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# CHICAGOLAND APARTMENT ASSOCIATION MEDIA GUIDE

***Apt.itudes***

***Print and Digital Quarterly Magazine***

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

## BY THE NUMBERS

**203,000**

APARTMENT  
HOMES OUR  
MEMBERS ARE  
RESPONSIBLE FOR

**\$2.5 M**

SPENT ANNUALLY  
ON PRODUCTS AND  
SERVICES

**6,000**

MULTIFAMILY  
HOUSING  
PROFESSIONALS  
OUR MEMBERS  
REPRESENT

## Who You'll Reach:

*Apt.itudes* magazine is mailed and emailed directly to industry professionals and to **100%** of our membership. *Apt.itudes* is also distributed to other apartment associations throughout Illinois including those in Lake, Rockford, Freeport and Champaign counties.

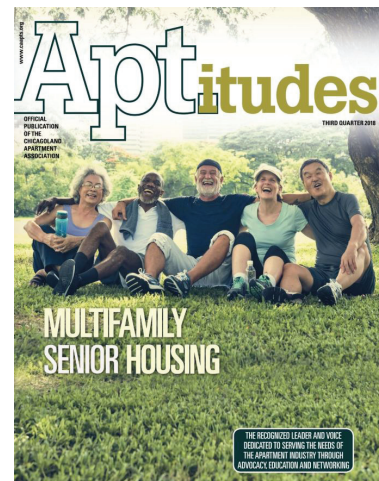
## About CAA:

Founded in 1989, CAA is the only affiliate of the National Apartment Association (NAA) in the state of Illinois. As a non-profit trade association, we are dedicated to serving the needs of the industry. Our membership is comprised of over 180 companies who manage nearly 200,000 apartment homes. Together, with 250 supplier partner members who provide needed products and services, we work to promote and advance the apartment industry in greater Chicagoland and throughout the state.

***Apt.itudes***

Print and Digital Quarterly Magazine

**BRAND YOUR  
BUSINESS WITH CAA!  
CONTACT YOUR  
NAYLOR ACCOUNT  
EXECUTIVE TODAY.**



[naylornetwork.com/chp-nxt](http://naylornetwork.com/chp-nxt)

**NAYLOR**   
ASSOCIATION SOLUTIONS

# APT.ITUDES

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$2,269.50	\$2,159.50	\$2,039.50
Outside Back Cover	\$1,719.50	\$1,649.50	\$1,579.50
Inside Front or Inside Back Cover	\$1,609.50	\$1,539.50	\$1,469.50
Full Page	\$1,399.50	\$1,329.50	\$1,259.50
2/3 Page	\$1,199.50	\$1,139.50	\$1,079.50
1/2-Page Island	\$1,039.50	\$989.50	\$939.50
1/2 Page	\$889.50	\$849.50	\$799.50
1/3 Page	\$669.50	\$639.50	\$599.50
1/4 Page	\$499.50	\$469.50	\$449.50
1/6 Page	\$409.50	\$389.50	\$369.50
1/8 Page	\$309.50	\$289.50	\$279.50

Black-and-White Rates	1x	2x	3x
Full Page	\$1,049.50	\$999.50	\$939.50
2/3 Page	\$919.50	\$869.50	\$829.50
1/2-Page Island	\$769.50	\$729.50	\$689.50
1/2 Page	\$669.50	\$639.50	\$599.50
1/3 Page	\$489.50	\$469.50	\$439.50
1/4 Page	\$389.50	\$369.50	\$349.50
1/6 Page	\$299.50	\$279.50	\$269.50
1/8 Page	\$239.50	\$229.50	\$219.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

**Sponsorship Max | \$840**

**Sponsorship | \$735**

**Skyscraper | \$525**

**Toolbar | \$315**

\*Members receive a 10% discount.

