



# NC Self Storage Association ADVERTISING SPECIFICATIONS 2010

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Want an opportunity to reach the people making purchasing decisions in the self storage industry in North Carolina? Looking for a great way to increase your company's visibility and enhance your marketing efforts in 2010? **Advertise with the North Carolina Self Storage Association!** The NCSSA offers both Web site and newsletter advertising options.

### **ADVERTISE IN THE NCSSA NEWSLETTER**

The NCSSA publishes a bi-monthly newsletter which is distributed to all members. You can purchase an ad in one or all issues. Ads can include your logo or an image and will have a live link to the Web site of your choice. Only members are invited to advertise.

#### **Ad in a single issue**

<b>Ad Size</b>	<b>Placement Cost</b>
→ Main Text Section – 400 x 150 pixels	\$100
→ Sidebar Ad – 125 x 125 pixels	\$50

#### **Ad in all six issues**

<b>Ad Size</b>	<b>Placement Cost</b>
→ Main Text Section – 400 x 150 pixels (includes complimentary featured sponsor article)	\$500 (\$100 savings)
→ Sidebar Ad – 125 x 125 pixels	\$250 (\$50 savings)

#### **Editorial Calendar**

#### **Artwork Due**

January/February 2010	Friday, Feb. 5, 2010
March/April 2010	Friday, April 2, 2010
May/June 2010	Friday, June 4, 2010
July/August 2010	Friday, Aug. 6, 2010
September/October 2010	Friday, Oct. 1, 2010
November/December 2010	Friday, Dec. 3, 2010

**Specifications:** Submit all ads as JPG or GIF formats.

### **ADVERTISE ON THE NCSSA WEB SITE**

Place your logo on the NCSSA home page. Visitors can click you logo which will allow them to visit your Web site. In 2009, over 11,700 unique visitors viewed the NCSSA Web site, so this is an excellent opportunity to reach self storage owners and operators. Web site banner ads are available to NCSSA members only and cost \$300 per year.

Logos must be 150 x 150 pixels at 72 dpi in a static JPG or GIF format. Banner ads are offered in 12 month increments. Changes to the ad may be made throughout the 12 months and will be billed to the advertiser at \$40 per change.