



# TEXAS SELF STORAGE ASSOCIATION



TSSA  
MEMBERS  
MATTER TO  
YOUR  
BUSINESS.

**TEXAS SELF STORAGE ASSOCIATION (TSSA)** is the largest state self-storage organization in the country.

With more than 5,200 facilities throughout Texas and in surrounding states, the TSSA membership has both *buying power* and *industry influence*.

## MEDIA KIT



# OUR MEMBERS: YOUR TARGET MARKET

TSSA members are active buyers and involved readers. Reach facility owners and key decision-makers with *Self-Storage News*.

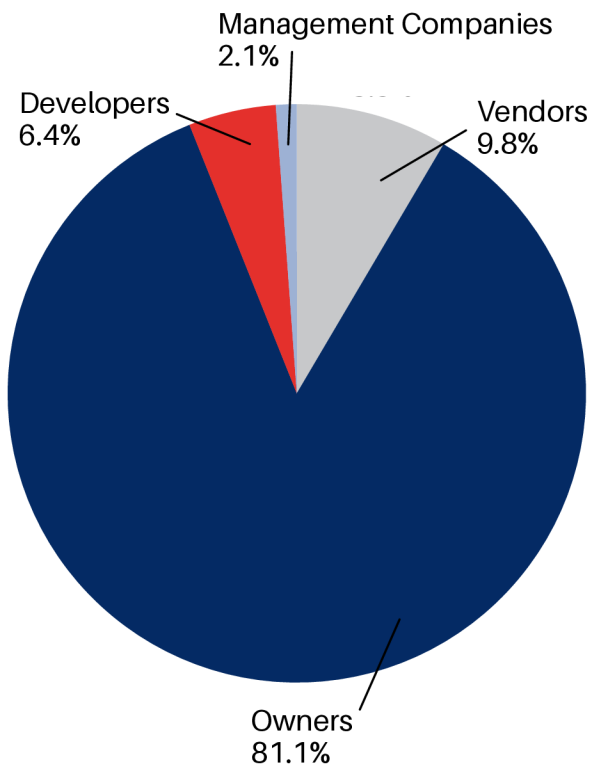
## TSSA MEMBERS



3,100  
Members



5,200  
Facilities



## READERSHIP

*Self-Storage News*, TSSA's official magazine, is published bimonthly and is mailed to approximately 5,000 readers, including all association members.

Our readers represent your best target market for publicizing your self-storage related product or service in Texas.



92% rate *Self-Storage News* as a high value

## VALUE

In a recent membership survey, 92% of the respondents rated *Self-Storage News* as a high value of their membership scoring the publication as excellent (56%) and good (36%).



# VENDOR MEMBERSHIP & OPPORTUNITIES

*Make the most of your advertising and networking dollars by joining TSSA.*



## VENDOR/SUPPLIER MEMBERS

**Membership is for companies or individuals who provide goods or services for the self-storage industry.**

**Annual Dues: \$400**

**Members Receive:**

- Three free category listings for the TSSA online Vendor Locator
- Significant discounts on TSSA advertising rates and trade show booths (see page 4 for rates)
- Online advertising options on the TSSA website (see page 8 for details and rates)
- Exclusive right to purchase the full or partial TSSA member mailing list (Contact TSSA for details and pricing.)

## ADVERTISING

### Print Advertising

*Self-Storage News*, TSSA's official magazine, is published bimonthly and is mailed to approximately 5,000 readers, including all association members. Ads start as low as \$175 per insertion.

Complete digital versions are available online and archived for easy reference for several years after publication. Our readers represent your best target market for publicizing your self-storage related product or service in Texas.

### Print Advertorial

An advertorial is the perfect opportunity to showcase your expertise and lead perspective customers to your product. Use your expertise to give how-tos, case studies, and demonstrate your knowledge in your product or service category. Advertorials are \$2,000 per insertion.

### Online & Email Advertising

Limited ad placement availability on the most popular pages of the website and email blasts for premium exposure to thousands of self-storage professionals each month.

- Website Advertising
- Vendor Locator Enhanced Listing
- TSSA Engage - Online Member Community
- Monthly e-newsletter campaign
- Bimonthly Digital Magazine Email Campaign

### Sponsorships & Face-to-Face Opportunities

Spotlight your company by sponsoring TSSA's annual conference and other educational and networking events throughout the year. Contact TSSA for more information on event sponsorships and trade show booth sales.

