



WAA NEWS ADVERTISING RATES

WAA News is the newsletter of the Wisconsin Apartment Association
 WAA News is e-Published bi-monthly in Jan, Mar, May, Jul, Sep & Nov
 WAA News is also available in printed magazine format mailed to subscribers for \$35 per year.

DEADLINE: Copy deadline is the 3rd of the month of publication (i.e. Jan 3 for Jan-Feb issue, etc).

CIRCULATION: WAA News e-Circulation includes current, past & lifetime members, associates, contributors, municipal agencies, friends and supporters throughout Wisconsin and the Midwest. Each issue is archived and available in the Library at WAAonline.org for future reference. Additionally, circulation includes many glossy printed copies that are mailed to subscribers (for \$35 per year).

ADVERTISING RATES			
SIZE	NO. OF ISSUES	RATES	DIMENSIONS
Full page	One time placement	\$ 200	(7 1/2" w x 10" h)
	6 issue contract	\$ 1,000	
Half page	One time placement	\$ 110	(7 1/2" w x 4 7/8" h), or (3 5/8" w x 10" h)
	6 issue contract	\$ 550	
Quarter page	One time placement	\$ 60	(7 1/2" w x 2 3/8" h), or (3 5/8" w x 4 7/8" h)
	6 issue contract	\$ 300	
Eighth page	One time placement	\$ 35	(3 5/8" w x 2 3/8" h), or (1 3/4" w x 4 7/8" h)
	6 issue contract	\$ 175	
"Business Card" Ad	One time placement	\$ 30	(3 1/2" w x 2" h)
	6 issue contract	\$ 150	
Sixteenth Page	One time placement	\$ 20	(1 3/4" w x 2 3/8" h)
	6 issue contract	\$ 100	
"Baseboard" Ad	Runs across bottom of any Inside Page	\$ 40	(7 1/2" w x 1 1/4" h)
Multiple Ads Same Issue	2 or more ads of the same size in a single issue	Buy 2 → Get the 3 rd one FREE	
"Kick Plate" Ad Package	Bottom of Front Cover + (2) 1/4 Page Ads Inside!	\$ 150 Total	1 @ (7 1/2" w x 1 1/2" h) + 2 @ (3 5/8" w x 4 7/8" h)
"Focal Point" (Half page Back & Inside Covers)		+ 20% additional cost	

ASSOCIATE DISCOUNT: 10% discount off published rates for WAA Associate Member businesses.

GUARANTEED POSITION: All ads run on 'space available' basis. To request special ad positioning, please call 920-230-9221. We will do our best to accommodate your request, but we cannot guarantee it.

GENERAL POLICIES: ♦Advertising is accepted from any business that serves landlords and the rental housing industry. ♦All ads must be CAMERA-READY to the dimensions shown on the rate sheet.

♦PAYMENT MUST ACCOMPANY AD. ♦Advertising is sold on a first-come/first-served basis. ♦Editor reserves the right to reject advertising which competes or conflicts with WAA materials or services, or which violate the spirit of WAA's Code of Ethics. ♦Advertiser agrees to hold the Wisconsin Apartment Association harmless from any and all claims or suits arising from publication of any advertising accepted.

Wisconsin Apartment Association – PO Box 2922, Oshkosh, WI 54903
 Phone: 920-230-9221 ◻ Email: admin@WAAonline.org