



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 **80% of apartment homes in Florida** and nearly three-quarters of all apartment communities in Florida.

WHY INNOVATIVE?

[↗ CLICK HERE](#) to find out

MEMBER NET ADVERTISING RATES

| Print Edition Advertising | 1x | 4x |
|-------------------------------------|---------|---------|
| Premium Position* | \$3,155 | \$2,620 |
| Two-Page Spread | \$4,325 | \$3,515 |
| Full Page | \$2,495 | \$2,020 |
| 1/2 Page | \$1,465 | \$1,180 |
| 1/3 Page | \$1,135 | \$915 |
| 1/4 Page | \$870 | \$695 |
| 1/8 Page | \$480 | \$365 |
| Digital Edition Advertising | 1x | 4x |
| Tile + interstitial digital package | \$1,600 | N/A |
| Tile + landing page digital package | \$1,600 | N/A |
| Tile + interstitial print package** | \$1,350 | N/A |
| Tile + landing page print package** | \$1,350 | N/A |
| Tile à la carte | \$900 | N/A |

[↗ CLICK HERE FOR AD EXAMPLES](#)

Nonmember advertising fee: 20%

*Premium Position includes inside front cover, page 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

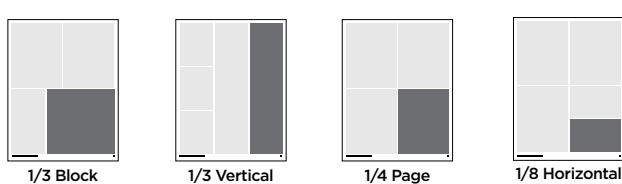
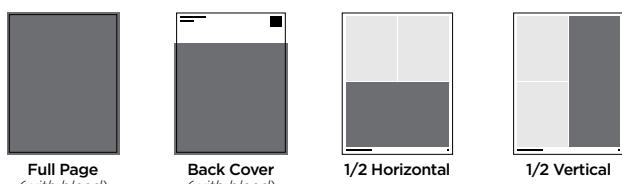
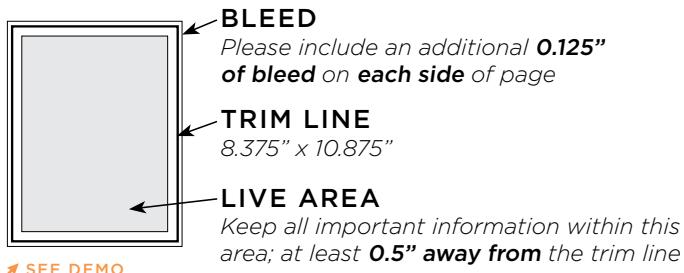
| Issue Number | Artwork Due | Delivered to Members |
|-------------------|-------------|----------------------|
| Volume 21 Issue 1 | 1/13/26 | March 2026 |
| Volume 21 Issue 2 | 3/31/26 | June 2026 |
| Volume 21 Issue 3 | 7/13/26 | September 2026 |
| Volume 21 Issue 4 | 9/22/26 | December 2026 |

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" |
| 1/3 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](#)



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

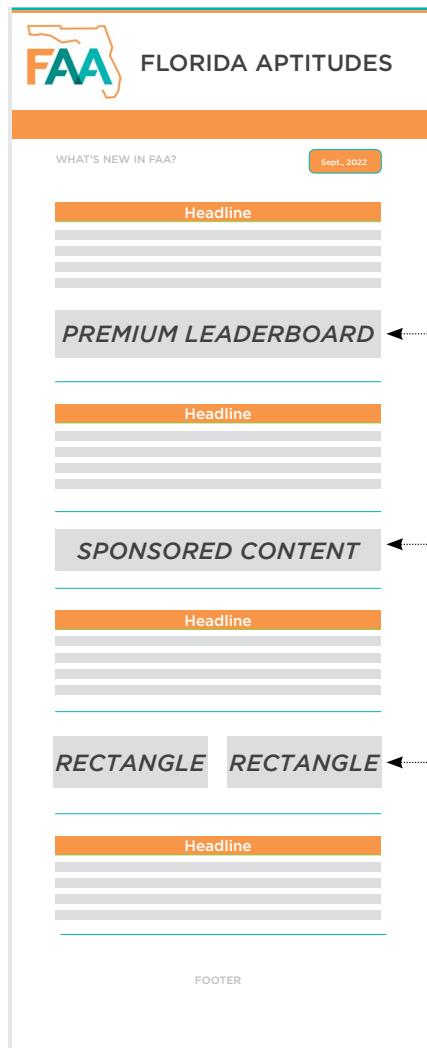
Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

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

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.

PREMIUM LEADERBOARD

Limited to 1 placement.
Includes hyperlink if provided.

Frequency: Quarterly

Specifications: 650 x 90 pixels

Cost: \$2,999 per quarter



SPONSORED CONTENT

Limited to 2 placements.
Includes hyperlink if provided.

Frequency: Quarterly

Specifications: Color logo plus 30-40 words

Cost: \$2,650 per quarter



RECTANGLE

Limited to 4 placements.
Includes hyperlink if provided.

Frequency: Quarterly

Dimensions: 300 x 100 pixels

Cost: \$1,350 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%