



Triadvocate

The Official Publication of the
Piedmont Triad Apartment Association

2012 advertising rates

Winston-Salem Greensboro
High Point



display rates

Grayscale (B&W)

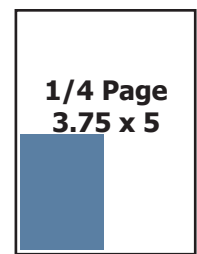
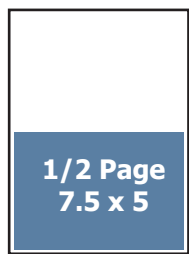
	1x	5x	11x
Full Page	400	360	320
1/2 Page	275	248	220
1/4 Page	160	144	128
Business Card	70	63	56

Extras: Inserts (limit 2 per year) \$500 plus printing cost

4 color (no quantity discount)

	1x
Back Cover	500
Inside Front Cover	450
Inside Back Cover	450

adsizes



* dimensions for back cover
7.5 x 9 for mailing purposes

fineprint

The *Triadvocate* is printed via a digital process that eliminates the need for film. PLEASE, do not send negatives of your ad. Send electronic versions via email or CD. We use the PC version of InDesign CS 4. We support file formats for Pagemaker, Photoshop, Adobe Illustrator, Freehand, and high resolution JPG, TIFF, and PDF. Please make sure your electronic file is high resolution, 300 dpi. **PLEASE do not sent a file created in Publisher!** Include with your file: all screen and printer fonts, all supporting graphics, and a hard copy of the ad. When in doubt, give us a call.

As publisher, the Piedmont Triad Apartment Association reserves the right to review all ads and, if at any time an ad is deemed to be unprofessional, incorrect, or slanderous in nature or content, the Association reserves the right to refuse to publish the ad.

We can design your ad for you at a rate of \$25/hour. Please contact for more information.

Early Terminations of insertions will be billed for the difference between the insertion rate and the single issue rate.

In the case where an ad is published incorrectly or if a typo appears, the publisher is not responsible beyond the first printing. No cash refunds will be given. The publisher is not liable for failure to insert an advertisement for any cause. The publisher's liability for any error will not exceed the charge for the advertisement in question.

7015 Albert Pick Road, Ste D, Greensboro, NC 27409 :: tel. 336.294.4428 :: fax 336.294.4481 :: www.PiedmontTAA.org

For advertising or billing questions, please contact Rachel Garavito at Rachel@PiedmontTAA.org



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Rachel Garavito at Rachel@PiedmontTAA.org

■ advertisingcontract

Piedmont Triad Apartment Association

7015 Albert Pick Rd, Ste D, Greensboro NC 27409
v.336-294-4428 f.336-294-4481 rachel@mytaa.org

Triadvocate Magazine Advertising Agreement

This is a contract for advertising in the Triadvocate magazine between the Piedmont Triad Apartment Association and the advertiser:

Advertiser:	Contact:
Mailing Address:	Phone:
City, State Zip:	Fax:
Email:	

➔ Ad Sizes & Prices:

<u>Four Color Ads</u>	<u>1 Issue</u>	<u>3 Issues</u>	<u>6 Issues</u>	<u>wide x high</u>
_____ Full Page	\$ 400	\$ 360	\$ 320	7½ X 10½
_____ 1/2 Page	\$ 275	\$ 248	\$ 220	7½ x 5
_____ 1/4 Page	\$ 160	\$ 144	\$ 128	3.75 x 5
_____ Business Card	\$ 70	\$ 63	\$ 56	3 x 2

<u>Premium ads</u>			
_____ Outside Back Cover	\$ 500	no quantity discount	7½ x 9
_____ Inside Front Cover	\$ 450	no quantity discount	7½ X 10½
_____ Inside Back Cover	\$ 450	no quantity discount	7½ X 10½

_____ Insert \$500 Plus printing

➔ Ad Run: Please indicate issues for this ad is to run.

_____ Jan/Feb '11	_____ May/June '11	_____ Sept/Oct '11
_____ Mar/Apr '11	_____ July/Aug '11	_____ Nov/Dec '11

Total \$ _____

Advertisers will be invoiced after each ad runs unless otherwise requested.

➔ Fine Print

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Advertiser's Authorized Signature

Date

PTAA Director

Date