

BAY STATE Apartment Owner

THE OFFICIAL MAGAZINE OF THE RENTAL HOUSING ASSOCIATION

FOCUS

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.

READERSHIP: 6,650

With a distribution of 5,600 *Bay State Apartment Owner* is inserted into *Banker & Tradesman* and mailed to every member of the Association, including apartment owners, property condominium managers, brokers and agents, subsidized owners, developers, realtors and service providers.



FOR MORE INFORMATION

CONTACT ADVERTISING AT 617.896.5344 OR EMAIL CUSTOMPUBS@THEWARRENGROUP.COM

2010 CALENDAR DATES

Quarter	Q1	Q2	Q3	Q4
Ad Closing Date	February 18	May 20	August 26	November 18
Materials Due	February 25	May 27	September 07	November 24
Issue Date	March 29	June 28	October 04	December 27

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

Magazines prompt readers to take action: 24% pass an article to someone; 23% save the article for future reference; and 13% visit a related website.

ADVERTISING COLOR RATES AND SIZES

AD SIZE	4 TIMES	1 TIME
Full Page 7.25" x 9.75"	\$1,925	\$2,395
Half Page 7.25" x 4.75" or 4.75" x 7.25"	\$1,355	\$1,640
Third Page 4.75" x 4.75"	\$1,095	\$1,295
Back Cover	\$2,775	N/A
Inside Cover	\$2,585	N/A

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