

2019 Directory and Buyer's Guide Rate Card

Black and White Rates			
Ad Space Size	Early Bird Rate 8/15	Regular Rate 9/15	Late Rate 9/30
Full Page	\$1,240	\$1340	\$1390
2/3 Page	\$1,015	\$1115	\$1165
1/2 Page	\$895	\$995	\$1125
1/3 Page	\$720	\$820	\$870
1/4 Page	\$565	\$665	\$715
1/6 Page	\$425	\$525	\$575
Filler ads	Inquire	Inquire	TBA

Full Color Rates			
Ad Space Size	Early Bird Rate 8/15	Regular Rate 9/15	Late Rate 9/30
Back Cover	\$2,580	\$2680	\$2730
Inside Front /Inside Back Cover	\$1,995	\$2095	\$2145
Double Page Spread	\$3,398	3,498	3,598
*Full Page	\$1899	\$1999	\$2049
2/3 Page	\$1,760	\$1860	\$1910
1/2 Page	\$1375	\$1505	\$1555
1/3 Page	\$999	\$1099	1149
1/4 Page	\$855	\$955	\$1005
1/6 Page	\$595	\$695	\$745
Tab Sections	\$2,899	\$2999	\$3049

One chance! Once a year!

Don't miss being a part of the most valuable resource in Houston's multifamily industry.

- Our members DEMAND print!
- Your ad stands out from the category listings and explains why the buyer should choose you
- More than 5,000 copies are distributed putting your ad into buyer's hands
- It works for your company all year long, 24 hours a day
- Your ad is displayed on the digital version of the guide via a direct link
- It's cost effective – You can't afford NOT to advertise

Important Information

- Above rate guarantees placement near a specified category only.
- A preferred positioning fee of 20% is added to pages 1-10 and any preferred positioning requests.
- Current advertisers with special cover positions and pages 1-10 have first right of refusal until August 15
- Preferred positioning placement is forfeited if payment in full is not received by August 15.
- For more information on preferred positioning policies and procedures, contact the Supplier Services Department.
- Multi-page insertions are considered separate insertions and are assessed as such.
- All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold the publisher harmless from all claims, damages, and expenses rising out of any advertising accepted. The publisher reserves the right to reject any advertising.
- Information in your display ad is not necessarily the same for your listings - check both for accuracy. Category listing verification is done separately by mail in August.
- Tab section placement is on a first-come, first-served basis. **All payments for tab sections must be paid by August 15th or space will be forfeited. Tab section advertisers for current year have first right of refusal.**
- *Special pricing for full page noted above applies to standard pages only, no preferred positioning, or full bleed ad space included.

Deadlines

The absolute deadline for a signed contract, full payment, and artwork delivered is September 30. **To receive the early-bird discount, contract must be paid in full by August 15.**

