

# 2022 Digital Advertising

## Multifamily Minute Advertising Opportunities



**Banner Ad - \$550/month**  
What you get: a clickable advertisement linked to your website, banner ad fully across the top of the Multifamily Minute

### IN THIS EDITION

- Amazon confirms HQ2 sites. [Read more.](#)
- Voter turnout high but not record. [Read more.](#)
- Refer a new IAA member. [Read more.](#)

**YOUR  
AD HERE**

### Square Ad - \$375/month

What you get: a clickable advertisement linked to your website, advertising in a prime location – right on the sidebar at the top of the e-newsletter

### CERTIFICATION COURSE

#### LIHTC/HCCP

Low Income Housing Tax Credit Training culminates in the optional Housing Credit Certified Professional Exam at IAA on [Dec. 12 and 13.](#)

[See the full calendar online at IAAonline.net!](#)

### ADVERTISER

**YOUR AD  
HERE**

### ONLINE RESOURCES

What with IAA! [Member forum](#)  
Job bank in our [career center](#)

### Image Ad - \$100/month

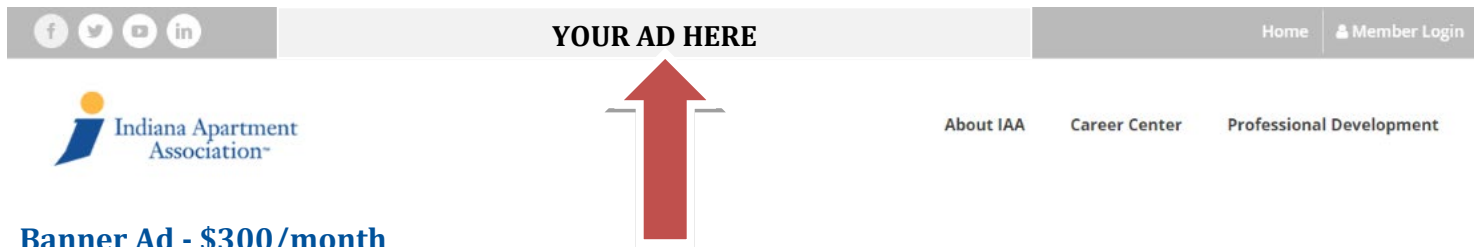
What you get: a clickable advertisement linked to your website, advertising within the articles of the newsletter, a quick and affordable way to get your company name out there

# Web Advertising Opportunities



## Homepage Slider Ad - \$450/month

What you get: Prime ad location that is the first thing visitors see on the IAA website! Text space to the left of your ad for a company description or promo and a clickable advertisement linked to your website.



## Banner Ad - \$300/month

What you get: A clickable advertisement linked to your website, a prime ad location at the very top of IAA's website in the main navigation bar.



## Small Rotating Logo Ad - \$150/month

What you get: Your logo linked to your website, rotating below the quick links on the homepage



Ask us about becoming an IAA overall website sponsor!

# Online Buyers Guide Advertising Opportunities

The online Buyers Guide is the online membership directory that includes all supplier IAA members. This is used by direct members throughout the year to quickly locate supplier member companies that supply specific products or services needed. Stand out by advertising on the side of the Buyers Guide!

## Benefits at a glance:

- The online Buyers Guide is updated in real time, meaning IAA members are using the online directory year around to get the most up to date information when looking for new suppliers
- The Buyers Guide is available to the public, so not just members can see your listing
- The Buyers Guide is connected to the IAA app – giving members the option to search for suppliers at the palm of their hand
- Link back to your company website
- Ad is visible on every page within the Buyers Guide, even if someone clicks into a category to view more information
- Ad can be a rotating GIF, that way a different image can be displayed periodically

Hoarding Cleanup  
Houseware Package Rental  
HVAC Parts and Supplies  
HVAC Systems  
Ice Melt Sales & Delivery  
Information Technology Support  
Insurance  
Insurance for Renters  
Interior Design  
Internet Advertising  
Internet Provider

Interested in joining IAA to receive great member benefits including a listing here?  
Contact us!

