

# SSA MAGAZINE

THE OFFICIAL VOICE OF THE SELF STORAGE ASSOCIATION

Welcome to **SSA Magazine**, the Official Voice of the Self Storage Association. Published by the SSA Foundation, **SSA Magazine** was developed to educate SSA members on Association activities, industry news, legislative updates, and helpful information for self storage operators and vendors.

Regular monthly distribution is approximately 15,000 with the exception of the four mega-issues. In February, March, June and September, total reach is approximately 18,000 at no additional cost to advertisers. We also have a digital edition at **SSAMagazine.org** that includes all ads that run in the print version.

## 2022 EDITORIAL CALENDAR

Issue	Focus*	Space Reservation	Ad Materials Deadline
January	Marketing and a 2022 Forecast	11/19/21	11/22/21
February ( <i>Mega Issue</i> )	Customer Service and Retention	12/10/21	12/13/21
March ( <i>Mega Issue</i> )	Spring Conference Special Issue	1/6/22	1/11/22
April	New Construction, Renovations and Conversions	2/14/22	2/20/22
May	Manager Issue	3/13/22	3/18/22
June ( <i>Mega Issue</i> )	Management Firms and Employee Training	4/13/22	4/17/22
July	Software and Technology	5/11/22	5/15/22
August	Legislative Update	6/12/22	6/17/22
September ( <i>Mega Issue</i> )	Fall Conference Special Issue	6/23/22	6/26/22
October	Insurance	8/10/22	8/14/22
November	Security	9/11/22	9/16/22
December	Maintenance	10/15/22	10/20/22

\*Subject to change



### FILE SPECS

Please submit digital files of all ads as a Print/Press Quality PDF. Check that bleed is included on full-page ads.

### QUESTIONS

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### PRODUCTION CONTACT

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## 2022 DISPLAY ADVERTISING RATES / SPECIFICATIONS

SIZE:	SPECS:	Width	x	Depth	RATE:	1x	3x	6x	12x
<b>FULL PAGE</b>	Live	7.5"	x	10.125"	SSA Member	\$3,815	\$3,558	\$3,028	\$2,646
	Trim	8.25"	x	10.875"	Non-Member	\$4,386	\$4,091	\$3,482	\$3,042
	Bleed	8.50"	x	11.125"					
<b>HALF PAGE</b>	Vertical	3.25"	x	9.50"	SSA Member	\$2,754	\$2,480	\$2,132	\$1,867
	Horizontal	6.75"	x	4.625"	Non-Member	\$3,168	\$2,852	\$2,452	\$2,146
<b>QUARTER PAGE</b>	Vertical	3.25"	x	4.625"	SSA Member	\$1,949	\$1,742	\$1,527	\$1,319
	Horizontal	6.75"	x	2.25"	Non-Member	\$2,242	\$2,003	\$1,755	\$1,517