

MAGAZINE ADVERTISING

ADVERTISING RATES

Black and White	1x	3x	6x	12x
Full Page	\$5,594	\$5,294	\$4,868	\$4,612
2/3 Page	\$4,051	\$3,819	\$3,694	\$3,216
1/2 Page	\$3,285	\$3,131	\$2,822	\$2,485
1/3 Page	\$2,822	\$2,485	\$2,241	\$1,924
Color				
Process red, blue or yellow	Add \$697 per color			
PMS or matched colors	Add \$940 per color			
Four-color	Add \$1,896			

Bleed: No additional charge.

Inserts, Covers and Premiums: Contact the publisher for rates and specifications: Troy Bix, 480.990.1101, ext. 1118.

Materials, Digital File and Ad Specifications: Digital files are required. PDFX1A preferred or must be designed in Quark, Photoshop or Illustrator. Must be CMYK for color. No Pantones unless specifically requested. Include all fonts, images and any other attachments needed for output. Please contact your traffic coordinator if other programs being used are not compatible with programs mentioned here. Instructions, additional specifications and support files are available on our website or by fax. Please call for more information. Color proof required. For more detailed information, visit www.vpico.com/specs.

MECHANICAL REQUIREMENTS

Printing: Web Offset
Binding: Saddle Stitch
Trim Size: 8 1/8" x 10 7/8"
Columns: Three to a page

Insertion Orders/Materials: Orders, instructions and materials should be sent to:

Virgo Publishing
INSIDE SELF-STORAGE
 c/o Danielle Dunlap, Production Director
 3300 N. Central Avenue, Suite 300, Phoenix, AZ 85012
 Phone: 480.990.1101 ■ Fax: 480.990.8038

Ad Dimensions in Inches (HxV):

Bleed Page	8-3/8 x 11-1/8
Trim Bleed Page	8-1/8 x 10-7/8
Full Page	7 x 10
2/3 Page (Two Columns)	4-5/8 x 10
1/2 Page (Two Columns)	4-5/8 x 7-3/8
1/2 Page (Horizontal)	7 x 4-7/8
1/3 Page (Vertical)	2-1/4 x 10
1/3 Page (Two Columns)	4-5/8 x 4-7/8
1/3 Page (Horizontal)	7 x 3-1/4

Closing: Digital files must be received by the Virgo materials deadline date. Copy to be typeset or designed by Virgo must be received by Virgo 60 days prior to cover date. If copy or artwork has not been received by Virgo prior to press time, Virgo may elect to substitute available materials and previously run advertisements in their place. Cancellations not accepted unless received at least 60 days prior to cover date in writing. Cover date is the 1st of the month stated on the issue and in the advertising agreement unless otherwise specified.

Frequency: *INSIDE SELF-STORAGE* is published 12 times a year.

Terms: All payment terms must be in writing and are subject to management approval. All invoices are net 10 days, unless otherwise specified. After 10 days, the gross rate stated in the advertising agreement will be due. Account balances with invoices past terms are subject to a 1.5% monthly finance charge and all invoices past terms may be subject to a 20% late fee.

Commissions: A 15% percent agency commission will be given to recognized agencies, provided invoices are paid within terms.

Collection: Should advertiser and/or agency default on any of its payments of advertising bills, advertiser and/or agency become responsible for all costs of collection, including but not limited to, collection fees, attorney fees, travel expenses and court costs.

Subscriptions: Cost is \$95 per year domestic; \$145 per year foreign; and \$110 per year in Canada. Payable in U.S. funds only. All subscriptions are nonrefundable.

Miscellaneous:

- A.** Virgo reserves the right, using its sole discretion, to accept, reject or edit any advertisement not within the publishing standards of Virgo.
- B.** Advertiser and or agency assumes responsibility for the content of all advertising printed by Virgo and will indemnify and hold Virgo harmless for any claims arising against Virgo, including but not limited to, claims for defamation, invasion of privacy, and trademark and copyright infringement.
- C.** Virgo will charge the advertiser the prevailing market rates for the typesetting, layout or designing of advertisements.
- D.** Advertiser and/or agency will be billed or have deducted from prepaid amount(s) any frequency discounts given by Virgo which become inapplicable due to schedule cancellation over the term of the agreement. Advertiser and/or agency will be billed at the current one-time rate when multiple insertion contracts and/or insertion orders are not on file with Virgo. Advertiser and/or agency has the option to revise a contract to increase or decrease the frequency rate. Decreases in frequency must meet Virgo's written cancellation policy. In the event of a contract revision, advertiser and/or agent will either be short-rated or credited, depending on the actual earned space used or to be used.
- E.** Notice will be given before rate changes. Any contract made before rate changes will be billed at the new rate.
- F.** Advertising rates are based on an average paid and non-paid circulation of 20,000. Exact circulation of publication may vary from issue to issue.
- G.** Any advertiser/agency based in a foreign country must prepay for each advertising insertion prior to advertisement being published.