**YOUR  
AD  
HERE**



**Online Buyer's Guide Ad -  
\$300 for 6 months OR  
\$500 for the full year**

**What you get: a clickable advertisement linked to your website, a prime ad location that is visible on every page of the online Buyers Guide. Can be a video or animated GIF!**

# 2022 Digital Advertising Contract Agreement

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

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

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

Digital Ad Type Selection: \_\_\_\_\_

Cost/Month: \$ \_\_\_\_\_

Ad Placement: Begin (month/year): \_\_\_\_\_

End (month/year): \_\_\_\_\_

Special Instructions:

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Billing Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

*Advertising rates are based on advertisers providing finished artwork. (Design service is available at reasonable rates.) Non-Members may advertise - rates are 1.5 times the member rates. All ads should be submitted electronically as high resolution .PDF, vector .EPS or .AI, or high resolution .JPG. To inquire about design services or specifications on artwork submission for print publications please call 317-816-8900 or email [chelsea@iaaonline.net](mailto:chelsea@iaaonline.net).*

**PLEASE COMPLETE FORM AND RETURN TO:**

Indiana Apartment Association • 9200 Keystone Crossing, Ste. 100, Indianapolis, IN 46240  
Phone (317) 816-8900 • Fax (317) 816-8911 • Email: [abby@iaaonline.net](mailto:abby@iaaonline.net)





## ADVERTISING AGREEMENT – Electronic Advertising

**TERMS AND CONDITIONS:** This Advertising Agreement is made by and between Indiana Apartment Association, Inc. and \_\_\_\_\_, subject to and in consideration of the following:

**RATES:** The rates as set forth in the “2022 Electronic Advertising Rates” listing for electronic publications, attached hereto and incorporated herein by reference, (hereinafter, the “Advertising Rate Sheet”) apply to Indiana Apartment Association (IAA) (hereinafter, the “Publisher”) Members. Non-member rates are equal to 1.5 times that of the member rates as listed on the Advertising Rate Sheet (IAA Members and Non-Members are hereinafter referred to, jointly and severally, as “Advertisers”). Advertising rates are subject to change without notice. If new advertising rates are listed in the Advertising Rate Sheet, current Advertisers shall continue to be subject to the advertising rates listed under their then current Advertising Agreement until the “End Ad Placement” period ends as set forth in the Rate Sheet. After that time, the new rates shall apply to any new Advertising Agreement.

The cost of the Ad Placement and the term of the Ad Placement are set forth in the Advertising Rate Sheet. If any additional, unexpected costs are incurred by Publisher in the placement of any advertisement which additional, unexpected costs are beyond Publisher’s control; Advertiser shall be responsible for those costs.

Invoices for IAA Member Advertisers shall be mailed by Publisher to Advertiser, or Advertiser’s designated advertising agency following the publication “Begin Ad Placement date” set forth on the Advertising Rate Sheet. Invoices shall be considered past due 30 days after mailing. Payment for advertisements placed by Non-member Advertisers is due, in full, at the time the Advertising Agreement is executed by the parties. Publisher reserves the right to suspend the advertisement of any Advertiser with a delinquent account. Any such suspension shall be lifted upon payment of any and all past due invoices along with the prepayment of the first month of the resumed or new Advertising Agreement.

Advertisers must indicate in the “Special Instructions” section of the Advertising Rate Sheet if invoices are to be sent to an address different than the one listed above that section of the Advertising Rate Sheet.

In the event Advertiser shall fail to make payment in full of any invoice by the due date, in addition to the rights granted Publisher above, Publisher shall have the right to bring an action against Advertiser in any court of competent jurisdiction. In the event of any suit by Publisher against Advertiser for, including but not limited to, payment of any unpaid invoice, Publisher shall be entitled to recover from Advertiser the cost of the advertisement, court costs, Publisher’s reasonable attorney’s fees incurred in bringing such action and collection agency fees incurred in the collection of any judgment rendered against Advertiser.

**SPACE RESERVATION AND DEADLINES:** Advertisement artwork may not be accepted by Publisher after the “Space Reservation Deadline” set forth in the Advertising Rate Sheet. Publisher reserves the right to limit available space. The Begin Ad Placement date and the End Ad Placement date (hereinafter, “Publisher’s Publication Schedule”) are subject to change without notice in Publisher’s sole discretion. Publisher shall not be liable to Advertiser for any injury Advertiser may suffer as the result of a change in Publisher’s Publication Schedule.

