

MF

MULTIFAMILY FLORIDA

The Official Publication of Florida Apartment Association



WHO ARE WE?

Florida Apartment Association (FAA), a federation promoting high property management standards and resident satisfaction and safety, is a powerful voice for the multifamily housing industry in Florida. The award-winning **Multifamily Florida** is a critical component of the FAA 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 FAA?

- Our members advocate for more than **1 million units in more than 4,500 communities.**
- FAA is the **2nd largest multifamily housing association** in the United States.
- FAA and its 9 local affiliates represent **76% of all apartment communities in Florida**, accounting for more than two-thirds of apartment units.

MEMBER NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium Position*	\$3,035	\$2,520
Two-Page Spread	\$4,155	\$3,375
Full Page	\$2,395	\$1,940
1/2 Page	\$1,405	\$1,130
1/3 Page	\$1,095	\$875
1/4 Page	\$840	\$665
1/8 Page	\$460	\$355
Digital Edition Advertising	1x	4x
Tile + interstitial digital package	\$1,575	N/A
Tile + landing page digital package	\$1,575	N/A
Tile + interstitial print package**	\$1,325	N/A
Tile + landing page print package**	\$1,325	N/A
Tile a la carte	\$875	N/A

[CLICK HERE FOR AD EXAMPLES](#)

Nonmember advertising fee: 20%

*Premium Position includes inside front cover, p. 3, inside back cover and back cover.

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

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

EDITORIAL CALENDAR

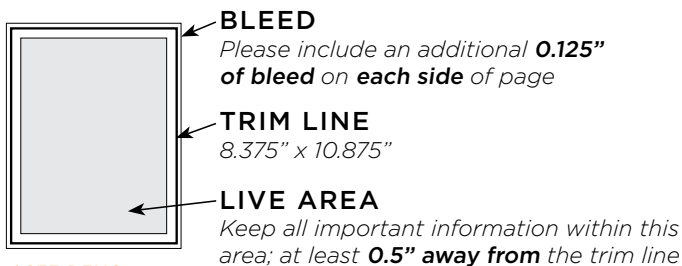
Issue Number	Artwork Due	Delivered to Members
Volume 19 Issue 1	1/24/24	March 2024
Volume 19 Issue 2	4/10/24	June 2024
Volume 19 Issue 3	6/25/24	August 2024
Volume 19 Issue 4	10/2/24	December 2024

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

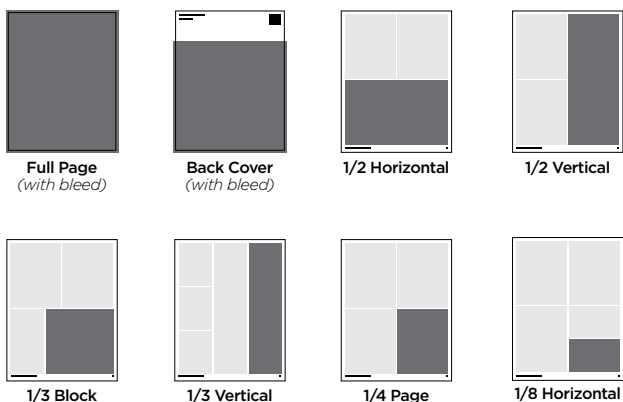
Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/8 Horizontal	3.875" x 2.34"

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](#)



[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, 100MB maximum file size, duration of 1 second or more.

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

AD DESIGN SERVICES

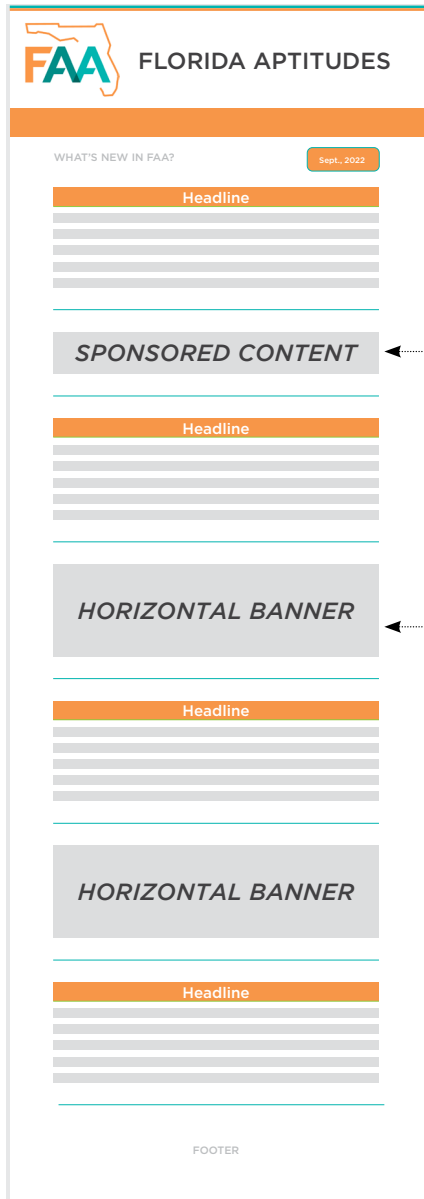
Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

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

MONTHLY E-NEWSLETTER

Allow us to deliver your message to our membership straight from Florida Apartment Association. *Florida APTitudes* is sent out **monthly**. Ad position is on a first-come, first-served basis. Great for promoting your products, services, events or press releases.



Ad placement locations not guaranteed.

SPONSORED CONTENT

Limited to 2 placements.
Includes hyperlink if provided.

Frequency: Quarterly

Specifications: Color logo plus 30-40 words

Cost: \$2,999 per quarter



HORIZONTAL BANNER

Limited to 4 placements.
Includes hyperlink if provided.

Frequency: Quarterly

Dimensions: 300 x 100 pixels

Cost: \$449 per quarter



FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

File Types: GIF or JPG

File Size: 40k

Artwork Due: All artwork is due by the 1st of the month that the quarterly advertising term begins. Ad artwork runs as pickup for three-month term.

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



Audience includes nearly

19,000
people

CTR

1.9%