



# ADVERTISING OPPORTUNITIES

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# 2026

[iaaonline.net](http://iaaonline.net)




# INsites MAGAZINE



Want to connect with 10,000 multifamily professionals across Indiana and beyond?

Advertising in *INsites Magazine* puts your brand directly in front of the industry's key decision-makers every issue. Packed with timely articles, expert insights, and housing trends, *INsites* is the go-to resource for IAA members.

Your ad appears in both the print and digital editions and is delivered statewide and emailed to members, complete with a clickable link to your website, making it easy for prospects to learn more and get in touch.

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**Reaches over 1,000 management company leaders—including owners, executives, regional managers, vice presidents, and marketing professionals—through direct mail distribution.**
- 
**Reaches nearly 2,500 onsite property personnel through direct mail distribution.**
- 
**Reaches nearly 5,500 IAA members through email distribution.**
- 
**Reaches over 1,500 IAA supplier members through email distribution.**

Magazine Ad	Per Issue 4-Issue Rate	Per Issue Single Issue Rate
BACK COVER	\$1,385	N/A
INSIDE FRONT COVER	\$1,285	N/A
INSIDE BACK COVER	\$1,210	N/A
PAGE 1, FULL	\$1,215	N/A
FULL PAGE	\$1,030	\$1,110
HALF PAGE	\$764	\$824
ONE-THIRD PAGE	\$695	\$755
QUARTER PAGE	\$670	\$725
BANNER (7.75" X 1")	\$415	\$450
MARKETPLACE (2" X 4.25")	\$300	\$380





# IAA WEBSITE

Reach Indiana's multifamily decision-makers where they go for news, education, and connection: *the IAA website.*

With over 3,000 monthly homepage views and a highly engaged audience of property managers, owners, executives, and supplier partners, your brand will be front and center with the people who matter most.

- ☑ **Targeted Exposure:** Reach multifamily professionals across Indiana and neighboring states.
- ☑ **High Visibility:** Your ad appears on key pages used daily by members for events, education, and legislative updates.
- ☑ **Clickable Ads:** Drive traffic directly to your website.
- ☑ **Flexible Options for Any Budget:** Choose from homepage banners, footer ads, or website sponsorships.

## Advertising Options

### Homepage Banner Ad – \$750/month

Most visible placement with space for your logo, promo text, and direct link.

### Footer Banner Ad – \$450/month

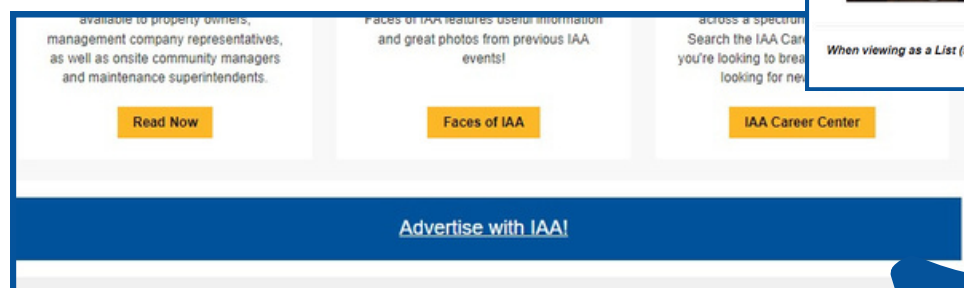
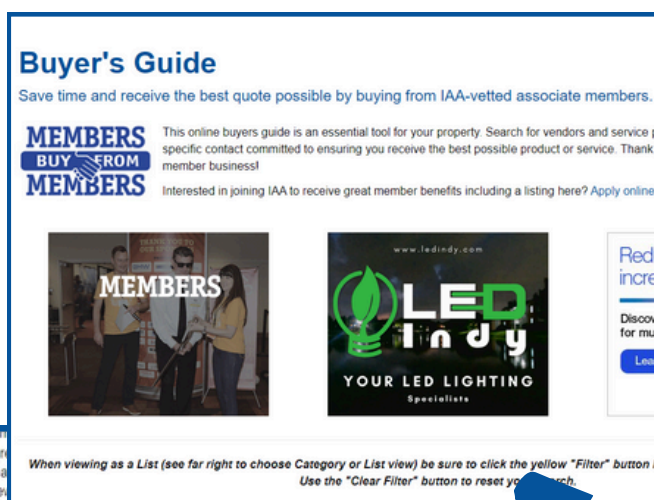
Appears on every page of the IAA website.

### Website Sponsorship – \$450 for six (6) months or \$650 for one (1) year

Your logo featured site-wide in the sponsor section.

### Buyer's Guide Sidebar Ad – \$350 for six (6) months or \$550 for one (1) year

Visible on every page of the supplier directory, accessible via web and app. Includes clickable link and optional animated GIF or video.