Circulation: *INSIDE SELF-STORAGE* is distributed monthly to 20,000 owners/operators, managers, investors and lenders in the self-storage industry.

Classified Ads: Orders require prepayment. Rate is \$200 per column inch, with a two-inch minimum.

Real Estate Review: Orders require prepayment. Rate is \$200 per column inch, with a two-inch minimum.

CONTACTS

SALES

GROUP PUBLISHER

Troy Bix
 troyb@vpico.com
 480.990.1101, ext. 1118

CLASSIFIED ADVERTISING MANAGER

Bill Wingfield
 billw@vpico.com
 480.990.1101, ext. 1013

MARKETING

BUSINESS DEVELOPMENT MANAGER

Teri Lanza
 tlanza@vpico.com
 480.990.1101, ext. 1213

EDITORIAL

EDITORIAL DIRECTOR

Teri Lanza
 tlanza@vpico.com
 480.990.1101, ext. 1213

EDITOR

Drew Whitney
 dwhitney@vpico.com
 480.990.1101, ext. 1177

MANAGING EDITOR

Elaine Foxwell
 efoxwell@vpico.com
 480.990.1101, ext. 1326

PRODUCTION

PRODUCTION DIRECTOR

Danielle Dunlap
 danielle@vpico.com
 480.990.1101, ext. 1620

WEB TRAFFIC MANAGER

Rob Jackson
 rjackson@vpico.com
 480.990.1101, ext. 1077

REPRINTS

REPRINTS MANAGER

Jennifer Thompson
 jthompson@vpico.com
 480.990.1101, ext. 1170

AUDIENCE DEVELOPMENT

ASSISTANT AUDIENCE DEVELOPMENT DIRECTOR

Sunny Rogers
 srogers@vpico.com
 480.990.1101, ext. 1095

AUDIENCE DEVELOPMENT COORDINATOR

Mackenzie Rubrecht
 mackenzie@vpico.com
 480.990.1101, ext. 1195

LIST RENTALS

listrental@vpico.com
 480.990.1101, ext. 2081

For more information, visit www.insideselfstorage.com.

P.O. Box 40079, Phoenix, AZ 85067-0079 ■ 480.990.1101 ■ 480.941.2638 (fax)

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MEDIA KIT



Anyone who works in the storage industry knows about **Inside Self-Storage (ISS)**, the most comprehensive, widely distributed magazine in the business. And why wouldn't they? With an impressive 17-year history and a monthly circulation of more than 20,000, it's not only the largest publication in the field, it's respected and recognized as *the* place to read news, gather information, learn new trends and find products. Our readers are owners, operators, managers, investors, developers and suppliers from all over the world.

From an editorial perspective, **ISS** offers the best industry coverage of any publication available. Our editors work closely with self-storage experts to provide the information readers need: comprehensive articles on development, construction, finance, management strategies, legal issues, marketing, security, technology, insurance, ancillary services, staffing ... The list goes on.

But **ISS** is a lot more than a magazine. It's a dynamic provider of professional resources in a wide array of formats—and that means greater opportunities for you. First, **ISS** is the only industry magazine that hosts and produces its own tradeshow, including the ISS Vegas Expo in February, the industry's largest conference, and a regional Expo each fall. Our exhibitors report a significant portion of their annual business comes from leads generated at these events.

Our website, www.insideselfstorage.com, also offers a host of promotional options, as do our Self-Storage Training Institute and ISS Webinar Series. If you're selling products or services to the self-storage industry, **ISS** is the best place to do your advertising. Check out our new promotional opportunities, and enjoy increased qualified leads!

In addition to magazine display and classified ads, **ISS** now offers a host of fantastic online advertising opportunities!

