

# ROOFLINES

2019 MEDIA KIT



# ROOFLINES

## ADVERTISING CONTRACT

COMPANY NAME

ADVERTISING CONTACT

ADDRESS

CITY STATE ZIP

TELEPHONE

EMAIL

### PAYMENT INFORMATION:

Rooflines is billed each month. Your company will be sent an invoice for your ad.

If you would like to pay via credit card, you can login on our website at AAGDallas.com.

For any questions email MBlakley@aagdallas.com.

### AD INFORMATION

#### COLOR ADS

AD SIZE	12X	6X	3X	1X
Full Page	\$1,040	\$1,100	\$1,130	\$1,165
Half Page	720	750	770	780
Quarter Page	570	583	593	600

#### BLACK & WHITE ADS

AD SIZE	12X	6X	3X	1X
Full Page	\$765	\$800	\$830	\$880
Half Page	320	350	370	380
Quarter Page	170	183	193	200
Business Listing	35	41	45	50

I agree to place an \_\_\_\_\_ (size) ad in AAGD Rooflines for \_\_\_\_\_ month(s) at a rate of \$\_\_\_\_\_ per month. The month(s) I would like to place this ad is/are marked below:

- |                                   |                                 |                                    |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> May    | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June   | <input type="checkbox"/> October   |
| <input type="checkbox"/> March    | <input type="checkbox"/> July   | <input type="checkbox"/> November  |
| <input type="checkbox"/> April    | <input type="checkbox"/> August | <input type="checkbox"/> December  |

I understand that any cancellation of this contract must be sent in writing to AAGD.

AUTHORIZED SIGNATURE

DATE

**NOTE: UPON COMPLETION OF CONTRACT, AD INSERTION WILL CONTINUE ON A MONTH-TO-MONTH BASIS, UNLESS OTHERWISE DIRECTED.**

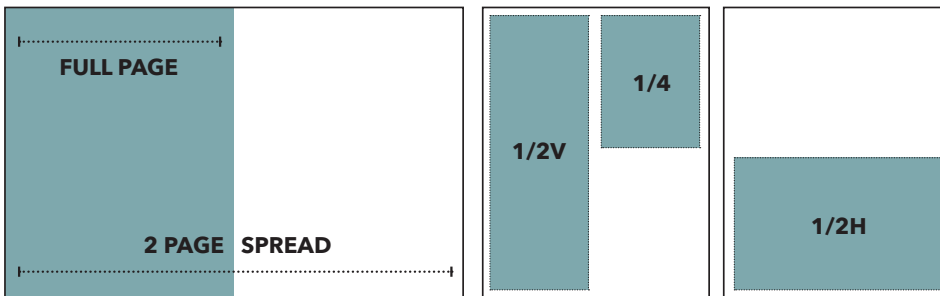
RETURN CONTRACT TO: Apartment Association of Greater Dallas  
ATTN: Michelle Blakley, Director of Communications & Marketing  
MAIL TO: 5728 LBJ Freeway, Suite 100, Dallas, Texas 75240  
EMAIL TO: mblakley@aagdallas.com or FAX TO: 972-385-9412

# ROOFLINES

## ADVERTISING SPECIFICATIONS

Magazine Trim Size: 8.25 x 10.875

Quarter Size	3.375 x 4.75
Half Horizontal	7.25 x 4.75
Half Vertical	3.375 x 9.875
Full Page - No Bleed	7.75 x 10.375
Full Page - with bleed	8.5 x 11.125



**AD FORMAT:** Ads should be in PDF or JPG format. Resolution should be no less than 300dpi. Fonts should be embedded.

**PUBLICATION DATE:** Published the first of each month

**DEADLINES:** Closing date for advertising contract, camera ready art, and copy is the 1st of the month prior to publication.

**MECHANICAL SPECS:** AAGD Rooflines is a monthly magazine. Final trim size is 8.25 in x 10.875 in.

**PRINTED CIRCULATION:** AAGD Rooflines is mailed, 2nd class to 5,700+ owners, managers, suppliers, legislators, and other associations in Dallas and across the country. This includes eleven North Texas counties in the AAGD service area.

**DIGITAL CIRCULATION:** AAGD Rooflines is published online as an e-magazine. This online version is archived on the AAGD website and is distributed via email to over 7,000 email addresses at the start of each month.

**ADS SHOULD BE SENT TO:** [mblakley@aagdallas.com](mailto:mblakley@aagdallas.com)

*\*Agency discounts not allowed. Cancellations must be in writing. If using an advertising agency, please send company name, contact person and contact info in addition to your contract.*

### EDITORIAL CALENDAR

#### JANUARY

AAGD/AATC  
State of the Industry Report

#### FEBRUARY

AAGD President's  
Advocacy Circle

#### MARCH

AAGD Trade Show

#### APRIL

AAGD Legislative Initiatives

#### MAY

AAGD Spring Golf  
Tournament

#### JUNE

AAGD Community Service

#### JULY

New AAGD  
Board of Directors

#### AUGUST

AAGD Membership  
Campaign

#### SEPTEMBER

AAGD Education/  
Apartment Academy

#### OCTOBER

AAGD Legislative Update

#### NOVEMBER

AAGD IROC

#### DECEMBER

Toys for Tots Drive