- TSSA's Big Ideas in Storage Annual Conference
- Executive Retreat
- Area Luncheons
- Local Networking Events
- Educational Webinars

### Join TSSA

Visit [txssa.org](http://txssa.org) or contact Holly Barr, Director of Membership & Business Development, at (512) 374-9089 or [membership@txssa.org](mailto:membership@txssa.org) to join.



# PRINT ADVERTISING

Choose from a range of display advertising options.  
Even the smallest budgets have a place in *Self-Storage News*.

## Self-Storage News



| ADVERTISING RATES            |                     |         |         |
|------------------------------|---------------------|---------|---------|
| COLOR ADS                    | FREQUENCY & PRICING |         |         |
|                              | 6X                  | 3X      | 1X      |
| Full Page                    | \$1,375             | \$1,475 | \$1,550 |
| Full Page Premium            |                     |         |         |
| Inside Front Cover           | \$1,925             | \$1,975 | -       |
| Page 1                       | \$1,875             | \$1,925 | -       |
| Opposite TOC                 | \$1,800             | \$1,850 | -       |
| Opposite President's Message | \$1,750             | \$1,800 | -       |
| Opposite Masthead            | \$1,650             | \$1,700 | -       |
| After First Feature Article  | \$1,650             | \$1,700 | -       |
| Inside Back Cover            | \$1,900             | \$1,950 | -       |
| Back Cover                   | \$1,975             | \$2,000 | -       |
| 2/3 Page                     | \$1,200             | \$1,250 | \$1,300 |
| 1/2 Page                     | \$1,100             | \$1,125 | \$1,150 |
| 1/3 Page                     | \$900               | \$925   | \$950   |
| 1/6 Page (business card)     | \$300               | \$325   | \$350   |
| Bulletin Board Square        | \$175               | \$200   | \$225   |

### SUBMIT YOUR PRESS RELEASE

Submit your company's press release or other news to [magazine@txssa.org](mailto:magazine@txssa.org). Your press release may be featured online or in print, including *Self-Storage News* magazine, *Self-Storage Report* e-newsletter, Facebook, Instagram and LinkedIn.

Above are TSSA member rates. Contact TSSA at (512) 374-9089 to inquire about non-member rates. All rates are per insertion. Guaranteed preferred placement adds an additional 10% of the advertising rate per insertion.

## ADVERTORIALS

Advertorials are \$2,000 per insertion. An advertorial is the perfect opportunity to showcase your expertise and lead perspective customers to your product. Advertorial content should be written in the style of an article that discusses the benefits to be experienced by the consumer of the product/service (as opposed to the features of the product/service) and ideally will include real-life scenarios or case studies to demonstrate effectiveness. Use your expertise to give how-tos, case studies, and demonstrate your knowledge in your product or service category.

## LET'S BE SOCIAL

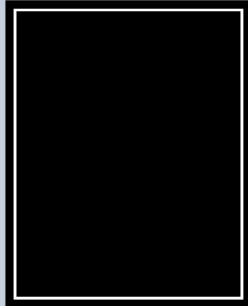
Like and follow TSSA on social media platforms including: Facebook: @txssa; LinkedIn: @texas-self-storage-association; Instagram: @texasselfstorageassociation. Tag TSSA in your social media posts for a chance to be featured in the Let's Be Social section of *Self-Storage News* magazine.



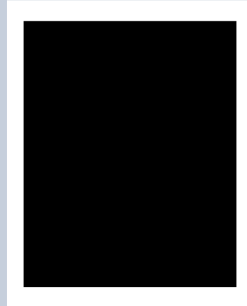
# PRINT ADVERTISING

Choose the best fit for your business.

