

# IRISH PROPERTY OWNERS' ASSOCIATION

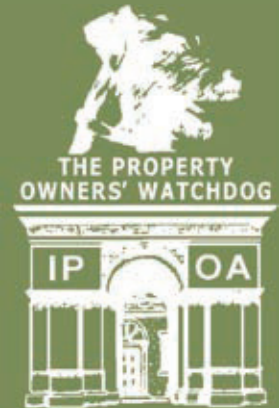
## IPOA YEARBOOK & DIARY 2011

a must have for every Irish Property Professional

The Irish Property Owners' Association, the national representative association for property owners in the private rental sector in Ireland, has commenced compiling its annual yearbook/diary for 2011.

Building on the success of 2009 and 2010 diaries, the 2011 diary will be bigger and better with additional industry information and high-end publication quality. The diary will be made available in November 2010 and will be sent to property owner members, industry colleagues and associates nationwide.

The IPOA Diary and Yearbook is a must-have for all property professionals in 2011!



## The IPOA would like to offer your company an invaluable promotional opportunity

Full, half and quarter page advertising -in addition to inserts in the 2011 IPOA Diary/Yearbook- will reward you with the following benefits:

- exposure to thousands of property owners/investors in Ireland on a continuous basis over the year;
- a targeted chance to promote your company to the optimum market in a non-diluted fashion;
- inclusion in an established, professional, quality publication which will be distributed directly to your ideal market;
- limited advertising will allow your company to be visibly well-profiled with maximum exposure;
- the successful track record of the Diary has guaranteed a high level of demand amongst property owners.

Type	Trim Size	Bleed	Text	Cost
Full-page ad, colour	146mm x 207mm	151mm x 212mm	136mm x 197mm	€ 2,000
Full-page ad, mono	146mm x 207mm	151mm x 212mm	136mm x 197mm	€ 1,800
Half-page ad, colour	146mm x 100mm	151mm x 105mm	136mm x 96mm	€ 1,250
Half-page ad, mono	146mm x 100mm	151mm x 105mm	136mm x 96mm	€ 1,000
Quarter-page ad, colour	73mm x 100mm	75mm x 105mm	68mm x 96mm	€ 750
Insert (provided printed)	146mm x 207mm			€ 2,200

#### Mechanical Information:

Size: A5 page-per-day view

Copy Requirements: Quark XPress (Apple Mac or PC) of high resolution pdfs emailed to [ipoa@eircom.net](mailto:ipoa@eircom.net)

Please note: A proof of your advert will be emailed to you for final sign-off prior to print.

#### Deadlines:

Booking Deadline: 16<sup>th</sup> July 2010

Publication date: November 2010

**Discounts:** The IPOA is offering a 10% discount for the booking of 2 or more adverts.

#### Advertising Conditions:

All advertisements/inserts are subject to approval by the IPOA.

No liability is accepted for loss or damage caused by errors in, non-publication or late publication of advertisements/inserts.

Cancellations accepted not later than 21 days prior to scheduled publication date.

Credit terms are 30 days from date on invoice.

Rate Card 2011

For further information contact IPOA at 827 6000 or email [ipoa@eircom.net](mailto:ipoa@eircom.net)