

# Create Your Customized Advertising Campaign with GNAA

## 2016 ADVERTISING OPPORTUNITIES



**News & Events** is the official, full color monthly magazine of the Greater Nashville Apartment Association.

**The more you advertise the more you save!**

Available ad space: Inside Front Cover, Inside Back Cover, Front Cover, Picture Spread, Calendar Page, Full Page, Half Page, & More!

**Market Survey** is the Official Statistics book produced by the Greater Nashville Apartment Association.

Members may advertise on its submarket tab pages! The book includes:

- Overall Occupancy & Rental Rates for Conventional & Subsidized Communities
- Data Pages
- Area/Submarket Maps
- Property Index
- Area Demographics
- Construction/Speculation/Completions
- Underway & Sales Data
- Absorption Chart & Property Detail



**Directory & Buyer's Guide** is used by members as a primary resource when searching for products and services to meet their multi-family housing needs.

It's a vital resource for all members! Advertising in the GNAA Directory puts your products and services at the finger tips of the entire membership.

Different ad size options & premium spaces open!

[www.nashvilleaptasn.org](http://www.nashvilleaptasn.org) is a tremendous resource for our members and multi-family professionals! Members can access vital community information, register for courses, sign up for luncheons, get calendar & committee meeting information, access the *News & Events* magazine, search available employment & more! **Advertising is available on the home, calendar, job source & movers/shakers pages with your logo linking directly to your website.**



For any of these opportunities, contact [jennawillis@nashvilleaptasn.org](mailto:jennawillis@nashvilleaptasn.org) or call 615.365.3047.

For sponsorship opportunities, contact [ginnyjohnson@nashvilleaptasn.org](mailto:ginnyjohnson@nashvilleaptasn.org) or call 615.365.3047.



# 2016 News & Events advertising contract



## 2016 ADVERTISING SPACE IS NOW AVAILABLE!

GNAA's premier, full color monthly magazine is seen by **over 500 apartment communities & management companies** representing **over 92,000 units!**

**News & Events** is the official publication of the Greater Nashville Apartment Association. Advertising in News & Events is a benefit for members only.

### Advertising plans & pricing

Premium placement ads:	3-5 months	6-11 months	12 months
<b>Back Cover</b> <b>6 SOLD, 6 OPEN</b>	<input type="checkbox"/> \$700 each	<input type="checkbox"/> \$650 each	<input type="checkbox"/> <del>\$600</del> each
<b>Inside Front Cover</b> <b>SOLD</b>	<input type="checkbox"/> <del>\$500</del> each	<input type="checkbox"/> <del>\$450</del> each	<input type="checkbox"/> <del>\$400</del> each
<b>Inside Back Cover</b>	<input type="checkbox"/> \$500 each	<input type="checkbox"/> \$450 each	<input type="checkbox"/> \$400 each
<b>Picture Spread</b> <b>SOLD</b>	3-12 months	<input type="checkbox"/> \$400/mo.	
<b>Calendar Page</b> <b>6 SOLD, 6 OPEN</b>	3-12 months	<input type="checkbox"/> \$350/mo.	
<b>Cover Sponsor</b> (Management Company on the cover)	<input type="checkbox"/> \$700		

Other advertising locations*	3-12 months	
<b>Full Page</b>	<input type="checkbox"/> \$350/mo.	<p style="text-align: center;"><b>SPACE IS LIMITED! SIGN UP NOW! PREPAY THESE ADS BY JAN 31ST &amp; GET 10% OFF!</b></p>
<b>Half Page</b>	<input type="checkbox"/> \$200/mo.	
<b>Quarter Page</b>	<input type="checkbox"/> \$125/mo.	
<b>Business Card</b>	<input type="checkbox"/> \$90/mo.	
<b>Movers &amp; Shakers page</b>	<input type="checkbox"/> \$75 per announcement	

\* Placement subject to publication layout.

**Members who prepay for 6 months or more for a \*non-premium ad will receive 10% off of invoice paid before January 31st.** All other advertising is billed on a quarterly basis.

### Please indicate months & locations below:

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

### Secure your space here!

Advertisers must advertise for a minimum of 3 months for any ad. Contact GNAA for ad sizing.

**Return this completed form to [info@nashvilleaptasn.org](mailto:info@nashvilleaptasn.org) or by fax to (615) 365-3571.**

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Bill Account \$\_\_\_\_\_ Payment enclosed \$\_\_\_\_\_ No Refunds or Cancellations permitted.

