



GLOBE

THE OFFICIAL VOICE OF THE SELF STORAGE INDUSTRY

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.

Regular monthly distribution is approximately 14,000 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.

The **SSA Globe** appreciates the support of its sponsors. 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.

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

Issue	Focus*	Related Sectors	Space Reservation	Ad Materials Deadline
January (Mega Issue)	Spring Conference & Trade Show Preview	All Sectors Plus: Economic Outlook, Spring Conference Preview	11/14/17	11/17/17
February	Customer Service and Retention	Consultants, Call Centers, Software, Facility Management, Credit Card Processing, Online Services	12/12/17	12/15/17
March (Mega Issue)	Spring Conference & Trade Show Issue	All Sectors	1/12/18	1/19/18
April	Renovations and Conversions	Architects, Builders, Doors, Fencing, Climate Control, Roof Coating, Elevators and Lifts, Engineering	2/13/18	2/16/18
May	Management Registry	Facility Management	3/13/18	3/16/18
June (Mega Issue)	International Fall Conference & Trade Show Issue Preview	All Sectors, especially those who do business globally	4/10/18	4/13/18
July	Software and Technology	Facility Management, Software, Online Services, Security	5/15/18	5/18/18
August	Legislative Update	All Sectors	6/12/18	6/15/18
September (Mega Issue)	Fall Conference & Trade Show Issue	All Sectors	7/6/18	7/9/18
October	Insurance	Insurance, Disaster Relief	8/10/18	8/13/18
November	Security	Fencing, Doors, Security Systems, Locks, Internet Security	9/11/18	9/14/18
December	Maintenance	Roofing, Doors, Locks, Maintenance Services	10/12/18	10/19/18

2018 DISPLAY ADVERTISING RATES/SPECIFICATIONS

SIZE:	SPECS:	Width	x	Depth	RATE:	1x	3x	6x	12x
FULL PAGE	Trim (add 1/8" bleed)	8.25"	x	10.875"	SSA Member	\$2,606	\$2,430	\$2,068	\$1,807
	No Bleed	6.75"	x	9.50"	Non-Member	\$2,996	\$2,794	\$2,378	\$2,078
HALF PAGE	Vertical	3.25"	x	9.50"	SSA Member	\$1,881	\$1,694	\$1,456	\$1,275
	Horizontal	6.75"	x	4.625"	Non-Member	\$2,164	\$1,948	\$1,675	\$1,466
QUARTER PAGE	Vertical	3.25"	x	4.625"	SSA Member	\$1,331	\$1,190	\$1,043	\$901
	Horizontal	6.75"	x	2.25"	Non-Member	\$1,531	\$1,368	\$1,199	\$1,036

FILE SPECS

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

PRODUCTION CONTACT

Lauren Anderson
Email: landerson@selfstorage.org

QUESTIONS

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