

2009 UNITS DISPLAY ADVERTISING AGREEMENT

ADVERTISER INFORMATION

COMPANY ADVERTISING

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

E-MAIL

BILLING INFORMATION

SAME AS ABOVE INSTEAD, SEND INVOICE TO:

COMPANY

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

E-MAIL

MY CHECK IS ENCLOSED FOR \$ _____.

PLEASE BILL MY CREDIT CARD \$ _____ AMEX VISA MASTERCARD

ACCOUNT NUMBER

EXP. DATE

NAME ON CARD (PLEASE PRINT)

SIGNATURE

DATE

BILL ME LATER.

INSERTION SCHEDULE (please check all appropriate boxes)

ISSUE	FULL Pg	1/2 Pg	1/3 Pg	1/4 Pg	SHAPE (CIRCLE ONE)	COLOR	B&W	NET RATE (SEE RATE CHART)
January	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
February	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
March	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
April	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
May	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
June	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
July	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
August	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
September	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
October	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
November	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
December	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Isl. Vert. Hor.	<input type="radio"/>	<input type="radio"/>	\$ _____
SUBTOTAL								\$ _____
15% charge for guaranteed position								\$ _____
TOTAL PROGRAM								\$ _____

SIGNATURE

DATE

TERMS & CONDITIONS

- ◆ The publisher reserves the right to cancel or reject any advertising at any time, and to add 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 National Apartment Association (NAA), "the publisher," will not be bound by any conditions printed or otherwise, appearing on order blanks of copy instructions when such conditions conflict with regulations set forth in this rate card.
- ◆ Cancellations or rollovers to a future issue 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 30% of gross space rate. Cancellations received after deadline will be charged payment in full. Changes or corrections must conform to closing and materials deadlines.
- ◆ All billing is subject to short-rate or rebate to earned rates, depending on frequency actually used during the current publication year. Frequency is based on the number of insertions used within a current publication year.
- ◆ The publisher does not guarantee any level of readership or response for an advertisement.
- ◆ The publisher does not assume liability for the return of advertising printing materials unless specific written request is received. Materials will be stored by the publisher for 12 months.
- ◆ Agreements, conditions, rates, rules or regulations not set forth or described here or in current rate card 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 NAA, 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. Advertiser/Agency must submit an insertion order for each contracted issue to ensure correct ad insertion. Failure to submit insertion order does not qualify as cancellation of contract or insertion. In the event the insertion order is not submitted by deadline, NAA will re-run the advertiser's most current ad.
- ◆ 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 publication on behalf of any client. If for any reason the NAA 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, Virginia.
- ◆ The publisher reserves the right to pick-up the advertiser's most current ad in the event the materials are not submitted by deadline.
- ◆ **Until credit can be established, first time display advertisers are required to send payment along with their insertion order form. All classified ads must be paid in advance.**
- ◆ Any payment past due 30 days or more will be charged to an interest rate penalty of 1.5%, plus forfeiture of agency discount.

MATERIALS SUBMISSION INSTRUCTIONS

Please forward all materials to *units* in accordance with the deadline schedule. By signing, the advertiser agrees to abide by all Terms & Conditions as stated in the Advertising Agreement. Please make a copy of this agreement for your records. Send ad materials, advertising agreements, insertions orders and payment to: *units* Advertising, NAA, 4300 Wilson Blvd, Suite 400, Arlington, VA 22203. Phone: 703/518-6141; Fax: 703/248-9441; sales@naahq.org

The advertiser is required to submit an insertion order prior to space closing each month of scheduled advertising. Please fill out the insertion order in its entirety, sign and fax to *units* Advertising. Please note: Not signing or not submitting an insertion order is not considered cancellation of contract.