If Advertiser enters into an Advertising Agreement with Publisher but Advertiser’s artwork is not received by the Space Reservation Deadline date as set forth in the Advertising Rate Sheet, Publisher may fill the Advertiser’s reserved space with another advertisement. In the event Publisher is unable to fill the Advertiser’s reserved space with another advertisement, Advertiser shall be liable to Publisher for the cost of the advertisement for that publication. In the event Advertiser shall cancel placement of an advertisement after the Space Reservation Deadline, in the event Publisher is unable to fill the Advertiser’s reserved space with another advertisement, Advertiser shall be liable to Publisher for the cost of the advertisement from the date of the cancellation to the date of the Ad Replacement or the End Ad Placement date, whichever shall first occur.

**ERRORS OR OMISSIONS IN ADVERTISEMENTS:** Advertiser represents and warrants that the contents of all materials provided to Publisher or Publisher’s graphic design member by Advertiser, for publication, are true and accurate in every respect. Advertiser authorizes Publisher to publish the entire contents thereof. All advertisements which are accepted by Publisher shall be published by Publisher in reliance upon such representations. Publisher is not responsible to Advertiser for errors or omissions in, or the production quality of, materials provided by Advertiser to Publisher or by Publisher’s graphic design member.

**OWNERSHIP OF MATERIALS:** The materials provided by Advertiser to Publisher and/or the materials provided by Advertiser to Publisher or Publisher’s graphic design member shall be and remain the sole property of Advertiser, prior to and after placement with Publisher and prior to and after publication by Publisher.

**PUBLISHER’S RIGHT TO REJECT OR EDIT ADVERTISING MATERIAL:** All materials placed with Publisher for publication must meet Publisher’s approval for publication. Publisher shall have final authority, in Publisher’s sole discretion, over the decision of whether or not to publish materials provided to Publisher by Advertiser or by Publisher’s graphic design member. Publisher reserves the right to reject or edit any advertising material for any reason, including but not limited to advertising that does not meet, in Publisher’s sole discretion, community standards for good taste. Publisher reserves the right to insert the word “Advertisement” into any advertisement which is similar to the editorial format of Publisher’s publication.

**SIGNED CONTRACT REQUIRED:** All advertisements to be published by the Publisher require a signed Advertising Agreement for space reservation with clear designation of all terms and dates provided for in the Advertising Agreement. Once executed, changes in the Advertising Agreement may be made by mutual agreement of the parties, in writing, including but not limited to changes resulting in an increase of size; increase of frequency; or premium placement in a given publication.

**INDEMNITY CLAUSE:** Advertisers and their advertising agencies assume liability for all content of Insider e-newsletter advertisements including text, representations and illustrations, and any claims arising therefrom made against the Publisher. Such claims may include, but are not limited to, those for plagiarism, misstatements, false statement, defamation or inaccuracies in the advertisement, actions pertaining to the Advertiser’s business, Publisher’s business and all other matters incidental or connected to Advertiser’s business and/or advertisement.

**FAILURE TO PUBLISH:** Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any publication in which an advertisement accepted by Publisher is contained, if such failure is due to acts of God, acts of government, acts of suppliers, acts of the U.S. Postal Service or other delivery service, strikes, accidents, or any other circumstances beyond Publisher’s control. An unintentional or inadvertent failure by Publisher to publish an advertisement shall not constitute negligence or a breach of the Advertising Agreement. In the event of any failure to print, publish or circulate all or any portion of any publication in which an advertisement accepted by Publisher is contained or would have been contained but for a circumstance described herein, Advertiser’s sole remedy shall be publication by Publisher of Advertiser’s advertisement in the next publication of Insider e-newsletter by Publisher.

**ENTIRE AGREEMENT:** All advertising placements with Publisher for Insider e-newsletter are subject to and governed by these terms and conditions. Publisher has not made any representations to Advertiser that are not contained herein. Unless expressly agreed to in writing and signed by an officer or senior executive of Publisher, no other terms or conditions in any other contracts, orders, copy, or otherwise will be binding on Publisher. Failure by Publisher to enforce any of these provisions shall not be considered a waiver of such provision. In the event publisher prevails in any action to enforce an obligation of Advertiser pursuant to this Advertising Agreement, Advertiser may recover the following: Advertiser’s actual damages; reasonable attorney’s fees and court costs; injunctive relief and; any other remedy appropriate under the circumstances.

*The undersigned, by signing below represents and acknowledges that he/she has the authority to do so.*

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*The undersigned, by signing below represents and acknowledges that he/she has the authority to do so.*

Indiana Apartment Association, Inc. Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_