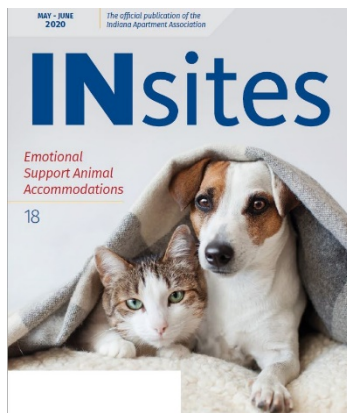


2021 Advertising Rates

Would you like to reach more than 4,000 multifamily professionals around the Midwest? Advertising in INsites is a great way to increase your industry exposure in IAA's Premier Publication. INsites is packed with informative articles pertaining to multifamily housing and is the publication decision-makers reach to for the latest news, trends, and advice. Not only is INsites mailed out to all IAA members, but the digital version is also emailed out as well. Your ad in the electronic version comes with a link to your company website, making it easy for potential customers to learn more about your business and contact you.



Member Discounted Rates for Color Advertising	Per Issue 6-Issue Rate	Per Issue Single Issue Rate
BACK COVER	\$1,325	N/A
INSIDE FRONT COVER	\$1,225	N/A
INSIDE BACK COVER	\$1,150	N/A
PAGE 1, FULL	\$1,155	N/A
FULL PAGE	\$990	\$1,050
HALF PAGE	\$724	\$796
ONE-THIRD PAGE	\$665	\$739
ONE-QUARTER PAGE	\$643	\$718
BANNER (7.75 x 1")	\$400	\$450
MARKETPLACE (2" x 4.25")	\$265	\$360

Reach a captive audience, receive repeat exposure, gain credibility, target those hard to reach customers, and support IAA's mission.

INsites at a Glance:

Mailed Out: 3,900+ IAA members

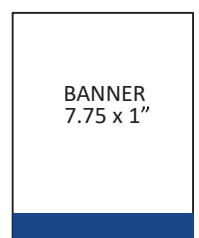
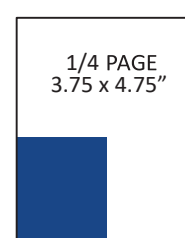
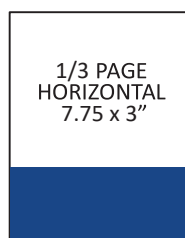
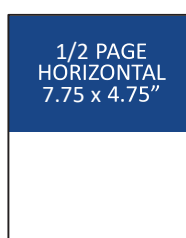
Emailed Out: 4,400+ IAA members

Audience: Multifamily property owners and executives, maintenance personnel, on-site managers, supplier members, and community leaders.

Interested in advertising?

Email Chelsea at chelsea@iaaonline.net or call 317-816-8900 to reserve your ad space for 2021 today!

Ad specifications provided by the graphic designer of INsites Magazine can be found on page 4 of this document. Any ads that do not meet specifications will be altered by designer to fit the appropriate specs.



2021 INsites Editorial Schedule and Deadlines*

ISSUE	SPACE RESERVATION DEADLINE	ARTWORK DEADLINE
January/February	December 1	December 15
March/April	February 1	February 15
May/June	April 1	April 15
July/August	June 1	June 15
September/October	August 1	August 15
November/December	October 1	October 15

Company Name _____

Contact Name _____

Email Address _____

Address _____

City _____ State _____ Zip _____

Phone _____ Alt Phone _____

Ad Size: Full 1/2 1/3 1/4 Marketplace Banner Cost/Issue \$ _____

Issue(s): Jan/Feb Mar/Apr May/June July/Aug Sept/Oct Nov/Dec ALL SIX

Special Instructions

Billing Contact Name _____

Email Address _____

Address _____

City _____ State _____ Zip _____

Phone _____ Alt Phone _____

**tentative*

Advertising rates are based on advertisers providing finished artwork. (Design service is available at reasonable rates.) Non-Members may advertise in INsites at rates are 1.5 times the member rates. All ads should be submitted electronically as high resolution .PDF, vector .EPS or .AI, or high resolution .JPG. To inquire about design services or specifications on artwork submission for print publications please call 317-816-8900 or email chelsea@iaaonline.net.

PLEASE COMPLETE FORM AND RETURN TO:

Indiana Apartment Association • 9200 Keystone Crossing, Ste. 100, Indianapolis, IN 46240
 Phone (317) 816-8900 • Fax (317) 816-8911 • Email: chelsea@iaaonline.net



ADVERTISING AGREEMENT - Insites Magazine

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 "2021 Insites Advertising Rates" listing for Insites Magazine, 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 until the "End Ad Placement" period ends as set forth in the Rate Sheet. After that time, the new rates shall apply to any new Advertising Agreement.

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 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 artwork 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 Begin Ad Placement date and the End Ad Placement date (hereinafter, "Publisher's Publication Schedule") are 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 for that publication.

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 printed 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 Insites Magazine by Publisher.

ENTIRE AGREEMENT: All advertising placements with Publisher for Insites Magazine 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.

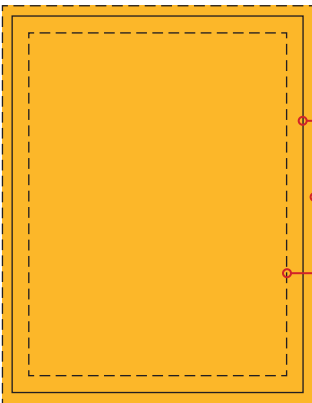
Company Name: _____ Contact Name: _____
Title: _____ Signature: _____ Date: _____

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: _____

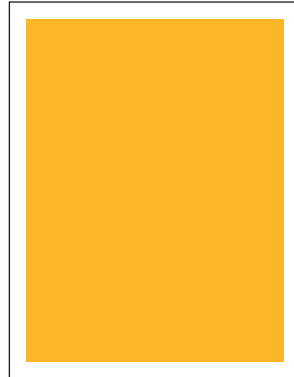
INsites

2021 AD SPECIFICATIONS (REV 05.20.20)



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

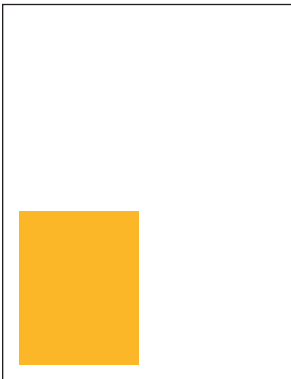
High resolution .PDF
(export using PDF-x1a)

or

Vector .EPS or .AI
(with text outlined)

or

High resolution .JPG



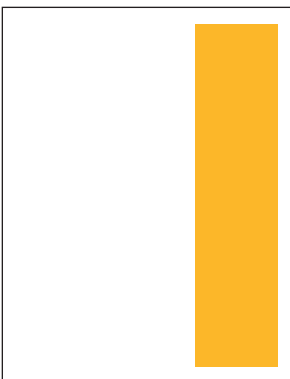
1/4 Page

3.75 x 4.75"



1/3 Page Horizontal

7.75 x 3"



1/3 Page Vertical

2.375 x 10"



Half-Page Horizontal

7.75 x 4.75"



Half-Page Vertical

3.75 x 10"