

2010 UNITS TODAY INSERTION ORDER



ADVERTISER INFORMATION

COMPANY ADVERTISING

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

E-MAIL

BILLING INFORMATION

MY CHECK IS ENCLOSED FOR \$ _____.

PLEASE BILL MY CREDIT CARD \$ _____ AMEX VISA MASTERCARD

ACCOUNT NUMBER

EXP. DATE

NAME ON CARD (PLEASE PRINT)

SIGNATURE

DATE

DEADLINES:

Ad Space: 5/28/10

Materials: 5/28/10

AD MATERIALS

Please submit all advertising art work in digital format. EPS, TIFF, Adobe Illustrator, QuarkXpress with supporting images and fonts or printer-ready PDFs are acceptable file formats. Images should be CMYK and no less than 300 dpi.

INSTRUCTIONS

Please forward all materials and payment to NAA in accordance with deadline schedule. By signing this insertion order, the advertiser agrees to abide by all Terms & Conditions as stated on this agreement. Please make a copy of this insertion order for your records. All ad materials must be accompanied by a copy of this Insertion Order. Send materials (in protective packaging) along with insertion order and payment to:

Sales Department
National Apartment Association
4300 Wilson Blvd, Suite 400, Arlington, VA 22203

703/797-0671, Fax: 703/248-9441

TERMS & CONDITIONS

- ◆ The publisher reserves the right to cancel or reject any advertising at any time, and to add to the word "advertisement" at the top of any copy which, in the publisher's opinion, simulates editorial matter and might be misleading to the reader.
- ◆ The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with regulations set forth in this agreement.
- ◆ Cancellations must be received in writing 30 days before space closing date without penalty. Cancellations received within 30 days before space closing deadline will be charged full space rate. Cancellations received after dead-line are subject to payment in full. Changes or corrections must conform to closing and materials deadlines.
- ◆ The publisher does not guarantee any given level of readership for an advertisement.
- ◆ The publisher does not assume liability for the return of advertising printing materials unless specific written request is received.
- ◆ Agreements, conditions, rates, rules or regulations not set forth or described here will not be binding.
- ◆ Charges for changes from original layout and copy will be based on current composition and litho alteration rates.
- ◆ The advertiser or advertising agency assumes liability for all content, including text and illustrations, of advertising published and also assumes responsibility for any claims arising therefrom made against the National Apartment Association, publisher, including all costs and attorneys' fees associated with investigating and defending such claims.
- ◆ The publisher shall be under no liability, other than forfeiture of payment thereof, for its failure for any cause, to insert an advertisement.
- ◆ The publisher, advertiser, and the advertising agency, (if any) agree that this contract shall be subject to the laws and jurisdiction of the Commonwealth of Virginia. Any advertising agency agrees to be liable for payment for any advertisement placed in NAA's publications on behalf of any client. If for any reason the National Apartment Association is required to take action, legal or otherwise, to collect any outstanding accounts, the advertiser and the advertising agency (if any) shall pay all costs to recover such outstanding accounts, including reasonable attorneys' fees. Any disagreements that may arise shall be adjudicated in the courts located in Alexandria, VA.
- ◆ Payment must be made by 5/28/10.
- ◆ *Published by the National Apartment Association, 4300 Wilson Blvd, Suite 400, Arlington, VA 22203; 703/518-6141; Fax 703/248-9441; email sales@naahq.org.*

UNITS TODAY AD SIZES

AD SIZES All measurements are in inches

| SIZE | WIDTH | DEPTH |
|----------------------|--------|---|
| Full page (no bleed) | 8 x | 10.5 |
| Full page (bleed) | 8.75 x | 11.25 (with live matter within 8 x 10.5) |

UNITS TODAY RATES

| SIZE | COLOR | RATE |
|---------|-------|--|
| Cover 2 | 4C | <input type="radio"/> \$5,000 Friday & Saturday |
| Cover 3 | 4C | <input type="radio"/> \$5,000 Friday & Saturday |
| Cover 4 | 4C | <input type="radio"/> \$6,000 Friday & Saturday |

AMOUNT OF INSERTION \$ _____

Payment must be received by May 28, 2010

SIGNATURE

DATE

BY SIGNING THIS INSERTION ORDER, I AGREE TO ALL TERMS & CONDITIONS OUTLINED ABOVE.