## FULL PAGE

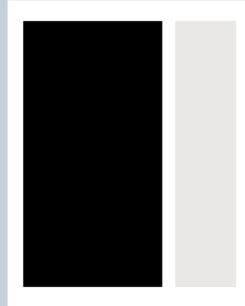


Trim.....8.5" x 11"  
Bleed .....8.625" x 11.125"



No Bleed...7.5" x 10"

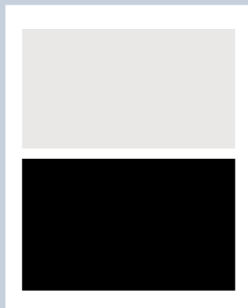
## 2/3 PAGE



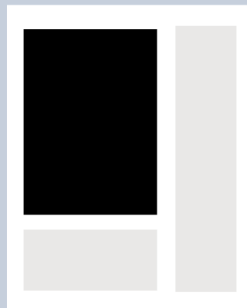
Vertical.....4.75" x 9.75"

*Shown at 15% of actual print size.*

## 1/2 PAGE

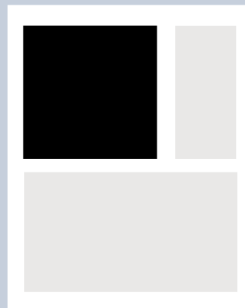


Horizontal...7.25" x 4.75"

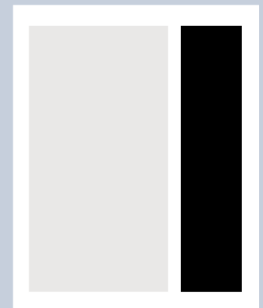


Vertical.....4.75" x 7.25"

## 1/3 PAGE

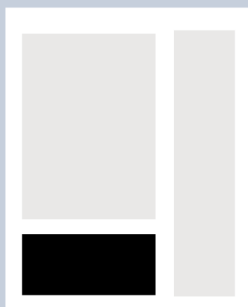


Square .....4.75" x 4.75"

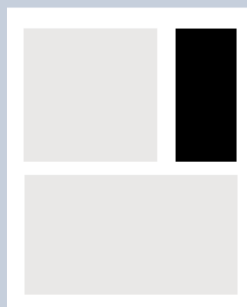


Vertical.....2.25" x 9.75"

## 1/6 PAGE

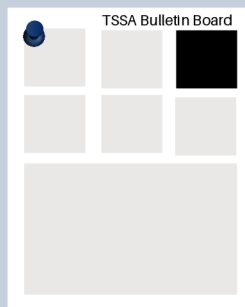


Horizontal...4.75" x 2.25"



Vertical.....2.25" x 4.75"

## BULLETIN BOARD



Square .....2.25" x 2.25"

Bulletin Board is an economical and convenient advertising platform to reach TSSA readers.

Advertise job openings, job candidates, facilities, items for sale or lease, or other opportunities.



# PRINT ADVERTISING

Reach TSSA members all year long. Reserve your space today.



## PRODUCING YOUR PRINT AD

### Color

Use CMYK (four-color process) for all images and graphics that print in color.

### Fonts

Embed all fonts. To avoid font issues with EPS files, convert all fonts to outlines.

### Bleed/Live Space

Full-page ads may bleed. Use bleed specs which allow a 1/8" (0.125") beyond trim. Omit crop marks, or offset crop marks by at least 1/4" (0.25"). Live matter (anything important or necessary to the reader) must be 1/4" (.25") from the trim.

### Image Resolution

All images should be 300 dpi.

### File Type

Provide a print-resolution (300 dpi) PDF with live or vector type. Embed all fonts or convert to outlines.

## RESERVING AND SUBMITTING YOUR PRINT ADVERTISEMENT

### TO RESERVE YOUR AD:

Visit [www.txssa.org/Advertise](http://www.txssa.org/Advertise) to learn more or [click here](#) to reserve your ad.

**Contact:** Holly Barr, TSSA  
(512) 374-9089  
[magazine@txssa.org](mailto:magazine@txssa.org)

### TO SUBMIT YOUR MATERIALS:

E-mail your ad directly to [magazine@txssa.org](mailto:magazine@txssa.org)

### QUESTIONS?

**Contact:** Holly Barr, TSSA  
(512) 374-9089  
[magazine@txssa.org](mailto:magazine@txssa.org)

## ADVERTISING DEADLINES

| Self-Storage News Issues | Materials Deadline |
|--------------------------|--------------------|
| January/February         | November 15        |
| March/April              | February 1         |
| May/June                 | April 1            |
| July/August              | June 1             |
| September/October        | August 1           |
| November/December        | October 1          |

\*Please note: The insertion order deadline is two weeks prior to the materials deadline. TSSA reserves the right to adjust advertising deadlines as necessary without notice.