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (CHP-Q0219) Rates as of July 2015

# APT.ITUDES DIGITAL EDITION

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Apt.itudes is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop Responsive  
HTML Reading View



### 1 Leaderboard (all views) | \$735

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views) | \$525

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner | \$250

### 4 2<sup>nd</sup> TOC Mobile Banner | \$250

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$450

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$400

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### • Large Insert | \$375

#### • Medium Insert | \$325

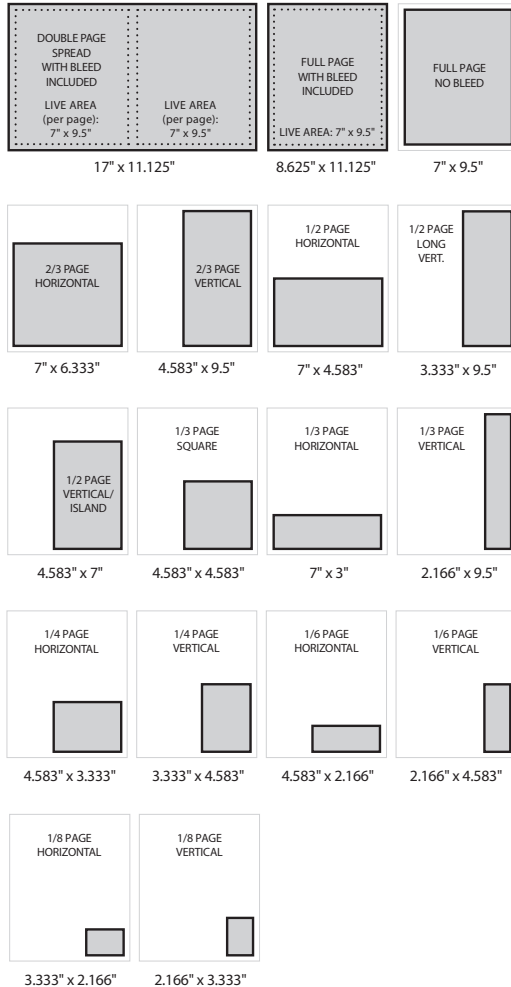
*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

For the latest online specs, please visit [www.naylor.com/onslinespecs](http://www.naylor.com/onslinespecs)

# PRINT ADVERTISING SPECIFICATIONS

## APT.ITUDES

**Magazine Trim Size: 8.375" x 10.875"**



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
1 Page / 2 surface: 8.375" x 10.875"  
2 Page / 4 surface: 8.375" x 10.875"  
Postcards: 6" x 4.25"  
Heavy Card Stock Insert: 8.25" x 10.75"  
Postal Flysheets: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount contracted to be published if within the time period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

