



2021 Ad rate sheet

Print Advertising Rates:

Deadlines: Feb. 5th, May 7th, August 13th, November 12th

(members receive an additional 10% discount-ask us for details)!

Ad Rates (per issue)	1X	2X	3X	4X
Inside front cover	\$850	\$775	\$700	\$650
Inside back cover	\$800	\$700	\$725	\$625
Full page	\$700	\$625	\$550	\$500
½ page (vert or horiz)	\$400	\$325	\$275	\$200
¼ page	\$180	\$170	\$150	\$125

Business card - \$75 per issue

Industry Partner directory page *(must be a member in good standing)*-\$50 per issue

<u>AD FORMATS</u>		<u>AD SPECS</u>	
PDF	300 DPI	Full Pg bleed	8.75 x 11.25
TIFF	CMYK	Full Pg	7.50 x 10
EPS	<9 MB	½ Pg H	7.50 x 4.875
		½ Pg V	3.625 x 10
		¼ Pg	3.50 x 4.875
		Bus Card	Bus Card proof

E-Advertising Rates (mark all that you wish to purchase):

- LEADERBOARD WEBSITE ADVERTISING – HOME PAGE-- \$500/per month /\$6,000 Annual.** This opportunity consists of a horizontal format banner at the top of the home page on <https://www.rhasouthernala.com/> **AD DIMENSION: 1480 x 360 pixels, high resolution jpg image required.**
- INDUSTRY PARTNER LISTING –\$4,500 Annual**
Your company will be featured on our “Industry Partners” page with a live link to a unique page with more details on your service/product. **A high resolution jpg logo required** *(does not include printed advertising in these publications)*. Social Media post 1x per month with link back to Partner’s Page.
- DEDICATED MARKETING EMAIL -- \$500**
Only two dedicated-marketing emails are available per month and are on

a first-come, first-served basis. Provide your high resolution jpg image sized at **150 x 150 pixels**. Advertising specifications: Max. 250 words and 1 image to use as your graphic (**size is negotiable**) not to exceed 100dpi size to be included in email. Reposted on our social media platforms.

E-NEWSLETTER EVENT LISTING -- \$200

Listed in the “Upcoming Events” section in our monthly E-Newsletter. Advertising specifications: in simple text doc, include the following: Name of the event, Date, Time, Location, 2 lines of text (max. 50 words) about event, company URL link (if applicable) or contact information for more details. Due to space limitations, this option is subject to space availability. **Provide your high resolution jpg image sized at 100 x 100 pixels**. Reposted on our social media platforms.

WEB CALENDAR POSTING -- \$150

Advertising specifications: in simple word doc include the following: Name of the event, Date, Time, Location, 2 lines of text (max. 50 words) about event, Company URL link (if applicable) or contact information for more details. **Provide your high resolution jpg image sized at 75 x 75 pixels**.

Advertisement Form

Date:	
Contact Name:	
Firm:	
Address:	
Email:	
Phone:	
Month(s) Preferred: <i>Circle all that apply</i>	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Type of Advertisement(s)-list all ads purchased:	
Notes or special instructions:	

<u>Payment Type:</u> <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Check	Card #:
	Expiration Date:
	CCV Code:
Name on card:	Signature:
TOTAL DUE:	
Remit Payment to: Attn: Robert Robledo Rental Housing Association of Southern Alameda County 1264 A Street, Hayward CA 94541	Questions: 408-464-6992 robert@rhosource.com

HOW TO SUBMIT:

Email completed order form and materials to robert@rhosource.com with the subject line "RHA Advertising" and provide the month preferred with a secondary month if your first choice is not available.