THIS SPACE  
COULD BE  
YOURS!



# Multifamily MARKUP

Get your brand in front of Indiana's multifamily housing professionals — *Every. Single. Week.*

The **Multifamily Markup** is IAA's weekly e-newsletter, delivering legislative updates, industry news, upcoming events, and educational opportunities to **thousands of members** across the state. It's a trusted resource for property managers, owners, and executives, and it's a powerful platform for *your* message.



**Direct Reach:** Sent to over 2,500 multifamily professionals (*owners, executives, regional managers*) with over 42% open rate



**Clickable Ads:** Link directly to your website for easy engagement



**Flexible Format:** Choose ad size and placement that fits your goals



**Competitive Pricing:** Affordable options for high-impact visibility

## Advertising Options

### Banner Ad – \$400/month

- Premium placement across the top of the Multifamily Markup e-newsletter
- High visibility with a wide-format clickable ad linked directly to your website
- Ideal for major promotions, product launches, or brand awareness campaigns

### Square Ad – \$375/month

- Prominently featured near the top of the newsletter
- Compact, eye-catching design with a clickable link to your site
- Great for spotlighting services, seasonal offers, or upcoming events

### Member Spotlight – \$475/month

- Dedicated space to showcase your company and services
- Includes a clickable link and room for a brief description and contact info
- Perfect for introducing your business to IAA members and driving engagement

The screenshot displays the Multifamily Markup e-newsletter interface. At the top, a navigation bar includes links: Home | About IAA | Career Center | Events | Membership | Member Login | Buyer's Guide. Below this is a large banner for "MULTIFAMILY MARKUP from the Indiana Apartment Association". A blue arrow points from the "Banner Ad" description to a McGowan Insurance Group banner ad. Another blue arrow points from the "Square Ad" description to a SafeCare square ad. A third blue arrow points from the "Member Spotlight" description to a Natura Member Spotlight ad. The "In This Issue..." section lists "Top News". A blue box at the bottom right states: "Markup distributed next week Multifamily Conference! o register!".

Home | About IAA | Career Center | Events | Membership | Member Login | Buyer's Guide

**MULTIFAMILY MARKUP**  
from the Indiana Apartment Association

**McGOWAN INSURANCE GROUP**  
Multifamily insurance that scales with you.  
mcgowaninsgrp.com | 765-400-5594

**In This Issue...**

- Top News

**MEMBER SPOTLIGHT**

**NATURA™**

Dog parks are essential in the "battle of amenities" among property management companies. We've developed the only hybrid turf designed specifically for dogs, so you can attract and retain residents with your dog park, it's called Natura™. A "hybrid turf" means that grass grows through Natura, providing all the benefits of artificial turf along with natural grass. Eliminate resident complaints about your dog park being too muddy and unusable when it's wet. Natura installs easily by your existing landscaping crew, at a cost of about 1/4th of traditional artificial turf installations.

**Natura-turf.com**

Turn your dog park into a desired amenity.  
Call or email Tim Petch for a quote.  
314-548-3012  
Tim.Petch@grassworxllc.com

**SAFE CARE®**

Markup distributed next week  
Multifamily Conference!  
o register!

# IAA SOCIAL MEDIA

Want to get your company in front of thousands of industry professionals? Get social with IAA! Boost your brand with featured social media advertising!!

Promote your video, image, or post on IAA's social media channels with a featured paid boosted post.

- ✓ Over 46,000 monthly impressions across our platforms
- ✓ Targeted exposure to Indiana's multifamily housing professionals
- ✓ A cost-effective way to amplify your message and grow your reach



## Advertising Options

### Boosted Post – \$200

Most visible placement with space for your logo, promo text, and direct link.



THIS SPACE  
COULD BE  
YOURS!

# Multimedia

## ADVERTISING PACKAGES

Looking to amplify your brand across multiple channels?

IAA offers a variety of cost-effective advertising packages designed **exclusively** for our members. Whether you're aiming for digital visibility, print exposure, or event-based promotion, we'll help you take a multi-avenue approach to your marketing strategy.

- ✓ Customized packages tailored to your goals
- ✓ Multi-platform exposure to Indiana's multifamily housing industry
- ✓ Budget-friendly options that deliver real value



**Multifamily Markup**  
Weekly eNewsletter  
Readership: 2,500/email



**INsites Magazine**  
Quarterly Publication  
Readership: 10,000/issue



**IAA Website**  
24/7 Availability  
Active Users: 6,400/month

*Let us help you save money while expanding your impact.*

Interested in advertising with IAA in 2026?  
Contact **Ethan McWilliams** at [ethan@iaaonline.net](mailto:ethan@iaaonline.net) or call **317-816-8908** to start building your custom package today!