# APT.ITUDES

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Access Control Systems                     | <input type="checkbox"/> Dryer Vent Cleaning                        | <input type="checkbox"/> Maintenance / Utility Vehicles & Golf Carts |
| <input type="checkbox"/> Accounting Firms                           | <input type="checkbox"/> Education and Training                     | <input type="checkbox"/> Maintenance Services & Supplies             |
| <input type="checkbox"/> Advertising                                | <input type="checkbox"/> Electrical Contractors                     | <input type="checkbox"/> Marketing - Promotional Items               |
| <input type="checkbox"/> Apartment Locator Services                 | <input type="checkbox"/> Electronic Payments                        | <input type="checkbox"/> Mediation                                   |
| <input type="checkbox"/> Appliances & Retail Hardware               | <input type="checkbox"/> Elevators                                  | <input type="checkbox"/> Mold Services                               |
| <input type="checkbox"/> Appraisal Services                         | <input type="checkbox"/> Employment - Placement Services            | <input type="checkbox"/> Moving Companies                            |
| <input type="checkbox"/> Architects                                 | <input type="checkbox"/> Energy Resource Management                 | <input type="checkbox"/> Newsletter                                  |
| <input type="checkbox"/> Asphalt Maintenance & Repairs              | <input type="checkbox"/> Engineering Services                       | <input type="checkbox"/> Odor Removal                                |
| <input type="checkbox"/> Attorneys & Legal Services                 | <input type="checkbox"/> Environmental Services                     | <input type="checkbox"/> Office Equipment & Services                 |
| <input type="checkbox"/> Auction Services                           | <input type="checkbox"/> Eviction Services                          | <input type="checkbox"/> Paint Manufacturers, Supplies & Service     |
| <input type="checkbox"/> Bathtub & Countertop Refinishing/Reglazing | <input type="checkbox"/> Fair Housing                               | <input type="checkbox"/> Patio Furniture & Repair                    |
| <input type="checkbox"/> Blinds - Cleaning and Sales                | <input type="checkbox"/> Fences, Gates & Railings                   | <input type="checkbox"/> Pest Control                                |
| <input type="checkbox"/> Cabinets                                   | <input type="checkbox"/> Fencing/Decking                            | <input type="checkbox"/> Pet Services                                |
| <input type="checkbox"/> Carpet Cleaning                            | <input type="checkbox"/> Financial Services                         | <input type="checkbox"/> Pet Waste Dispenser                         |
| <input type="checkbox"/> Carpet Sales                               | <input type="checkbox"/> Fire & Safety Equipment                    | <input type="checkbox"/> Plumbing                                    |
| <input type="checkbox"/> Carports & Garages                         | <input type="checkbox"/> Fitness Equipment                          | <input type="checkbox"/> Pool Underwater Repair Specialists          |
| <input type="checkbox"/> Catering                                   | <input type="checkbox"/> Floor Coverings                            | <input type="checkbox"/> Porcelain Reglazing                         |
| <input type="checkbox"/> Cleaning Services                          | <input type="checkbox"/> Furniture Sales, Leasing & Repair          | <input type="checkbox"/> Power Tools                                 |
| <input type="checkbox"/> Collection Services                        | <input type="checkbox"/> Glass Products & Services                  | <input type="checkbox"/> Power Washing                               |
| <input type="checkbox"/> Communications                             | <input type="checkbox"/> Handyman Services                          | <input type="checkbox"/> Pressure Washing                            |
| <input type="checkbox"/> Computer Products & Services               | <input type="checkbox"/> Hauling                                    | <input type="checkbox"/> Printing                                    |
| <input type="checkbox"/> Concrete Products & Repair                 | <input type="checkbox"/> Houseware Rentals                          | <input type="checkbox"/> Printing and Copying                        |
| <input type="checkbox"/> Construction Management & Services         | <input type="checkbox"/> HVAC - Heating, Ventilation & Air          | <input type="checkbox"/> Promotional                                 |
| <input type="checkbox"/> Consultants                                | <input type="checkbox"/> Inspections, Property                      | <input type="checkbox"/> Promotional Products                        |
| <input type="checkbox"/> Contractors                                | <input type="checkbox"/> Insurance                                  | <input type="checkbox"/> Property Management                         |
| <input type="checkbox"/> Corporate Housing                          | <input type="checkbox"/> Internet Services                          | <input type="checkbox"/> Property Tax                                |
| <input type="checkbox"/> Countertops                                | <input type="checkbox"/> Kitchen & Bath                             | <input type="checkbox"/> Public Insurance Adjusters                  |
| <input type="checkbox"/> Credit Screening                           | <input type="checkbox"/> Landscaping Services                       | <input type="checkbox"/> Public Utilities                            |
| <input type="checkbox"/> Decks & Stairs                             | <input type="checkbox"/> Laundry Equipment Sales/Leasing/ Servicing | <input type="checkbox"/> Putting Greens                              |
| <input type="checkbox"/> Design Services                            | <input type="checkbox"/> Lighting Systems & Fixtures                |  |
| <input type="checkbox"/> Disabled Access Products                   | <input type="checkbox"/> Locksmiths                                 |  |
|   | <input type="checkbox"/> Mailboxes                                  |  |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20 = \$\_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