Greater Nashville Apartment Association, 2 International Plaza, Suite 201 Nashville, TN 37217  
ph: 615-365-3047 fax: 615-365-3571 www.nashvilleaptasn.org

# 2016 Market Survey Advertising Contract



## 2016 ADVERTISING SPACE IS NOW AVAILABLE!

The Market Survey is the Official Statistics book produced by the Greater Nashville Apartment Association.

The book includes the following & more:

- Area/Submarket Maps
- Property Index
- Area Demographics
- Construction/Speculation/Completions
- Underway & Sales Data
- Absorption Chart & Property Detail
- Overall Occupancy for Conventional & Subsidized Communities
- Data Pages

## advertising placement

**First come, first served! Sign up below now!**

- |  |       |
|--|-------|
| <input type="checkbox"/> Inside Front Cover (8 1/2 x 10 3/4) Full Color        | \$850 |
| <input type="checkbox"/> Back Cover (8 1/2 x 10 3/4) Full Color                | \$750 |
| <input type="checkbox"/> Full Tab Page (8 1/2 x 10 3/4) Full Color             | \$550 |
| <input type="checkbox"/> Half Tab Page - Horizontal (7 1/2 x 5) Full Color     | \$450 |
| <input type="checkbox"/> Back Cover Pocket (8 1/4 x 3 1/2) Full Color          | \$500 |
| <input type="checkbox"/> Front Cover Sponsor                                   | \$400 |
| <input type="checkbox"/> Full Tab Page (8 1/2 x 10 3/4) Black/White            | \$350 |
| <input type="checkbox"/> Half Tab Page - Horizontal (7 1/2 x 5) Black/White    | \$225 |
| <input type="checkbox"/> Half Tab Page - Vertical (3 3/4 x 10 1/2) Full Color  | \$450 |
| <input type="checkbox"/> Half Tab Page - Vertical (3 3/4 x 10 1/2) Black/White | \$225 |

**Total: \$\_\_\_\_\_**

Print Quality ad files must be emailed to [jennawillis@nashvilleaptasn.org](mailto:jennawillis@nashvilleaptasn.org) by February 1, 2016.

**Return this completed form to [jennawillis@nashvilleaptasn.org](mailto:jennawillis@nashvilleaptasn.org) or by fax to (615) 365-3571.**

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Bill Account \$\_\_\_\_\_ Payment enclosed \$\_\_\_\_\_ No Refunds or Cancellations permitted.

**Greater Nashville Apartment Association**

**2 International Plaza, Suite 201 Nashville, TN 37217**

ph: 615-365-3047 fax: 615-365-3571 [www.nashvilleaptasn.org](http://www.nashvilleaptasn.org)



# 2016 GNAA Directory Advertising Contract

**SECURE YOUR ADVERTISING SPACE NOW!  
MARK THE SIZE YOU'D LIKE BELOW.  
"BOLD" YOUR CONTACT LISTING FOR JUST \$50!**

Promote your products and services to the entire Greater Nashville Apartment Association membership. This annual publication is mailed to every member of GNAA.  
*That's over 880 members!*

The Directory is used by members as a primary resource when searching for products and services to meet their multi-family housing needs. It's a vital resource for all members! Advertising in the GNAA Directory puts you at their finger tips!



## Advertising Sizes & Prices

(Please indicate your ad size & color preference)

- |   |                               |
|---|-------------------------------|
| <input type="checkbox"/> Full Page Color (7 1/4 x 9 3/8)  | \$525                         |
| <input type="checkbox"/> Half Page - Horizontal (4 1/4 x 7 1/4) Full Color                        | \$400                         |
| <input type="checkbox"/> Half Page - Horizontal (4 1/4 x 7 1/4) Black/White                       | \$250                         |
| <input type="checkbox"/> Half Page - Vertical, Buyer's Guide location (3 1/2 x 9 3/8) Black/White | \$250                         |
| <input type="checkbox"/> Quarter Page (3 1/2 x 4 3/8) Black/White                                 | \$150                         |
| <input type="checkbox"/> <u>BOLD the Text of Your Contact Information Listing</u>                 | <i>Add this for just \$50</i> |
|   | Total: \$ _____               |
| <input type="checkbox"/> Last Year's Ad   | No Additional Charge          |
| <input type="checkbox"/> Last Year's Ad with minor changes  | No Additional Charge          |
| <input type="checkbox"/> Camera Ready Art   | No Additional Charge          |
| <input type="checkbox"/> New Ad Design (Billed through Lewis Letterworks)                         | Special rate of \$45/hour     |