Ad Types:

- Leaderboard
- Skyscraper
- Rectangle
- Welcome
- Badge
- Sponsored Links
- Online Classifieds

Sponsorships:

- Webinars
- E-Books
- Weekly E-Mail Newsletter
- Storage Speak Blog
- Article Categories
- Buyer's Guide Categories

2008

EDITORIAL CALENDAR 2008

If you are interested in contributing an impartial article to ISS about one of the following topics, please send an e-mail to tlanza@vpico.com.

JANUARY

FACILITY PROMOTIONS & MARKETING

Hosting Special Events ■ Making the Most of Advertising
■ Internet and Website Outreach ■ Quality Customer Service

FEBRUARY

(Bonus Show Distribution—ISS Vegas Expo)

REAL ESTATE REVIEW

Buying and Selling Properties ■ Valuation and Appraisals
■ Feasibility and Due Diligence ■ Understanding Cap and Interest Rates



MARCH

(Bonus Show Distribution—Self Storage Association Spring)

BUSINESS ISSUE, SPRING EDITION

Legal Concerns (Agreements, Lawsuits, Lien Sales and More)
■ Basics of Business Insurance ■ Offering Tenant Insurance

APRIL

REMOTE MANAGEMENT

Management Companies ■ Centralized Offices ■ Kiosks

MAY

SOFTWARE & TECHNOLOGY ISSUE, ANNUAL EDITION

New Features and Products ■ The Role of Technology in Self-Storage
■ Choosing a Package and Provider

JUNE

(Bonus Show Distribution—Great Lakes Expo)

SECURITY & CRIME PREVENTION, ANNUAL EDITION

Hardware and Software ■ System Installation ■ Design as a Deterrent
■ Protecting Within and Without ■ Screening

JULY

FACILITY MAINTENANCE & REMODELING

Building Maintenance and Repair ■ Remarkable Remodels
■ Conversion Projects ■ 'Green' Building

AUGUST

ANNUAL BUYER'S GUIDE & TOP OPERATOR LIST

Ultimate Directory of Suppliers ■ Association Listing ■ Top Operators

SEPTEMBER

(Bonus Show Distribution—Self Storage Association Fall)

CONSTRUCTION ISSUE, ANNUAL EDITION

Site Selection ■ Design and Layout ■ Working With Contractors
■ Building Options ■ Planning and Zoning

OCTOBER

(Bonus Show Distribution—ISS Fall Expo and Texas Self Storage Association Annual)

ADD-ON PROFIT CENTERS

Mobile Storage ■ Mailing & Shipping ■ Wine Storage ■ Records Storage
■ Boat/RV Storage ■ Truck Rental ■ Business Services ■ Other Profit Centers



NOVEMBER

(Bonus Show Distribution—Massachusetts Self Storage Association Annual)

BUSINESS ISSUE, FALL EDITION

Self-Storage Financing ■ Tax-Related Issues ■ Payment Processing
■ Estate Planning ■ Working With Lenders

DECEMBER

STAFFING, TRAINING & MANAGEMENT

Hiring and Training ■ Performance Evaluations ■ Salaries and Incentives
■ Delicate Issues: Dishonesty, Theft and Termination

SUPPLEMENT ISSUES

- ISS Canada—May 2008
- ISS Boat/RV and Mobile Storage—September 2008
- ISS U.K./Europe—October 2008
- ISS Factbook—November 2008

ONLINE ADVERTISING OPPORTUNITIES

The ISS website is a hotbed of information for the self-storage community. Owners, operators, managers, developers, investors and suppliers visit and revisit www.insideselfstorage.com for the latest news, legal information, web-exclusive articles, tradeshow coverage, searchable archives, directories and other resources.

The ISS website has been improved to offer the content you want in a professional, concise, easy-to-search format. Members from all factions of the business report they use the site to learn what they need, share info with co-workers, find products and services, and stay on top of industry issues. It's one of the most widely used industry websites available. That's real marketing power!

RECTANGLE AD

(300x250 or 336x280)

These ads are placed within highly desirable editorial content throughout the website, offering high impressions in a premium position. These run-of-site ads offer large real estate, drawing attention to your message and giving your creative center stage.

SPONSORED LINKS

Displayed at the bottom of each page, these run-of-site ads offer the most impressions available on our site. Because there's no rotation, your message remains on every page for users to view.

LEADERBOARD AD

(468x60 pixels or 728x90 pixels)
These ads appear in a high-profile location at the top of each page and directly within the user's view, a premium position that receives a high volume of impressions.

