

# THE KEY MAGAZINE

## 2017 Rate Schedule and Advertising Information



The **KEY** magazine is the official publication of the Apartment Association of Greater Orlando (AAGO). Circulation is to all members of the Association, as well as to the office of FAA, NAA and other state and local apartment and multi-housing associations.

**AAGO represents over 540 Apartment Communities with 137,000 units throughout the greater Orlando Area**

**Display Advertising:**  
Non-Members add 50%  
to quoted prices.

### FULL COLOR RATES - 1 ISSUE

Outside Back Cover	\$860	Per Issue
Inside Cover	\$815	Per Issue
Full Page	\$800	Per Issue
Half Page	\$590	Per Issue
One Quarter Page	\$295	Per Issue
Eighth Page	\$175	Per Issue

### FULL COLOR RATES - 3 ISSUES

Outside Back Cover	\$780	Per Issue
Inside Cover	\$740	Per Issue
Full Page	\$700	Per Issue
Half Page	\$530	Per Issue
One Quarter Page	\$275	Per Issue
Eighth Page	\$150	Per Issue

### FULL COLOR RATES - 6 ISSUES

Outside Back Cover	\$715	Per Issue
Inside Cover	\$675	Per Issue
Full Page	\$640	Per Issue
Half Page	\$485	Per Issue
One Quarter Page	\$245	Per Issue
Eighth Page	\$130	Per Issue

### HAVE YOUR OWN FLYERS INSERTED

Flyer Inserts	\$195	Per Issue
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### 2017 KEY MEMBERSHIP DIRECTORY

The January 2017 Special **KEY** Membership Directory Issue will feature AAGO members listed by category. To find out how to get your business listed email Richard Goldman at [rgoldman@pubman.net](mailto:rgoldman@pubman.net) or call **(404) 255-5603**.

**ALL RATES ARE NON-COMMISSIONABLE!**

**Deadlines:** First day of the month preceding month of publication. All ad orders must be in writing.

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## 2017 Advertising Specification Information



Width      Depth

### Full Page

Non-Bleed (Live Area) .....7" ..... 10"

Trim .....8.5" ..... 11"

Bleed (Trim size; add 1/4 bleed allowance) 8.75" ..... 11.25"

**Half Page, Vertical** .....3.375" .....9.875"

**Half Page, Horizontal** .....7" .....4.75"

**Quarter Page** .....3.375" .....4.75"

**Eighth Page** .....3.375" ..... 2.25"

### FLYER INSERTS

You provide 1200 Flyers that have been reduced in size by 10%

### PRODUCTION REQUIREMENTS

Advertising rates are based on ads in digital format; we prefer High Resolution PDF's or tiff files (300 dpi). InDesign CS3 files are also accepted. However all fonts and support files must be included. The ad can be emailed to gthurow@pubman.net or mailed to PuMan, Inc., 180 Interstate North Parkway, Suite 150, Atlanta, Georgia 30339.

**Production Services:** The following services are available at a reasonable charge: graphic design, typesetting, photography, or image retouching. Ads that require typesetting must be submitted within 10 days of the Advertising Agreement or upon Agreement if less than 10 days before closing. Please consult with your Account Executive for current prices and details.

**Ad Alterations and Copy Changes:** All copy changes must be made in writing or via fax and submitted prior to deadline. No copy corrections will be accepted verbally. Advertiser and/or agency assumes risk of possible errors. Publication will exert its best effort, but cannot assume liability for errors or copy changes.

**Materials:** Any material not requested to be returned will be archived and stored as a convenience to advertisers; publisher assumes no liability for the safekeeping of materials.

