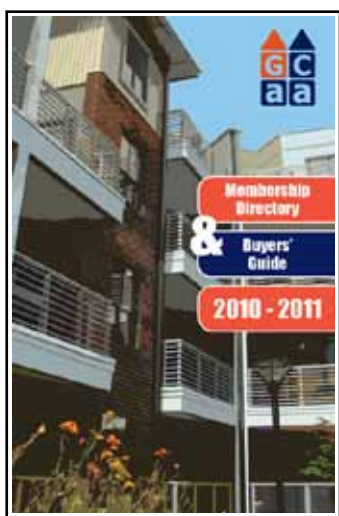
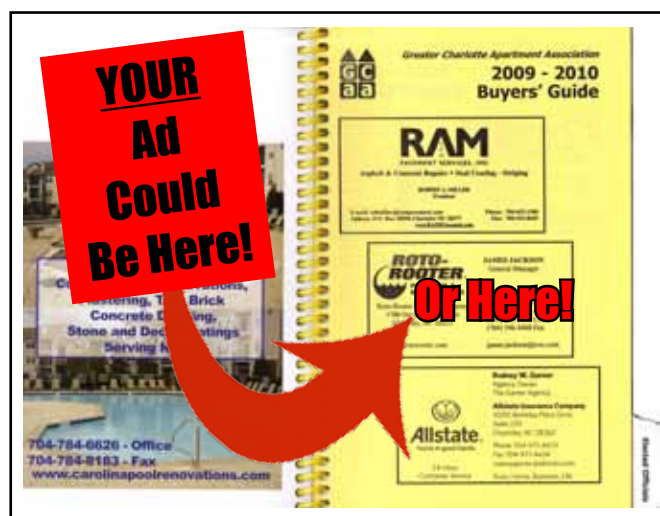


The GCAA Membership Directory - every GCAA member's #1 Resource for products and services!

Advertising in this annual publication is available to GCAA Associate Members EXCLUSIVELY.



GCAA Members LOVE The Directory!



- **Full-Page, Full-COLOR Ad Spots on the Covers and Tabs**
- **Business Card Ads in the Buyers' Guide (Yellow Pages)**
- **Additional Buyers' Guide Listings**

Advertising opportunities in the Directory are LIMITED and awarded on a first-come, first-served basis. Reserve your space today by using the form on the back of this sheet.

We only print it once a year!

(See reverse for ALL advertising opportunities in the GCAA's 2010-11 Membership Directory)

Don't Miss your Chance to **ADVERTISE** in the 2010-11 **GCAA Membership Directory**



We only
print it
ONCE
a year!

Of the many publications that the GCAA offers to its members, the most useful is undoubtedly the annual **Membership Directory and Buyers' Guide**. Members use the directory throughout the year and consider it a valuable resource for all of their multifamily industry needs. Advertising opportunities are available as noted below and will be sold on a **first-come, first-served** basis. Use this form to reserve your ad space today! Call Irene Gammon at the GCAA (704) 334-9511 x23 with any questions.

2010-11 Membership Directory & Buyers' Guide Advertising Rates

FULL-COLOR Cover Ads Cost

- Outside Back Cover** \$800.
- Inside Front Cover** \$700.
- Inside Back Cover** \$600.

**ALL
COVER &
TAB ADS
PRINT IN
COLOR!**

FULL-COLOR Tab Ads Cost

- 1. Owner/Operator Tab** \$450.
- 2. Member Properties Tab** \$450.
- 3. Associate Members Tab** \$450.
- 4. Buyers' Guide Tab** \$450.
- 5. Elected Officials Tab** \$450.

- Business Card Ads** (copied, black) Cost
In Buyers' Guide Yellow Pages \$195.

- Extra Buyers' Guide Listings** Cost
Each Associate gets two FREE listings and \$100.
can buy more for \$100 per additional category.

Note extras here: _____

How To Reserve Your Ad Space

1. Check the boxes to the left of the ad(s) you wish to place.
2. Fax this completed form to the GCAA at 704-333-4221.
3. Email ad file to GCAA (irene@greatercaa.org) by July 20th.
4. For business card ads:
1) an actual **BUSINESS CARD** must be received at the GCAA Office by July 20th for scanning.
(GCAA, attn: Irene Gammon, 2101 Rexford Rd., Suite 330-E, Charlotte NC 28211)
2) Please **DO NOT STAPLE** your business card to this form.

Company Name _____ Phone # _____

Contact Person _____ Email _____

Signature _____

Advertising Specifications: Cover and Tab ads are 4.5" wide by 7.5" tall. All cover and tab ads will print in full color (CMYK). Business Card ads are 3.5" wide by 2" tall and will be copied in black.

AD RATES DO NOT INCLUDE TYPESETTING/DESIGN. Acceptable electronic file formats in which to submit your ads are high-resolution pdf, eps, or tif. GCAA cannot guarantee the print quality of ads sent in other file formats (ie: MS Word or Publisher) or as hard copy. Send ad files and/or direct technical questions to Irene Gammon at 704-334-9511 x23 or irene@greatercaa.org (note: Irene will be out of the office from July 9-16.)

Advertising Deadline: Reservations must be made as soon as possible and will be honored on a first-come, first-served basis. **Deadline for receipt of usable artwork is July 20th, 2010.** Cancellation deadline is July 15th, 2010; all ads reserved on or prior to that date will be invoiced.