

# 2020-2021 Membership Directory Advertising

This is your chance to stand out in the annual printed Membership Directory! The Membership Directory is a handy reference guide of all IAA members that is used by direct members throughout the year to locate associate member companies that supply specific products or services needed. This hands-on guide is popular with all member types!

As an IAA Associate Member, your company is automatically included in the alphabetical list, as well as the associate members by category list.

Put the spotlight on your company by advertising in the Membership Directory!



## Directory at a Glance:

**Mailed Out:** 2,500+ IAA members

**Audience:** Property managers, maintenance personnel, on-site staff, owners, regional managers, vice presidents, & marketing staff.

| 2020 Member Rates for Black & White Ad | Ad Size      | Rate    |
|--|--------------|---------|
| BACK COVER (color) <b>SOLD</b>         | 8.5" X 7"    | \$1,349 |
| FRONT COVER (color)                    | 8.5" x 1.85" | \$2,500 |
| INSIDE FRONT COVER (color)             | 8.5" x 11"   | \$1,012 |
| <b>PAGE 1 SOLD</b>                     | 8.5" x 11"   | \$960   |
| INSIDE BACK COVER (color)              | 8.5" x 11"   | \$947   |
| FULL PAGE                              | 8.5" x 11"   | \$810   |
| HALF PAGE HORIZONTAL                   | 8.5" x 5.5"  | \$630   |
| HALF PAGE VERTICAL                     | 4.25" x 11"  | \$630   |
| QUARTER PAGE                           | 4.25" x 5.5" | \$540   |

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Ad Size: Full 1/2 1/4 Cost: \$ \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_

Billing Email Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Billing Phone: \_\_\_\_\_

Special Instructions:

Signature: \_\_\_\_\_

**Get additional company listings under Advisory Council areas around the state for just \$100 each.**

**Ask us how by calling 317-816-8900!**

**Interested in advertising?**

**Email Chelsea at [chelsea@iaaonline.net](mailto:chelsea@iaaonline.net) or call 317-816-8900 to reserve your ad space for 2020 today!**

*Advertising rates are based on advertisers providing finished artwork. Design service is available at reasonable rates. Non-Members may advertise in INSites. Rates are 1.5 times the member rates. All ads should be submitted electronically as PDF, JPG, TIF, EPS, PSD or AI with embedded fonts. Resolution must be a minimum of 300 dpi. Allow .25" for bleed. To inquire about design services or specifications on artwork submission for print publications please call 317-816-8900 or email [chelsea@iaaonline.net](mailto:chelsea@iaaonline.net).*

**PLEASE COMPLETE FORM AND RETURN TO:** Indiana Apartment Association • 9100 Keystone Crossing, Ste. 725, Indianapolis, IN • 46240 | Phone (317) 816-8900 • Fax (317) 816-8911 • Email: [chelsea@iaaonline.net](mailto:chelsea@iaaonline.net)



ADVERTISING AGREEMENT – 2020-2021 Membership Directory

TERMS AND CONDITIONS: This Advertising Agreement is made by and between Indiana Apartment Association, Inc. and \_\_\_\_\_, subject to and in consideration of the following:

RATES: The rates as set forth in the "2020 Membership Directory" advertising rates listing for IAA Membership Directory, attached hereto and incorporated herein by reference, (hereinafter, the "Advertising Rate Sheet") apply to Indiana Apartment Association (IAA) (hereinafter, the "Publisher") Members. Non-member rates are equal to 1.5 times that of the member rates as listed on the Advertising Rate Sheet (IAA Members and Non-Members are hereinafter referred to, jointly and severally, as "Advertisers"). Advertising rates are subject to change without notice. If new advertising rates are listed in the Advertising Rate Sheet, current Advertisers shall continue to be subject to the advertising rates listed under their then current Advertising Agreement for the 2020 Membership Directory. The new rates shall apply to any new Advertising Agreement made beyond the 2020 Membership Directory.

The cost of the Ad Placement and the term of the Ad Placement are set forth in the Advertising Rate Sheet. If any additional, unexpected costs are incurred by Publisher in the placement of any advertisement which additional, unexpected costs are beyond Publisher's control; Advertiser shall be responsible for those costs.

