

Indiana Apartment Association™

# ADVERTISING OPPORTUNITIES

# 2027

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.

| Magazine Ad | Per Issue *4-issue Rate* | Per Issue *Single Issue Rate* |
|---|---|---|
| BACK COVER | **$1,441** | *N/A* |
| INSIDE FRONT COVER | **$1,337** | *N/A* |
| INSIDE BACK COVER | **$1,259** | *N/A* |
| PAGE 1, FULL | **$1,264** | *N/A* |
| FULL PAGE | **$1,072** | **$1,155** |
| HALF PAGE | **$794** | **$857** |
| ONE-THIRD PAGE | **$723** | **$786** |
| QUARTER PAGE | **$697** | **$754** |
| MARKETPLACE (2" X 4.25") | **$312** | **$396** |

- **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.**



# IAA WEBSITE




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

With nearly 2,500 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 Header Banner Ad – *$750/month***
Most visible placement with space for your logo, promo text, and direct link.

**Homepage Footer Banner Ad – *$450/month***
Placement includes space for your logo, promo text, and direct link.

**Website Sponsorship –**
***$750 for six (6) months or***
***$1,000 for one (1) year***
Your logo featured site-wide (including MMC webpage).

**Buyer's Guide Square 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.




IAA Website Sponsored By:

317 GENERAL CONTRACTING

LOCKER REVOLUTION PROPERTY TECHNOLOGY

LUXER ONE

**THIS SPACE COULD BE YOURS!**

# Multifamily MARKUP & MONTHLY

## 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, events, and education to thousands of members across Indiana. The ***IAA Multifamily Monthly*** extends your reach to nearly 2,800 onsite professionals, including community managers, leasing consultants, and maintenance teams. Together, these publications connect your message with both industry decision-makers and frontline apartment professionals.

- **Direct Reach: Sent to 5,000 multifamily professionals *(owners, executives, regional managers, onsite teams)* with over 40% 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 (Top Spot) – *$595/month*
- Premium placement at the top of the Multifamily Markup weekly and monthly onsite team emails
- High visibility with a wide-format clickable ad linked directly to your website
- Ideal for major promotions, product launches, or brand awareness campaigns

### Banner Ad – *$495/month*
- Premium placement near the top of the Multifamily Markup weekly and monthly onsite team emails
- 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 – *$400/month*
- Prominently featured near the top of the newsletters
- 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



# 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!!**

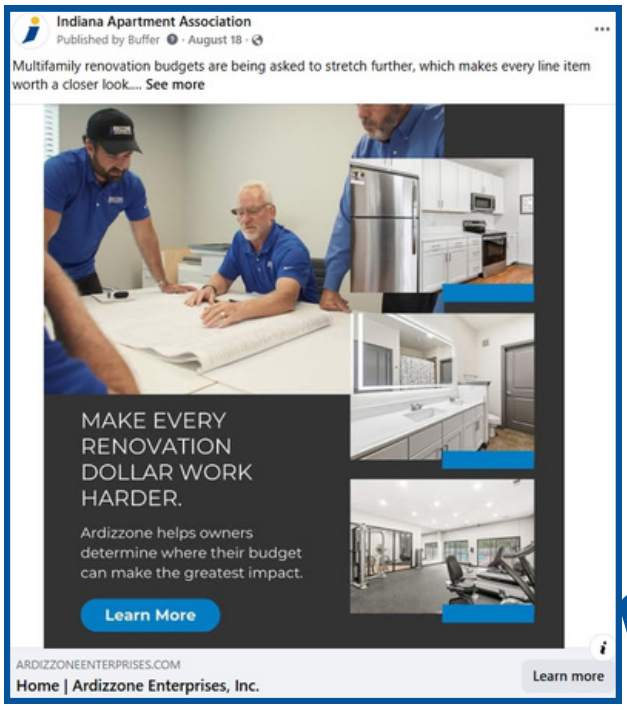
Promote your video, image, or post on IAA's social media channels with a featured paid boosted post.

- **Over 54,000 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***
Placement across multiple platforms with your company account tagged.




**THIS SPACE COULD BE YOURS!**