

2020 Directory and Buyer's Guide Rate Card

Black and White Rates	
Ad Space Size	Rate
Full Page	\$1,390
2/3 Page	\$1,165
1/2 Page	\$1,125
1/3 Page	\$870
1/4 Page	\$715
1/6 Page	\$575
Filler ads (available after 9/30)	Inquire

Full Color Rates	
Ad Space Size	Rate
Back Cover SOLD	\$2,730
Inside Front /Inside Back Cover SOLD	\$2,145
*Full Page	\$2,049
2/3 Page	\$1,910
1/2 Page	\$1,555
1/3 Page	1,149
1/4 Page	\$1,005
1/6 Page	\$745
Tab Sections SOLD OUT	\$3,049
Filler Ads (available after 9/30)	Inquire

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 is displayed on the digital version of the guide via a direct link
- 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
- It's cost effective – You can't afford NOT to advertise

All full page full color ads include preferred listing placement for your categories on the search results page of the online Buyer's Guide PLUS, your company logo is displayed!

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 30
- Preferred positioning placement is forfeited if payment in full is not received by August 30.
- 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. **Tab section advertisers for current year have first right of refusal.**
- *Special pricing for full page noted above applies to standard pages only. Preferred positioning, or full bleed ad space are not included but can be purchased in addition.

Deadlines

The absolute deadline for a signed contract and full payment is September 30.

Artwork is due October 10th