**Compliance with Specifications:** Ads that do not meet the proper size specifications will be handled as follows:

*Ads smaller than specified will be centered in the proper space.*

*Ads larger than specified may, at the publisher's option, be returned to the advertiser or reduced to fit the proper space; additional production charges may be incurred.*

**Contact Richard Goldman for advertising information  
at 404-255-5603 Ext 1 or rgoldman@pubman.net**

# THE KEY MAGAZINE 2017 Advertising Contract

## I. Advertiser Information

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

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

## II. Advertising Agency (if applicable)

Agency Name \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

## III. Ad Size (Please check one)

- Back Cover       Inside Front Cover       Inside Back Cover  
 Facing Inside Front Cover       Full Page  
 Half Page (Horizontal)       Half Page (Vertical)       Quarter Page  
 Eighth Page

## IV. Insertion Schedule

(Please check issue(s) for insertion; indicate month and year)

- January/February \_\_\_\_       March/April \_\_\_\_  
 May/June \_\_\_\_       July/August \_\_\_\_  
 Sept./October \_\_\_\_       November/December \_\_\_\_

## V. Key Yellow Pages (Annual)

- Block Ad starting from: Month \_\_\_\_\_ Year \_\_\_\_\_  
 Double Block Ad starting: Month \_\_\_\_\_ Year \_\_\_\_\_  
 Additional Listing starting: Month \_\_\_\_\_ Year \_\_\_\_\_  
 Bold Red Listing starting: Month \_\_\_\_\_ Year \_\_\_\_\_

## Artwork:

- Use old ad  
 Use old ad with changes (number or address changes at no charge; all other changes will be billed at a production charge of \$35 per half hour)  
 New art to be supplied  
 PubMan, Inc. to create new art for a charge of \$35 per half hour  
Pick-Up from: Month \_\_\_\_\_ Year \_\_\_\_\_

Billing and correspondence to be forwarded to (check one):

- Advertiser       Agency

If billing address is different than address above, please specify here:

Advertiser will be sent one tearsheet of published ad with invoice. If additional tearsheets are needed, please specify.

All The Key Magazine advertisers must complete and sign this advertising contract if display advertising will be purchased. **It is MANDATORY this The Key Magazine contract be signed by an authorized representative of the company requesting advertising.** Your cooperation is greatly appreciated.

All rates are **NET** and accounts are due upon receipt of advertising monthly statement. Discounts are given only according to the frequency an ad runs. First time advertisers must prepay for the first insertion. After credit is established, PubMan, Inc. will send an advertising statement to each advertiser within 30 days of ad insertion. All advertising payments should be sent to the PubMan, Inc. office, 180 Interstate North Parkway, Suite 150, Atlanta, Georgia 30339, (404) 255-5603, ext. 1, within 30 days of statement date.

**Please make checks payable to PubMan, Inc.**

**Advertiser agrees to pay \$ \_\_\_\_\_ per insertion for a total of \$ \_\_\_\_\_.**

Publisher shall print Advertiser's art and graphics as submitted and approved by Advertiser. Advertiser agrees to indemnify and hold harmless Publisher for the contents of any advertisement printed.

This contract comprises the total agreement between the parties hereto. No oral agreements have been made. Any modifications to this contract must be in writing and signed by both parties. Should advertiser wish to cancel a long-term advertisement (3x, 6x), the rate charged for the advertising shall be the rate charged for one month's advertisement multiplied by the period actually used.

Payment due within 30 days of invoice date. If an advertiser is billed

through an advertising agency, and the agency becomes 60 days delinquent, the advertiser becomes liable for the full amount. For companies using ad agencies, ads placed in The Key Magazine are noncommissionable bookings. There will be a \$30 charge for returned checks. To defray administrative costs, there will be a late charge of three percent (3%) assessed on payments received later than 30 days after the invoice date. Delinquent accounts bear interest at 18 percent (18%) per annum, compounded annually, until paid. If delinquent accounts are placed in the possession of an attorney or collection agency, advertiser shall be liable for payment of reasonable attorney's fees and other costs of collection, including litigation expenses.

**The undersigned represent and warrant that they have the authority to enter into this contract and hereby agree to the terms set forth above.**

Signature of Advertiser or Agency Contact

Date

Pubman Inc. Representative

Date

Please return this signed contract and advertising payment to:  
PubMan, Inc. 180 Interstate North Parkway, Suite 150, Atlanta, Georgia 30339; (404) 255-5603 ext. 1, FAX (404) 255-0212.

### FOR OFFICE USE ONLY:

Size Ad	_____
Number of Insertions	_____
Insertions Begin	_____
Special Request	_____
Member Black and White Rate	_____
Color Rate	_____
Subtotal Per Insertion	_____
Grand Total of Advertising Insertions	_____