**Ad placement is based on production layout and is available on a first come, first served basis. Space is Limited. Print Quality ad files must be emailed to [jennawillis@nashvilleaptasn.org](mailto:jennawillis@nashvilleaptasn.org) by January 15, 2016.**

**Return this completed form to [jennawillis@nashvilleaptasn.org](mailto:jennawillis@nashvilleaptasn.org) or by fax to (615) 365-3571.**

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Bill Account \$ \_\_\_\_\_ Payment enclosed \$ \_\_\_\_\_ No Refunds or Cancellations permitted.

**Greater Nashville Apartment Association**

**2 International Plaza, Suite 201 Nashville, TN 37217**

ph: 615-365-3047 fax: 615-365-3571 [www.nashvilleaptasn.org](http://www.nashvilleaptasn.org)



# 2016 GNAA Website Advertising Opportunities

Exclusive Advertising for GNAA members!



The Greater Nashville Apartment Association website, [www.nashvilleaptasn.org](http://www.nashvilleaptasn.org), is a tremendous resource for our members and multi-family professionals. Website advertising opportunities are available for 2016!

Members can access vital community information, register for courses, sign up for luncheons, get calendar & committee meeting information, access the News & Events magazine, search available employment & so much more! **Advertise on any of the following pages with your logo which will link directly to your website.**

Indicate all choices below: (subject to availability, space is limited)

Home Page Sponsorship:

\$250 per 3 months  Jan-Mar  Apr-June  July-Sept  Oct-Dec  
or save \$100 & prepay for the entire year for \$900  Jan-Dec

Community Calendar page:

\$200 per 3 months  Jan-Mar  Apr-June  July-Sept  Oct-Dec

Job Source/Employment Opportunities page

\$200 per 3 months  Jan-Mar  Apr-June  July-Sept  Oct-Dec

Movers & Shakers page \$50 per month (limit 4 advertisers per month)

**Return this completed form along with your company or property logo or ad to [jennawillis@nashvilleaptasn.org](mailto:jennawillis@nashvilleaptasn.org).**

Company/Property Name: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Bill Account \$\_\_\_\_\_ Payment enclosed \$\_\_\_\_\_ No Refunds or Cancellations permitted.

Greater Nashville Apartment Association, 2 International Plaza, Suite 201 Nashville, TN 37217

ph: 615-365-3047 fax: 615-365-3571 [www.nashvilleaptasn.org](http://www.nashvilleaptasn.org)

# MONTHLY E-NEWSLETTER ADVERTISING!

## YOUR LOGO AND CONTACT INFO HERE!

Members will find you quickly on the E-Newsletter, distributed to every member each month!

Cost: \$125 per month (3 month minimum)

Space is limited!

Available on first request basis!

Sign up now for the whole year!

First Quarter

Second Quarter

Third Quarter

Fourth Quarter

Email this completed form and your logo to [jennawillis@nashvilleaptasn.org](mailto:jennawillis@nashvilleaptasn.org).

Indicate your selection above.

Total cost \$ \_\_\_\_\_

Company Name \_\_\_\_\_

Contact info: \_\_\_\_\_

Web site address: \_\_\_\_\_

Authorized by: \_\_\_\_\_ Phone number: \_\_\_\_\_

Bill Account \_\_\_\_\_ Payment Enclosed \_\_\_\_\_ No refunds or cancellations

Greater Nashville Apartment Association  
 Two International Plaza Drive, Suite 201, Nashville, TN 37217  
 Phone: (615) 365-3047 or FAX: (615) 365-3571  
[www.nashvilleaptasn.org](http://www.nashvilleaptasn.org)  
[www.facebook.com/greaternashvilleapartmentassociation](http://www.facebook.com/greaternashvilleapartmentassociation)





# 2016 Luncheon Sponsorship Registration

Enter the company name in the applicable spaces for the events you wish to sponsor.

Each event has a cost of \$ 225.00

Sign below and fax this form to 615-365-3571.

