

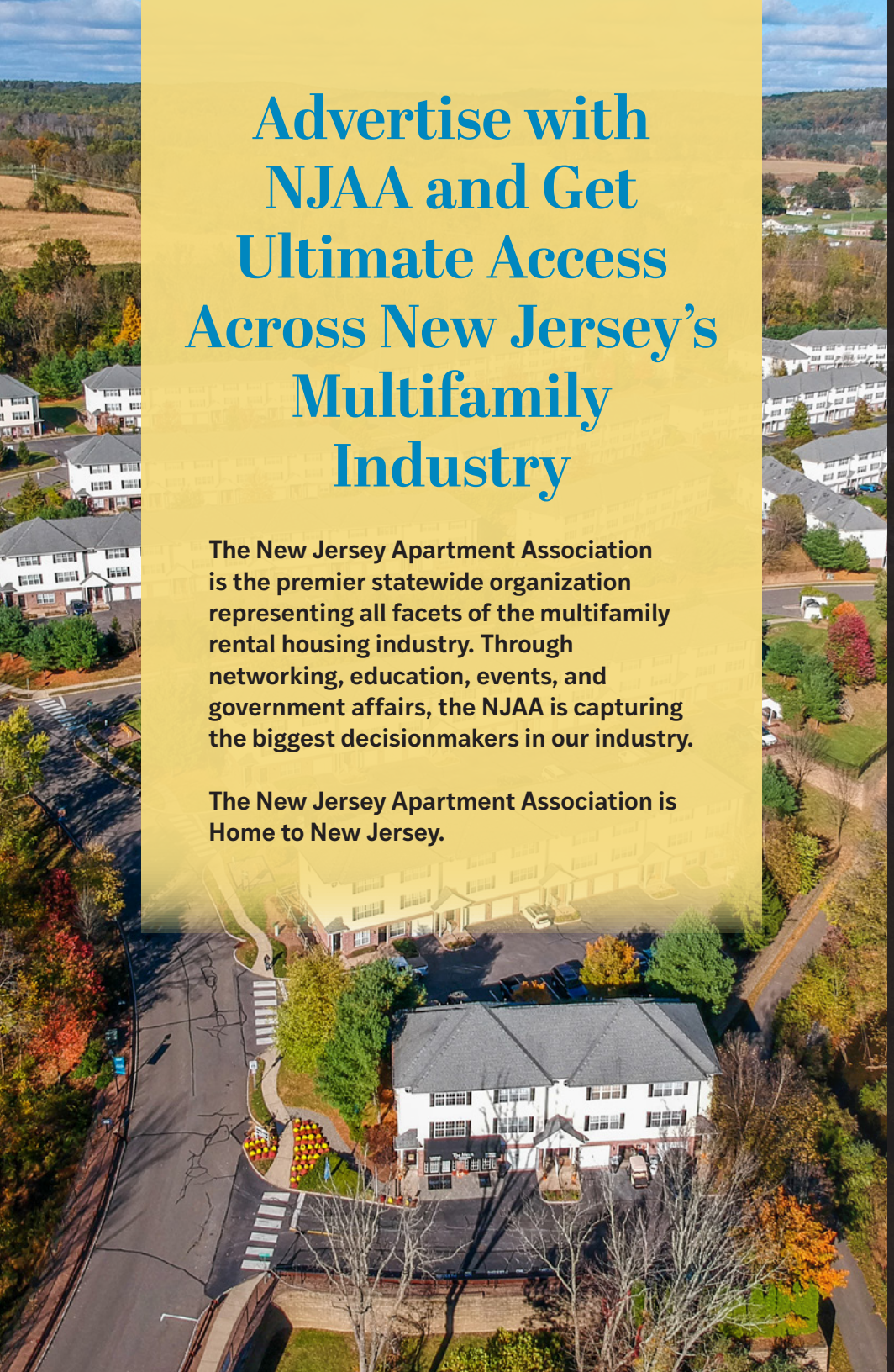
AIM

APARTMENT INDUSTRY MAGAZINE

NJAA New Jersey Apartment Association

Home to New Jersey

THE NEW JERSEY APARTMENT ASSOCIATION'S **2027 RATE KIT** // STRATEGIC ADVERTISING OPPORTUNITIES



Advertise with NJAA and Get Ultimate Access Across New Jersey's Multifamily Industry

The New Jersey Apartment Association is the premier statewide organization representing all facets of the multifamily rental housing industry. Through networking, education, events, and government affairs, the NJAA is capturing the biggest decisionmakers in our industry.

The New Jersey Apartment Association is Home to New Jersey.

