



NC Self Storage Association ADVERTISING SPECIFICATIONS 2012

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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 2012? **Advertise with the North Carolina Self Storage Association!** The NCSSA offers both website 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 website of your choice. Only members are invited to advertise.

Ad in a single issue

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

Ad in all six issues

Ad Size	Placement Cost
→ 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 2012	Friday, Feb. 3, 2012
March/April 2012	Friday, April 6, 2012
May/June 2012	Friday, June 1, 2012
July/August 2012	Friday, Aug. 3, 2012
September/October 2012	Friday, Oct. 5, 2012
November/December 2012	Friday, Dec. 7, 2012

Specifications: Submit all ads as JPG or GIF formats.

ADVERTISE ON THE NCSSA WEBSITE

Place your logo on the NCSSA home page. Visitors can click on your logo which will allow them to visit your website. In 2011, the association redesigned the website with more features and information, so this is an excellent opportunity to reach self storage owners and operators. Website 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.