



Bay State Apartment Owner

2011 ADVERTISING INFORMATION

“We advertise in The Warren Group’s publications because we know we are reaching our target audience of real estate professionals, and that will get us results.”

– Steve Malcolm,
Vice President A&M Roofing Services

Bay State Apartment Owner has a **distribution of 5,600**. Additionally, trade show distributions, a bonus mailing to other related industry professionals, and insertion into 5,000 copies of *Banker & Tradesman* means the magazine is read by more than 6,650 professionals each quarter.

This is the official magazine of the Rental Housing Association (RHA), which is a division of the Greater Boston Real Estate Board and an affiliate of the National Apartment Association. The RHA consists of more than 550 members, who own or manage multi-family properties in Massachusetts.

Our readers are the owners and managers of some **100,000 units** across the state, representing every facet of the industry, including apartment owners, property managers, condominium managers, subsidized housing owners, developers of rental and condominium properties, REALTORS®, brokers and rental agents, and service providers.

Your consistent advertising message will speak directly to the decision makers for hundreds of different products and services. Don’t miss your chance to be where RHA professionals get their news.

ADVERTISING RATES

FULL COLOR RATES

AD SIZE	4 X	1 X
Full Page 7.25" X 9.75"	\$1,960	\$2,450
Half Page 7.25" X 4.75" or 4.25" X 7.25"	\$1,370	\$1,715
Third Page 4.75" X 4.75"	\$980	\$1,225
Back Cover	\$2,815	N/A
Inside Cover	\$2,695	N/A

Vendor Directory: \$150 per issue, full year contract required.

All rates are net • All members receive a 10% discount

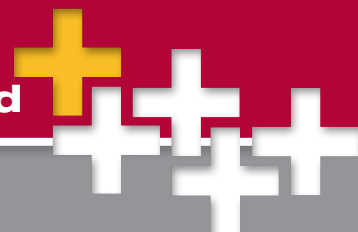
2011 CALENDAR RATES

Quarter	Q1	Q2	Q3	Q4
Ad Closing	2/17	5/19	8/25	11/17
Material Due	2/24	5/26	9/1	11/28
Issue Date	3/28	6/27	10/3	12/26

Bonus Distribution: Golf Outing, Fall Conference & Expo and President’s Dinner

Bay State Apartment Owner follows the news and trends affecting the booming rental industry in Massachusetts. With innovative and informative articles focused on owners, property managers and vendors in the rental profession, this publication is a must-read within the industry.

get connected



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