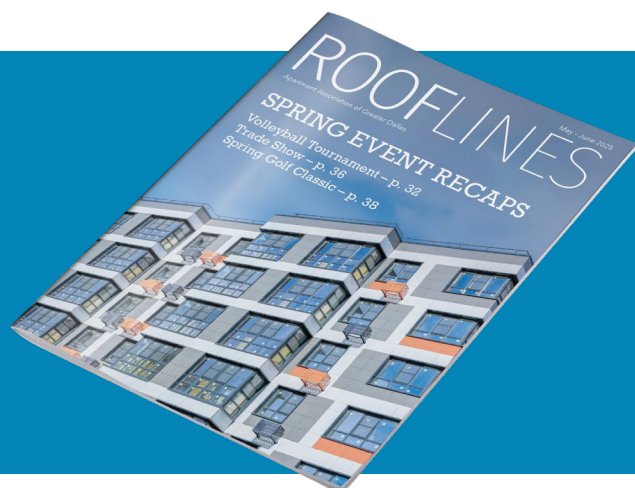


ROOFLINES

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*	\$1,735	\$1,505
Full Page	\$1,430	\$1,225
1/2 Page	\$1,175	\$995
1/4 Page	\$865	\$740
1/8 Page	\$510	\$435
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!

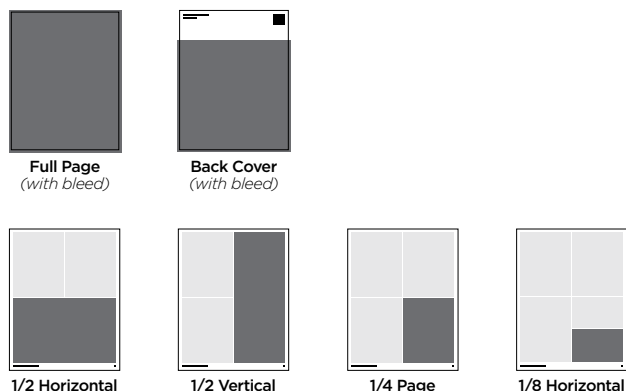
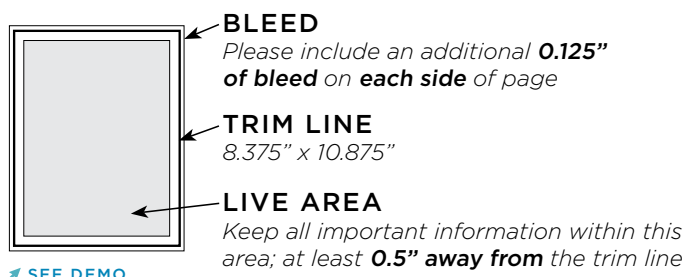
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 62 Issue 1	11/24/2025	February 2026
Volume 62 Issue 2	1/23/2026	April 2026
Volume 62 Issue 3	4/17/2026	June 2026
Volume 62 Issue 4	5/29/2026	August 2026
Volume 62 Issue 5	7/24/2026	October 2026
Volume 62 Issue 6	9/18/2026	December 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 SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	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 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.