade Show (4/20/11)Promote CAMME Awards – CFE Online (TBD)Attend Golf Outing (5/19/11)	Directory/Guide <ul style="list-style-type: none">2011 Membership Directory & Buyers Guide	<ul style="list-style-type: none">Education ConnectionLegislative UpdateAd Index

3rd Quarter

Deadlines: Ads 6/24/11, Material 7/1/11

CAA Events	Feature Focus	Regular Departments
<ul style="list-style-type: none">Recap Golf Outing (5/18/11)Promote CAMME Awards Attendance (10/11)Promote Preview 2012 (10/11)	Environment/Utility Trends <ul style="list-style-type: none">MarketingOperationCustomer Service	<ul style="list-style-type: none">Community SpotlightEducation ConnectionLegislative UpdateNew Member ServicesAd Index

4th Quarter

Deadlines: Ads 11/4/11, Material 11/11/11

CAA Events	Feature Focus	Regular Departments
<ul style="list-style-type: none">Recap CAMME AwardsRecap Preview 2012Promote Trade Show 2012Include 2012 Education Program	Marketing/Management <ul style="list-style-type: none">LeasingCustomer ServiceAdvertising	<ul style="list-style-type: none">Community SpotlightEducation ConnectionLegislative UpdateNew Member ServicesAd Index



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