<b>Managers Luncheon</b>	<b>Spaces Available</b>	<b>Maintenance Luncheon</b>	<b>Spaces Available</b>
January 13 <sup>th</sup>	6 Available	January 20 <sup>th</sup>	6 Available
February 10 <sup>th</sup>	6 Available	February 17 <sup>th</sup>	6 Available
March 9 <sup>th</sup>	6 Available	No Meeting in March	N/A
April 13 <sup>th</sup>	6 Available	April 20 <sup>th</sup>	6 Available
May 11 <sup>th</sup>	6 Available	May 18 <sup>th</sup>	6 Available
June 8 <sup>th</sup>	6 Available	June 22 <sup>nd</sup>	6 Available
No Meeting in July	N/A	No Meeting in July	N/A
No Meeting in August	N/A	No Meeting in August	N/A
September 14 <sup>th</sup>	6 Available	September 21 <sup>st</sup>	6 Available
October 12 <sup>th</sup>	6 Available	October 19 <sup>th</sup>	6 Available
No Meeting in November	N/A	No Meeting in November	N/A
December 14 <sup>th</sup>	6 Available	December 21 <sup>st</sup>	6 Available

Total Events Scheduled \_\_\_\_\_

Amount to be Billed to Account \$ \_\_\_\_\_

Cancellation: Signature for sponsorships confirms that your company understands all cancellations must be made in writing sixty (60) days advance. Sponsorships not cancelled sixty (60) days in advance will be billed to your monthly statement. No cancellations on PREPAID sponsorships. Sponsorships not prepaid will be invoiced to the company thirty (30) days before the event.

Company name: \_\_\_\_\_

Contact: \_\_\_\_\_

Authorized by : \_\_\_\_\_

Date: \_\_\_\_\_

Phone: \_\_\_\_\_



# 2016 General Membership Meeting Sponsorship Registration for Associates

Enter the company name in the applicable spaces for the events you wish to sponsor. Each event has a cost of \$ 250.00  
Sign below and fax this form to 615-365-3571.

General Membership Meetings	Spaces Available
<u>January 28<sup>th</sup></u>	<u>6</u>
<u>April 21<sup>st</sup></u>	<u>6</u>
<u>September 22<sup>nd</sup></u>	<u>6</u>
<u>October 13<sup>th</sup></u>	<u>8</u>

Total Events Scheduled \_\_\_\_\_

Amount to be Billed to Account \$ \_\_\_\_\_

Cancellation: Signature for sponsorships confirms that your company understands all cancellations must be made in writing sixty (60) days advance. Sponsorships not cancelled sixty (60) days in advance will be billed to your monthly statement. No cancellations on PREPAID sponsorships. Sponsorships not prepaid will be invoiced to the company thirty (30) days before the event.

Company name: \_\_\_\_\_

Contact: \_\_\_\_\_

Authorized by : \_\_\_\_\_

Date: \_\_\_\_\_

Phone: \_\_\_\_\_



# Trade Show Booth Pre-Registration

## “BAND TOGETHER” For the GNAA Music Fest 2016 Trade Show

Location: Gaylord Opryland Hotel, Ryman Exhibit Hall

Date: Thursday, July 7, 2016

Cost: \$765 Single Booth / \$1,430 Double Booth / \$2,500 Quad

Includes: booth sign, draped table & two chairs

Company Name: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Phone #: \_\_\_\_\_

Date: \_\_\_\_\_ Requested Booth #: 1<sup>ST</sup> \_\_\_\_\_ 2<sup>ND</sup> \_\_\_\_\_ 3<sup>RD</sup> \_\_\_\_\_ choice

Booth locations are not guaranteed. **Only members who pre-register before September 7, 2015 will be allowed to select their 2016 booth location.**

## 2016 Trade Show Sponsorships

**Gold Sponsorship: \$2,300**

**Food Sponsorship: \$2,200**

**Bag Sponsorship: \$1,500**

**Ice Cream Sponsor: \$1,500**

**Transportation Sponsor: \$1,500**

**Sponsorships include:** Company name on all Trade Show promotional material, Company representative on the cover of News & Events magazine, Company name and website on the GNAA website, Signage at event.

Company Name: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Phone #: \_\_\_\_\_ Date: \_\_\_\_\_ Requested Sponsorship: \_\_\_\_\_



***No Refunds or Cancellations Permitted. Deposit Required.***  
**“There will be no competitive company or category lockouts on any event”**

Greater Nashville Apartment Association  
2 International Plaza, Suite 201, Nashville, TN 37217  
ph: 615-365-3047 fax: 615-365-3571 www.nashvilleaptasn.org