

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, May 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.

2021 EDITORIAL CALENDAR

Issue	Focus*	Space Reservation	Ad Materials Deadline
January	Marketing and a 2021 Forecast	11/19/20	11/22/20
February (<i>Mega Issue</i>)	Customer Service and Retention	12/10/20	12/13/20
March (<i>Mega Issue</i>)	Management Firms and Employee Training	1/13/21	1/18/21
April	New Construction, Renovations and Conversions	2/14/21	2/20/21
May (<i>Mega Issue</i>)	Spring Conference Special Issue	3/13/21	3/18/21
June	International Issue	4/13/21	4/17/21
July	Software and Technology	5/11/21	5/15/21
August	Legislative Update	6/12/21	6/17/21
September (<i>Mega Issue</i>)	Fall Conference Special Issue	6/30/21	7/2/21
October	Insurance	8/10/21	8/14/21
November	Security	9/11/21	9/16/21
December	Maintenance	10/15/21	10/20/21

2021 DISPLAY ADVERTISING RATES/SPECIFICATIONS

SIZE:	SPECS:	Width	x	Depth	RATE:	1x	3x	6x	12x
FULL PAGE	Live	7.5"	x	10.125"	SSA Member	\$3,469	\$3,234	\$2,753	\$2,405
	Trim	8.25"	x	10.875"	Non-Member	\$3,988	\$3,719	\$3,165	\$2,766
	Bleed	8.50"	x	11.125"					
HALF PAGE	Vertical	3.25"	x	9.50"	SSA Member	\$2,504	\$2,255	\$1,938	\$1,697
	Horizontal	6.75"	x	4.625"	Non-Member	\$2,880	\$2,593	\$2,229	\$1,951
QUARTER PAGE	Vertical	3.25"	x	4.625"	SSA Member	\$1,772	\$1,584	\$1,388	\$1,199
	Horizontal	6.75"	x	2.25"	Non-Member	\$2,038	\$1,821	\$1,596	\$1,379

FILE SPECS

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

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