Invoices for IAA Member Advertisers shall be mailed by Publisher to Advertiser, or Advertiser's designated advertising agency following the publication "Begin Ad Placement date" set forth on the Advertising Rate Sheet. Invoices shall be considered past due 30 days after mailing. Payment for advertisements placed by Non-member Advertisers is due, in full, at the time the Advertising Agreement is executed by the parties. Publisher reserves the right to suspend the advertisement of any Advertiser with a delinquent account. Any such suspension shall be lifted upon payment of any and all past due invoices along with the prepayment of the first month of the resumed or new Advertising Agreement.

Advertisers must indicate in the "Special Instructions" section of the Advertising Rate Sheet if invoices are to be sent to an address different than the one listed above that section of the Advertising Rate Sheet.

In the event Advertiser shall fail to make payment in full of any invoice by the due date, in addition to the rights granted Publisher above, Publisher shall have the right to bring an action against Advertiser in any court of competent jurisdiction. In the event of any suit by Publisher against Advertiser for, including but not limited to, payment of any unpaid invoice, Publisher shall be entitled to recover from Advertiser the cost of the advertisement, court costs, Publisher's reasonable attorney's fees incurred in bringing such action and collection agency fees incurred in the collection of any judgment rendered against Advertiser.

SPACE RESERVATION AND DEADLINES: Advertisement art work may not be accepted by Publisher after the "Space Reservation Deadline" set forth in the Advertising Rate Sheet. Publisher reserves the right to limit available space. The Ad Placement date (hereinafter, "Publisher's Publication Schedule") is subject to change without notice in Publisher's sole discretion. Publisher shall not be liable to Advertiser for any injury Advertiser may suffer as the result of a change in Publisher's Publication Schedule.

If Advertiser enters into an Advertising Agreement with Publisher but Advertiser's artwork is not received by the Space Reservation Deadline date as set forth in the Advertising Rate Sheet, Publisher may fill the Advertiser's reserved space with another advertisement. In the event Publisher is unable to fill the Advertiser's reserved space with another advertisement, Advertiser shall be liable to Publisher for the cost of the advertisement for that publication. In the event Advertiser shall cancel placement of an advertisement after the Space Reservation Deadline, in the event Publisher is unable to fill the Advertiser's reserved space with another advertisement, Advertiser shall be liable to Publisher for the cost of the advertisement from the date of the cancellation to the date of the Ad Replacement or the End Ad Placement date, whichever shall first occur.

ERRORS OR OMISSIONS IN ADVERTISEMENTS: Advertiser represents and warrants that the contents of all materials provided to Publisher or Publisher's graphic design member by Advertiser, for publication, are true and accurate in every respect. Advertiser authorizes Publisher to publish the entire contents thereof. All advertisements which are accepted by Publisher shall be published by Publisher in reliance upon such representations. Publisher is not responsible to Advertiser for errors or omissions in, or the production quality of, materials provided by Advertiser to Publisher or by Publisher's graphic design member.

OWNERSHIP OF MATERIALS: The materials provided by Advertiser to Publisher and/or the materials provided by Advertiser to Publisher or Publisher's graphic design member shall be and remain the sole property of Advertiser, prior to and after placement with Publisher and prior to and after publication by Publisher.

PUBLISHER'S RIGHT TO REJECT OR EDIT ADVERTISING MATERIAL: All materials placed with Publisher for publication must meet Publisher's approval for publication. Publisher shall have final authority, in Publisher's sole discretion, over the decision of whether or not to publish materials provided to Publisher by Advertiser or by Publisher's graphic design member. Publisher reserves the right to reject or edit any advertising material for any reason, including but not limited to advertising that does not meet, in Publisher's sole discretion, community standards for good taste. Publisher reserves the right to insert the word "Advertisement" into any advertisement which is similar to the editorial format of Publisher's publication.

SIGNED CONTRACT REQUIRED: All advertisements to be published by the Publisher require a signed Advertising Agreement for space reservation with clear designation of all terms and dates provided for in the Advertising Agreement. Once executed, changes in the Advertising Agreement may be made by mutual agreement of the parties, in writing, including but not limited to changes resulting in an increase of size; increase of frequency; or premium placement in a given publication.