# PRINT ADVERTISING

## TERMS & CONDITIONS

### Production

Advertisers must supply complete electronic files to TSSA for quality printing. Four color ads are encouraged. See page 6 for complete details on specifications and submission. TSSA cannot guarantee correct publication if the ad has not been properly prepared for prepress.

### Design/Revisions

If requested, TSSA will aid in the design of your ad and will make corrections on ads where an electronic file has been supplied. The cost is \$100 per hour.

### Content

Advertisers are responsible for the content of their ads; however, TSSA reserves the right to reject any ad deemed unsuitable. TSSA will not be held accountable for any expense or loss resulting from ad publication.

### Positioning/Page Request

Positioning of advertisements is at the discretion of the publisher (TSSA), unless otherwise agreed upon in writing prior to publication.

### Frequency

*Self-Storage News* is published six times a year. Advertisers may contract to run their ads annually, three times a year, or as a single insertion, according to the rates published in the TSSA ad rate sheet (page four). Ads for advertisers on a three-times a-year contract will run in three consecutive issues unless otherwise stipulated by advertiser. Advertisers on an annual contract will automatically be continued from one year to the next, unless notice is received 60 days prior to publication of the next issue.

### Billing

All advertisers will be billed immediately upon publication of *Self-Storage News* and must pay invoice amount within 30 days. Invoices not paid within 30 days will be charged to the advertiser's credit card.

RESERVE  
YOUR AD  
ONLINE AT  
[TXSSA.ORG](http://TXSSA.ORG)



# DIGITAL ADVERTISING

Connect your business to TSSA members with online and email advertising.



## REVIEWING & SUBMITTING YOUR ONLINE or EMAIL ADVERTISEMENT

### TO RESERVE YOUR AD:

Visit [www.txssa.org/Advertise](http://www.txssa.org/Advertise) to learn more or click here to reserve your ad.

**Contact:** Holly Barr, TSSA  
(512) 374-9089  
[membership@txssa.org](mailto:membership@txssa.org)

### TO SUBMIT YOUR MATERIALS:

E-mail your ad directly to [membership@txssa.org](mailto:membership@txssa.org)

### QUESTIONS?

Contact Holly Barr, TSSA  
(512) 374-9089  
[membership@txssa.org](mailto:membership@txssa.org)

## PRODUCING YOUR DIGITAL AD

Specifications: Use RGB color. Provide image files only: web-resolution (72 dpi) JPG or PNG. Provide the link URL.

## ONLINE & EMAIL ADVERTISING

### Advertising on [txssa.org](http://txssa.org)

Home Page \$1,500/month  
Internal Page \$450/month

Limited ad placement availability on the most popular landing pages of the website for premium exposure to self-storage professionals.

### Vendor Locator Enhanced Listing

Enhanced Listing \$250/year  
Top Ad Placement on Category Page(s) \$250/month  
Bottom Ad Placement on Category Page(s) \$150/month  
Exclusive Ad Placement on Category Page(s) \$300/month  
Ad Placement on Main Page \$450/month

The vendor locator is one of the most popular pages on the TSSA website with more than 500 visitors per month. Upgrade your listing to the Enhanced Listing format to include video, handouts and more detailed information. Limited availability for ad placement to stand out at the top of the directory listing.

### Online Member Community Advertising

Annual Sponsorship (Exclusive) \$5,000  
Ad Placement \$500/month

TSSA Engage (TSSA's new online community) is the new go-to place for members to ask questions and discuss all things related to self storage. The annual sponsorship includes a banner ad on the landing page and all internal pages. Ad placement is available only if the exclusive sponsorship is not secured. Visit TSSA Engage at [community.txssa.org](http://community.txssa.org).

### Self-Storage Report Newsletter Email Advertising

Newsletter Sponsorship \$600/month - Exclusive, premium ad placement  
Exclusive Annual Sponsorship \$6,000  
Spotlight Article \$500 - Opportunity to provide an educational article or blog to be featured

Sent monthly via email to more than 6,000 members, the newsletter contains timely updates and newsworthy content for self-storage professionals.