

## Black & White

	1X	3X	6X	12X
Full Page	\$6,655	\$6,276	\$5,792	\$5,489
2/3 Page	\$4,818	\$4,543	\$4,395	\$3,828
1/2 Page	\$3,905	\$3,724	\$3,355	\$2,959
1/3 Page	\$3,355	\$2,959	\$2,668	\$2,288

\*The rates listed above are net. Contact Debbie Pirkey at [debbie.pirkey@informa.com](mailto:debbie.pirkey@informa.com) for premium position rates and availability.

## Color & Premium Positions

PMS or matched colors.....Add \$987 per color      Trim size ..... 8.125" x 10.875"  
Four-color..... Add \$1,991      Inserts, Covers and Premiums ..... Contact Debbie Pirkey, 480.281.6789

**Digital File/Ad Specifications:** X1A PDFs required. Must be CMYK for color. No Pantones, unless specifically requested and purchased. Include or embed all fonts, 300 dpi images and any other attachments needed for output. Contact your program manager for instructions or additional information. Color proof required.

**Closing:** Digital files must be received by the Informa Markets materials deadline date. Copy to be typeset or designed by Informa Markets must be received 60 days prior to cover date. If copy or artwork has not been received prior to press time, Informa Markets 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 first of the month stated on the issue and in the advertising agreement unless otherwise specified.

**Insertion Orders/Materials:** Orders, instructions and materials should be sent via the SendMyAd portal at: <https://virgo.sendmyad.com>.

## Material Closing Dates

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Investment & Real Estate	Add-On Services	Technology	Manager Enrichment	Risk Management & Security	Development & Design
Ad reservations	November 5	December 2	January 5	February 2	March 7	April 9
Ad materials	November 10	December 7	January 8	February 5	March 11	April 14
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Marketing	Outsourcing / Best of Business	Annual Top-Operators Lists & Operator Showcase	Revenue Management	Property Care	Staffing
Ad reservations	May 7	June 4	July 5	August 12	September 6	October 4
Ad materials	May 12	June 9	July 8	August 17	September 9	October 7

#### FREQUENCY

Inside Self-Storage (ISS) is published 12 times a year.

#### TERMS

All payment terms must be in writing and are subject to management approval. Invoice terms 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 \$99 per year for U.S. residents; \$115 per year for Canadian residents; \$150 per year for foreign residents. Payable in U.S. funds only. All subscriptions are nonrefundable.

#### MISCELLANEOUS

- a. Informa Markets reserves the right, using its sole discretion, to accept, reject or edit any advertisement not within the publishing standards of Informa Markets.
- b. Advertiser and or agency assumes responsibility for the content of all advertising printed by Informa Markets and will indemnify and hold Informa Markets harmless for any claims arising against Informa Markets, including but not limited to, claims for defamation, invasion of privacy, and trademark and copyright infringement.
- c. Informa Markets 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 Informa Markets 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 Informa Markets. Advertiser and/or agency has the option to revise a contract to increase or decrease the frequency rate. Decreases in frequency must meet Informa Markets'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 21,000. 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.
- h. 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.

#### CIRCULATION

Inside Self-Storage (ISS) is distributed monthly to owners, operators, managers, investors and lenders in the self-storage industry.

#### CLASSIFIED ADS AND REAL ESTATE REVIEW

Order require prepayment. Rate is \$200 per column inch, with a two-inch minimum.