

# ROOFLINES

The Official Publication of the Apartment Association of Greater Dallas



## WHO ARE WE?

The Apartment Association of Greater Dallas represents more than 1,000 companies in the multifamily industry, including rental property owners, management companies, properties and suppliers. **Rooflines** magazine is a critical component of the AAGD communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## WHY AAGD?

- We represent **more than 700K units**.
- AAGD members operate over **3,600 communities** in north Texas.
- Our digital edition is distributed to more than **20K readers** each month.

## WHY INNOVATIVE?

[CLICK HERE](#) to find out

## NET ADVERTISING RATES

Print Edition Advertising	1x	6x
Premium Positions*	\$1,700	\$1,475
Full Page	\$1,400	\$1,200
1/2 Page	\$1,150	\$975
1/4 Page	\$850	\$725
1/8 Page	\$500	\$425
Digital Edition Advertising	1x	6x
Tile + Interstitial Digital Package	\$1,600	\$1,600
Tile + Landing Page Digital Package	\$1,600	\$1,600
Tile + Interstitial Print Package**	\$1,350	\$1,350
Tile + Landing Page Print Package**	\$1,350	\$1,350
Tile à la Carte	\$900	\$900

[CLICK HERE FOR AD EXAMPLES](#)

*All rates are for full-color advertisements*

*\* Premium positions include: inside front cover, inside back cover, page 3 and back cover.*

*\*\* Discounted digital + print packaging available with 1/2-page print ads or larger.*

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

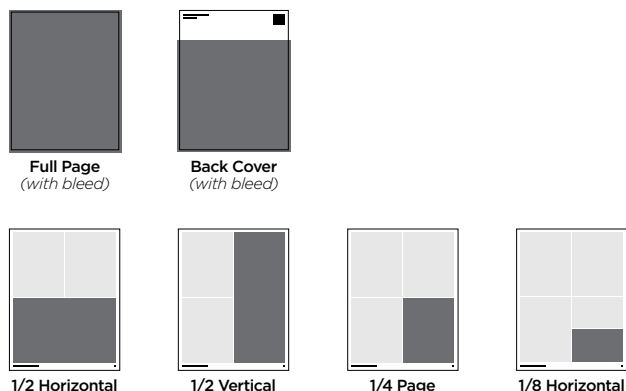
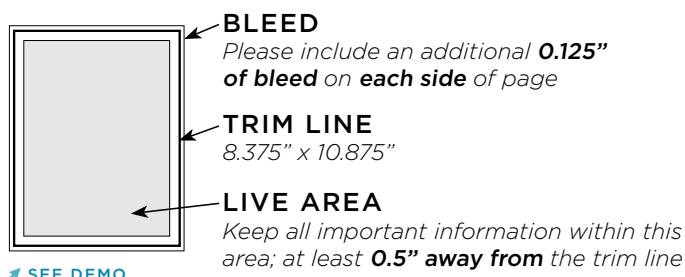
## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 61 Issue 3	4/25/2025	June 2025
Volume 61 Issue 4	5/30/2025	August 2025
Volume 61 Issue 5	7/25/2025	October 2025
Volume 61 Issue 6	9/19/2025	December 2025
Volume 62 Issue 1	11/24/2025	February 2026
Volume 62 Issue 2	1/23/2026	April 2026

## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"
Digital Ad Size	Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels

\*Full-page ads are intended to bleed off the page. [SEE DEMO](#)



## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com) or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:**  
300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:**  
72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.