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- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Rain Gutters                           | <input type="checkbox"/> Software                       | <input type="checkbox"/> Vinyl Siding                         |
| <input type="checkbox"/> Real Estate Appraiser/Consultants      | <input type="checkbox"/> Solar Energy Products          | <input type="checkbox"/> Waste Disposal                       |
| <input type="checkbox"/> Real Estate Brokerage                  | <input type="checkbox"/> Spa Equipment                  | <input type="checkbox"/> Waste Management                     |
| <input type="checkbox"/> Real Estate Investment                 | <input type="checkbox"/> Spray Equipment                | <input type="checkbox"/> Water Conservation                   |
| <input type="checkbox"/> Real Estate Lending                    | <input type="checkbox"/> Staffing Services              | <input type="checkbox"/> Water Conservation Devices           |
| <input type="checkbox"/> Real Estate Services                   | <input type="checkbox"/> Storage Rental                 | <input type="checkbox"/> Water Features                       |
| <input type="checkbox"/> Recycling                              | <input type="checkbox"/> Storm Windows/Doors            | <input type="checkbox"/> Water Heaters                        |
| <input type="checkbox"/> Remodeling & Repairs                   | <input type="checkbox"/> Striping                       | <input type="checkbox"/> Water Treatment                      |
| <input type="checkbox"/> Renovations                            | <input type="checkbox"/> Submetering                    | <input type="checkbox"/> Water/Fire Damage Restoration        |
| <input type="checkbox"/> Rent Payments                          | <input type="checkbox"/> Swimming Pool Repair & Service | <input type="checkbox"/> Waterproofing                        |
| <input type="checkbox"/> Rental Water Heaters                   | <input type="checkbox"/> Temporary Housing              | <input type="checkbox"/> Welcome Gifts                        |
| <input type="checkbox"/> Research/Industry Statistics           | <input type="checkbox"/> Temporary Services             | <input type="checkbox"/> Window & Door Repair/<br>Replacement |
| <input type="checkbox"/> Risk Management                        | <input type="checkbox"/> Tenant Notifications           | <input type="checkbox"/> Window Coverings                     |
| <input type="checkbox"/> Risk Management Services               | <input type="checkbox"/> Tenant Screening               | <input type="checkbox"/> Windows                              |
| <input type="checkbox"/> Roofing                                | <input type="checkbox"/> Title & Escrow                 | <input type="checkbox"/> Windows/Doors/Screens                |
| <input type="checkbox"/> Safety Services                        | <input type="checkbox"/> Towing Companies               | <input type="checkbox"/> Wood Restoration                     |
| <input type="checkbox"/> Screens                                | <input type="checkbox"/> Transportation                 | <input type="checkbox"/> Workers' Compensation                |
| <input type="checkbox"/> Security                               | <input type="checkbox"/> Trash Receptacles              | <input type="checkbox"/> Wrought Iron                         |
| <input type="checkbox"/> Security Deposits                      | <input type="checkbox"/> Tree and Shrub Care            | <input type="checkbox"/> Other: _____                         |
| <input type="checkbox"/> Sewer Services                         | <input type="checkbox"/> Tree Services                  |   |
| <input type="checkbox"/> Sewer, Drain & Pipeline Cleaning       | <input type="checkbox"/> Utilities                      |   |
| <input type="checkbox"/> Shower Doors                           | <input type="checkbox"/> Utility Billing & Collections  |   |
| <input type="checkbox"/> Siding                                 | <input type="checkbox"/> Utility Billing and Management |   |
| <input type="checkbox"/> Signs                                  | <input type="checkbox"/> Utility Vehicle Maintenance    |   |
| <input type="checkbox"/> Smoke, Water & Restoration<br>Services | <input type="checkbox"/> Vending Services               |   |
|   | <input type="checkbox"/> Vertical & Horizontal          |   |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# 2019 EDITORIAL CALENDAR

ISSUE	FEATURES
First Quarter	<b>Cover Feature: Blockchain</b> - Basics of blockchain technology - Cryptocurrencies and smart contracts as they relate to real estate - The future of real estate investing - Analyzing multifamily properties using blockchain based tech <b>Chicago Trends:</b> Ways to Attract Gen Z Renters to Your Multifamily Property
Second Quarter	<b>Cover Feature</b> - The 2019 Membership Directory & Buyers Guide
Third Quarter	<b>Cover Feature</b> - Active Shooter Disaster Prep <b>Chicago Trends:</b> Sustainable Communities: Improvements in multifamily sustainability.
Fourth Quarter	<b>Cover Feature</b> - Looking Ahead to 2020: Multifamily trends to watch out for in the coming year. Leaders in the industry weigh in. <b>Technology Focus:</b> License Plate Recognition System <b>Chicago Trends:</b> Student Housing

*\*Editorial Calendar is tentative and subject to change.*

## IN EVERY ISSUE:

- President's Message
- Executive Vice President's Message
- Education Connection
- Legislative Updates – National, State and Local
- New Member Profiles
- Metro Chicago Apartment Market Update