Our Association delivers unmatched visibility across the multifamily industry:

Email Subscribers
11,748

Attendees of NJAA Events and Education Courses
Approximately 5,000

Industries Reached By Magazine Readers
140

Units Owned or Managed By NJAA Members
Over 240,000

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NJAA'S APARTMENT INDUSTRY MAGAZINE

Apartment Industry Magazine (AIM) is the official publication of the New Jersey Apartment Association (NJAA), reaching the state's most influential multifamily housing professionals.

Four times a year, AIM provides advertisers with a unique opportunity to connect with decision-makers, property owners, developers, and service providers across New Jersey.





AIM ADVERTISING



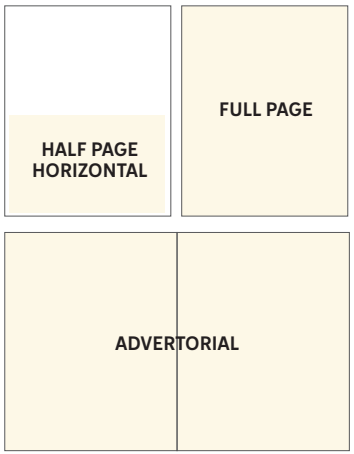
Specs

Half Page Horizontal: 7½" x 4⅝"

Full Page: 8½" x 11"

Advertorial: 17" x 11"

All materials should be sent to **membership@njaa.com.**



NJAA will only accept Hi-res PDFs.

Image Requirements: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi.

AIM Magazine is not responsible for PDF files prepared incorrectly, and additional production charges may be incurred when artwork provided needs alteration.

Need A Professional to Create Your Ad?

NJAA's design team can produce high-impact ads that reflect your brand identity. Packages can include ad creation and placement to ensure your campaign performs at its best.

Contact **membership@njaa.com** for more information.

Rates

2027 Advertising Rates Per Issue

Ad Size	One Time Rate	Four Time Rate
1/2 Page	$900	$775
Full Page	$1,500	$1,250
Inside Front Cover	$2,000	$1,600
Inside Back Cover	$1,900	$1,500

**All rates are net per issue. Rates are listed for ads submitted by email according to specifications. Additional production charges may be incurred when ads need alterations.*

2027 Deadlines

January / February / March
Ad Needed: **Thursday, January 28, 2027**

April / May / June
Ad Needed: **Thursday, March 11, 2027**

July / August / September
Ad Needed: **Thursday, July 15, 2027**

October / November / December
Ad Needed: **Thursday, October 14, 2027**

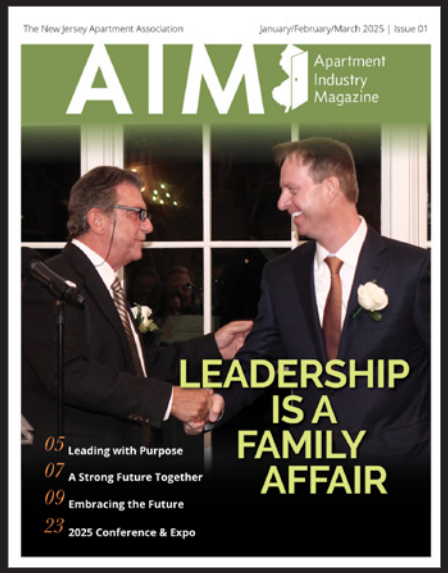


AIM EDITORIAL CALENDAR 2027

January, February, March 2027

A look ahead at the year and the impact of multifamily policy.

Articles due
January 20, 2027



April, May, June 2027

Everything you need to know about our annual Conference & Expo.

Articles due
March 11, 2027



July, August, September 2027

A wrap of our Conference & Expo and highlights of our members' new construction and renovation projects.

Articles due
July 16, 2027



October, November, December 2027

Highlights from our PAC event, Garden State Awards, and a focus on customer service.

Articles due
October 20, 2027





AIM SUBMISSION GUIDELINES

Contact NJAA at **membership@njaa.com** for availability and due dates.

Format and Style

NJAA accepts submissions of one-page articles. The article must not exceed 350 words and must be accompanied by an author biography that does not exceed 50 words. The article must be submitted via email to **membership@njaa.com** in either Text Only or MS Word formats. Submission should include a 300dpi headshot of the author. Smart phone photos can be accepted.

Article should be informational, not advertorial, and present informative /educational content to the membership at large. Product advertisement articles will not be published.

Editing

Editors of AIM will make changes, such as correcting errors or rewording sentences. Editing is often done to meet available space. NJAA (and its contracted writers, publishers, editors, designers and printers) are not responsible for errors, misinterpretations or omissions related to articles.

Reprints

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TO RESERVE ADVERTISING SPACE OR FOR MORE INFORMATION CONTACT:

membership@njaa.com

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