INDEMNITY CLAUSE: Advertisers and their advertising agencies assume liability for all content of Insider e-newsletter advertisements including text, representations and illustrations, and any claims arising therefrom made against the Publisher. Such claims may include, but are not limited to, those for plagiarism, misstatements, false statement, defamation or inaccuracies in the advertisement, actions pertaining to the Advertiser's business, Publisher's business and all other matters incidental or connected to Advertiser's business and/or advertisement.

FAILURE TO PUBLISH: Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any publication in which an advertisement accepted by Publisher is contained, if such failure is due to acts of God, acts of government, acts of suppliers, acts of the U.S. Postal Service or other delivery service, strikes, accidents, or any other circumstances beyond Publisher's control. An unintentional or inadvertent failure by Publisher to publish an advertisement shall not constitute negligence or a breach of the Advertising Agreement. In the event of any failure to print, publish or circulate all or any portion of any publication in which an advertisement accepted by Publisher is contained or would have been contained but for a circumstance described herein, Advertiser's sole remedy shall be publication by Publisher of Advertiser's advertisement in the next publication of the Membership Directory.

ENTIRE AGREEMENT: All advertising placements with Publisher for the Membership Directory are subject to and governed by these terms and conditions. Publisher has not made any representations to Advertiser that are not contained herein. Unless expressly agreed to in writing and signed by an officer or senior executive of Publisher, no other terms or conditions in any other contracts, orders, copy, or otherwise will be binding on Publisher. Failure by Publisher to enforce any of these provisions shall not be considered a waiver of such provision. In the event publisher prevails in any action to enforce an obligation of Advertiser pursuant to this Advertising Agreement, Advertiser may recover the following: Advertiser's actual damages; reasonable attorney's fees and court costs; injunctive relief and; any other remedy appropriate under the circumstances.

The undersigned, by signing below represents and acknowledges that he/she has the authority to do so.

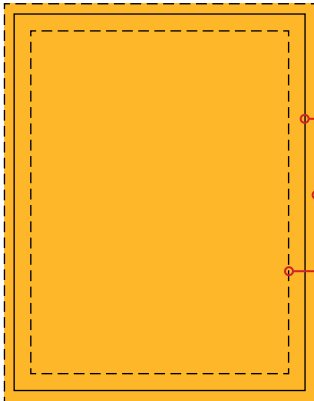
Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_
Title: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The undersigned, by signing below represents and acknowledges that he/she has the authority to do so.

Indiana Apartment Association, Inc. Contact Name: \_\_\_\_\_
Title: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Membership Directory

## 2020 AD SPECIFICATIONS (REV 09.25.17)



**Full-Page with Bleed**

- Trim: 8.5 x 11"
- Bleed: 8.75 x 11.25"
- Live Area: 7.75 x 10"



**Full-Page**

7.75 x 10"

### ART REQUIREMENTS

#### Color

4-color process

#### Resolution

300 pixels per inch  
(150-linescreen)

#### Format

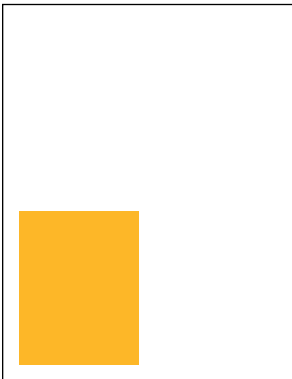
High resolution .PDF  
(export using PDF-x1a)

or

Vector .EPS or .AI  
(with text outlined)

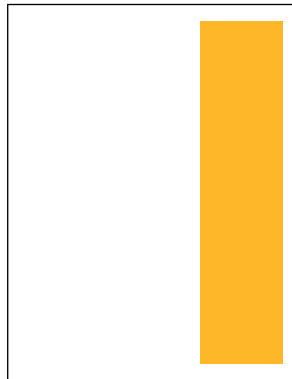
or

High resolution .JPG



**One-Quarter Page**

3.75 x 4.75"



**One-Third Page Vertical**

2.375 x 10"



**One-Third Page Horizontal**

7.75 x 3"



**Half-Page Horizontal**

7.75 x 4.75"