

Welcome to the **SSA Globe** magazine, the Official Voice of the Self Storage Industry. The **SSA Globe** was developed to update SSA members about Association activities, industry news and helpful information for self storage operators and vendors.

Trusted & Verified Circulation



The **SSA Globe** is the only industry publication that provides its advertisers with verified, audited circulation numbers by a third-party auditor. The **SSA Globe** is the largest paid circulation magazine in the self storage industry, with 12,658 subscribers (Q1 2007). Four times each year: January, March, June & September, the **SSA Globe** is delivered to 5,000-plus additional subscribers, bringing the total circulation for those months to approximately 18,000 subscribers. These issues help promote our spring and fall conferences, and two of them (April and September) are provided during the shows, making advertising a perfect complement to your trade show booth.

Readership

The **SSA Globe** is distributed monthly to the self storage industry's decision makers who joined the Association because they want to be updated regularly about news and information from the Association. Our readability is strong because these professionals have chosen to participate with the SSA and the **SSA Globe** is the primary communications vehicle from which they learn about their Association.

This is where the self storage community comes for exclusive data and unparalleled legal know-how. **SSA Globe** news and features articles are each written by professional business and industry reporters, as well as by SSA Staff, including our General Counsel, our research and data experts, those who manage our popular education programs and the Association's Board members and executive staff.

Advertising

The **SSA Globe** appreciates the support of its sponsors. Advertising revenue and profit are not the primary goal of the magazine. Your sponsorship dollars, through advertising, help defray the costs associated with producing and disseminating the primary communications tool of the SSA. And for members, the cost of advertising with us is 50% to 70% of the cost of the published advertising rates of for-profit magazines. Our vendor members are treated equitably, meaning that the SSA does not deviate from its rate card, which includes prices that are already significantly discounted from a typical for-profit.

By advertising in the **SSA Globe** magazine, you are gaining exposure to all facets of the industry: owners, operators, facility managers, vendors, employees, analysts and investors throughout the country. Nowhere else will your advertisement cover such a large and broad segment of the industry at such reasonable advertising rates.

The **SSA Globe** is published by the SSA Foundation.



DEADLINES

See 2016 Editorial Calendar on page 2

PAYMENT

Payment terms are noted on invoice. Payable to: Self Storage Association
Mail to: 1901 N. Beauregard Street, Ste 106, Alexandria VA 22311

FILE SPECS

Please submit digital files of all ads. Preferred format is Print/Press Quality PDF with all fonts are embedded.

PRODUCTION CONTACT

Lauren Anderson
Email: landerson@selfstorage.org

QUESTIONS

Tom Comi
Director of Advertising Sales
Phone: 703-406-6148 / Fax: 703-444-2193
Email: tcomi@selfstorage.org

2016 DISPLAY ADVERTISING RATES

SIZE:	SPECS:	Width	x	Depth	RATE:	1x	3x	6x	12x
FULL PAGE	Trim (add 1/8" bleed)	8.25"	x	10.875"	SSA Member	\$2,369	\$2,209	\$1,880	\$1,643
	No Bleed	6.75"	x	9.50"	Non-Member	\$2,724	\$2,540	\$2,162	\$1,889
HALF PAGE	Vertical	3.25"	x	9.50"	SSA Member	\$1,710	\$1,540	\$1,324	\$1,159
	Horizontal	6.75"	x	4.625"	Non-Member	\$1,967	\$1,771	\$1,523	\$1,333
QUARTER PAGE	Vertical	3.25"	x	4.625"	SSA Member	\$1,210	\$1,082	\$948	\$819
	Horizontal	6.75"	x	2.25"	Non-Member	\$1,392	\$1,244	\$1,090	\$942

2016 SSA Globe Magazine Editorial Calendar

Issue	Focus*	Related Sectors	Space Reservation	Ad Materials Deadline
January 2016 Mega Issue with approx. 18,000 Distribution	Spring Conference & Trade Show Preview	All Sectors Plus: Economic Outlook, Spring Conference Preview	11/15/15	11/17/15
February 2016	Customer Service and Retention	Consultants, Call Centers, Software, Facility Management, Credit Card Processing, Online Services	12/15/15	12/17/15
March 2016 Mega Issue with approx. 18,000 Distribution	Spring Conference & Trade Show Issue (Dallas, TX)	All Sectors	1/8/16	1/12/16
April 2016	Renovation and Conversions	Architects, Builders, Doors, Fencing, Climate Control, Roof Coating, Elevators and Lifts, Engineering	2/15/16	2/18/16
May 2016	Management Registry	Facility Management	3/15/16	3/18/16
June 2016 Mega Issue with approx. 18,000 Distribution	International Fall Conference & Trade Show Issue Preview	All Sectors, especially those who do business globally	4/15/16	4/18/16
July 2016	Software and Technology	Facility Management, Software, Online Services, Security	5/13/16	5/17/16
August 2016	Legislative Update	All Sectors	6/15/16	6/17/16
September 2016 Mega Issue with approx. 18,000 Distribution	Fall Conference & Trade Show Issue (Las Vegas, NV)	All Sectors	7/5/16	7/8/16
October 2016	Insurance	Insurance, Disaster Relief	8/15/16	8/17/16
November 2016	Security	Fencing, Doors, Security Systems, Locks, Internet Security	9/15/16	9/19/16
December 2016	Maintenance	Roofing, Doors, Locks, Maintenance Services	10/15/16	10/18/16

* Subject to change

Circulation Regular monthly distribution is approximately 13,000 with the exception of the four mega-issues. In January, March, June and September, total reach is approximately 18,000 at no additional cost to advertisers.

Advertising Specs

Full Page/No Bleed (Folio on bottom)
6.75" wide X 9.50" high

Full Page Bleed
Live: 7.5" wide X 10.125" high
Trim: 8.25" wide X 10.875" high
Bleed: 8.50" wide X 11.125" high

Half Page
Vertical: 3.25" wide X 9.50" high
Horizontal: 6.75" wide X 4.625" high

Quarter Page
Vertical: 3.25" wide X 4.625" high
Horizontal: 6.75" wide X 2.25" high

Uploading Ad Materials

1. Go to: www.onlinefilefolder.com
User Name: SSAGlobe
Password: storage
(User name and password are case sensitive)
2. Hit the Log In Button
3. Open the folder Dropbox
4. The current month file folder will appear there
5. Hit the +Add File button
6. Path to your file and add it to the drop box