AD CLOSING DATES

ISSUE	CLOSING DATE	MATERIALS DUE
January	Dec. 1, 2008	Dec. 8, 2008
February	Jan. 2, 2009	Jan. 8, 2009
March	Feb. 1, 2009	Feb. 8, 2009
April	March 1, 2009	March 8, 2009
May	April 1, 2009	April 8, 2009
June	May 1, 2009	May 8, 2009
July	June 1, 2009	June 8, 2009
August	July 1, 2009	July 8, 2009
September	Aug. 1, 2009	Aug. 8, 2009
October	Sept. 1, 2009	Sept. 8, 2009
November	Oct. 1, 2009	Oct. 8, 2009
December	Nov. 1, 2009	Nov. 8, 2009

2009 UNITS ADVERTISING SIZES & SPECIFICATIONS

DISPLAY ADS

AD SIZES All measurements are in inches

SIZE	WIDTH		DEPTH
Full page (no bleed)	7 3/4	x	10 3/8
Full page (bleed)	8 1/2	x	11 1/8
	(with live matter within 7 3/4 x 10 3/8)		
1/2 page island	4 3/4	x	7
1/2 page horizontal	7 1/4	x	4 3/4
1/2 page vertical	3 1/2	x	9 1/2
1/3 page island	3 1/2	x	6 1/2
1/3 page horizontal	7 1/4	x	3 1/2
1/3 page vertical	2 1/4	x	9 1/2
1/4 page island	4 3/4	x	2 1/4
1/4 page horizontal	7 1/4	x	2 1/2
1/4 page vertical	3 1/2	x	4 3/4

Spreads, inserts and polybagging are available on request.

CLASSIFIED ADS

AD SIZES Dimensions are in inches

WIDTH x DEPTH INCHES	DIMENSIONS	TOTAL COLUMN INCHES
1 column x 1 inch	2 3/8 x 1	1
1 column x 2 inches	2 3/8 x 2	2
1 column x 3 inches	2 3/8 x 3	3
2 columns x 1 inch	4 3/4 x 1	2
2 columns x 2 inches	4 3/4 x 2	4
3 columns x 1 inch	7 1/4 x 1	3

Prices per column inch. For total, multiply the figure below, according to number of insertions, by total column Inches from chart above.



Harvey Research Ad-Q Study:
FREE ad research for February, May and September 2009 display advertisers.

SPECIFICATIONS

PRINTING PROCESS: Web offset

BINDING METHOD: Perfect Binding

COLOR AVAILABLE: Four-color process. Spot colors must be converted to CMYK-color builds.

LINE SCREEN: 133 lines per inch

FINISHED TRIM SIZE: 8 1/4 inches x 10 7/8 inches

FILE FORMAT: Digital files are required. Preferred file format is PDF with all images 300 dpi or higher and all fonts embedded. PDFs must be distilled from PostScript files generated using the Acrobat settings and PostScript Printer Description (PPD) downloaded from the NAA Web site at www.naa.org/publications/units. Other acceptable file formats are: Quark (up to version 7.31); Illustrator (up to version CS2); TIF (minimum 300 dpi at 100 percent); Email files that are less than 9MB; Use FTP site or ship files that are greater than 9MB. All required trapping must be included in the file. Graphics for ads must be submitted as final, 300 dpi, CMYK or grayscale, TIF files. All fonts must be included (in Illustrator files, fonts should be converted to outlines). Avoid TrueType fonts. Files should be supplied on a CD, with a printed directory listing all files on disc. To ensure proper color, the files must be accompanied by a color SWOP proof at 100 percent size. If files are submitted via e-mail, a color SWOP proof should be shipped separately. **NAA and its printer are not responsible for incorrect ads when the advertiser does not submit a SWOP-calibrated color proof.**

For additional information, see www.naa.org/publications/units.

FOUR-COLOR PROOFING: Four-color proofs must be furnished. Laser and ink jet prints are not accurate methods for color proofing. The advertiser will be charged \$50 for any proofs furnished by the printer. NAA and its printer are not responsible for incorrect colors when an ad is not accompanied by a SWOP-calibrated color proof.

SHIPPING: All materials must be shipped in protective packaging with an insertion order and labeled with advertisement name, *units* publication issue. Send to: *units* Advertising, NAA, 4300 Wilson Blvd, Suite 400, Arlington, VA 22203

CANCELLATION POLICY: Cancellations or rollovers to a future issue 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 30% of gross space rate. Cancellations received after deadline will be charged payment in full. Changes or corrections must conform to closing and materials deadlines.