SKYSCRAPER AD

(160x600 or 120x600)
These large ads are only available as part of our home-page, category and blog sponsorships. They run parallel to page content, giving you a powerful share of voice.

BADGE AD

(120x60 pixels)
These are the ideal marketing vehicle for advertisers looking to make consistent branding impression on our web traffic. This cost-effective, run-of-site space provides a powerful reach. Don't let the size fool you—this is a unique way to reach viewers as they read news on the page.

Sponsored Links
Project to Reduce Surgical Site Infections On Demand Free
Brought to you by: Smith&Nephew
Evidence-Based Care of Indwelling Urinary Catheters On Demand Free
Brought to you by: IAPIX

Announcements
Fourth Annual today's surgicenter conference
The Infection Control Education Institute

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Position	Creative	Net Rates
Welcome Ad	640X480 GIF, Flash or other rich media accepted. Maximum initial load file size: 75KB Target URL	\$5,000/week
Leaderboard Ad	728X90 [Can also support 468x60 banner]	\$2,500/month
Large Rectangle Ad	300X250 [Can also support 336x280 medium rectangle or 180x150 small rectangle]	\$2,500/month
Badge Ad	120X60	\$1,000/month
Sponsored Link	Title – 30 characters Description – 80 characters Target URL	\$750/month
Homepage Sponsor (Skyscraper Ad)	120X600	\$1,000/month
Category Sponsorship (Skyscraper Ad & Logo)	120X600	\$1,000/month
Blog Sponsorship (Skyscraper Ad & Logo)	120X600	\$1,000/month

OTHER ONLINE ADS AND SPONSORSHIP OPPORTUNITIES

WELCOME AD

A **welcome ad** is the largest online creative size available, similar to a cover tip on the magazine. No matter where users enter the **ISS** site, it's your ad they'll see first when they visit each day. The welcome ad creates the most impact for our Web advertisers, garnering the highest branding and response rate.

ONLINE CLASSIFIED ADS *(Real Estate, Employment, Resource Directory)*

Give your classified ads more punch with special online opportunities! Whether you're listing a property for sale, seeking facilities for acquisition, placing an employment ad, looking for a management position, selling or seeking a specific product or service, the **ISS** online classifieds are an affordable, effective way to reach your target audience. *(Please contact Classified Ads Manager for pricing.)*

E-BOOK SPONSORSHIP

ISS offers a series of free e-books that address critical concerns and business opportunities for self-storage operators and managers. In sponsoring an e-book, your company will receive repeated logo recognition and highly qualified leads from potential customers. It will also become a trusted resource for critical industry information. *(Please contact Publisher for pricing.)*

Package includes:

- Logo recognition on the e-book landing page.
- Logo on the e-book cover and table of contents.
- A full-page advertisement or advertorial inside the e-book.
- Leads/contact information for each person who downloads your e-book.
- Logo recognition in all marketing materials including online, e-newsletters, email broadcasts, etc.
- A PDF copy of the e-book for the sponsor's own electronic distribution.

CUSTOM WEBINAR SPONSORSHIP

Generate leads and educate the industry at the same time with a live custom webinar devoted to the topic of your choice. Live webinars can even include an interactive Q&A, audience survey, product presentations and customer success stories. The sponsorship package generates targeted leads, positions your company as an industry leader, and helps you gain exposure to an audience seeking information in specific areas of interest. *(Please contact Publisher for pricing.)*

Package includes:

- Brand recognition on all webinar marketing materials including online, e-newsletters, e-mail broadcasts, etc.
- A formal introduction of the sponsor at the start of the webinar, provided by the event moderator. Content tailored to the sponsor's wishes.
- Logo recognition during live webinar.
- Complete registration list with contact information.
- Webinar available on-demand for one year after the live event.

WEEKLY E-MAIL NEWSLETTER SPONSORSHIP

Every week, the **ISS** e-newsletter delivers industry hot news, "Tips From the Experts" and special features right to the inbox of facility operators and decision-makers worldwide. There is only one sponsorship available per issue, giving you 100% share of voice for that edition. The sponsorship includes a logo at the top of the newsletter, a rectangle ad included in the body, and 50 characters of text to appear just below the rectangle ad. *(Cost: \$2,000 per issue for exclusive sponsorship; \$1,000 per issue for co-sponsorship with one other company.)*