

TRIANGLE APARTMENT ASSOCIATION ANNUAL DIRECTORY



The official publication of the Triangle Apartment Association

WHO ARE WE?

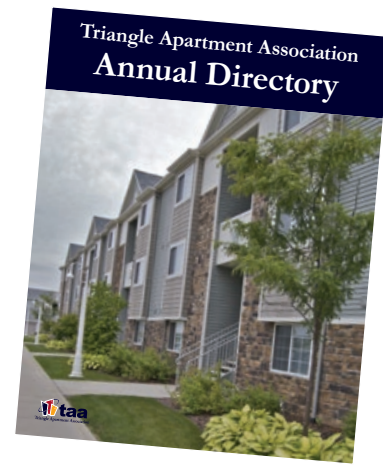
The Triangle Apartment Association is a non-profit trade association serving the **multifamily rental housing industry**.

Our members are comprised of individuals and companies who **develop, own, manage, and provide goods and services to the apartment industry** in the Raleigh-Durham-Chapel Hill area.

WHY TAA?

- Apartment construction in North Carolina contributes almost **\$41 million to the economy**
- New research shows that the Raleigh area will need to add **74K new apartment households** by 2030 to accommodate anticipated growth
- More than **133K units** are represented by the **804 owner and operator members** of TAA

ABOUT THE PUBLICATION



The **Triangle Apartment Association Annual Directory** is the official publication of TAA. This professionally designed publication is a critical component of TAA's communications program and features relevant editorial. When our readers are ready to contract services and products for their businesses, **make sure they think of you first.**

Be a part of TAA's **35th Anniversary!**
Advertise today!



EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
<i>ANNUAL DIRECTORY</i>	
4/8/19	June 2019

NET ADVERTISING RATES: MEMBERS

Size	1x
Premium Position*	\$1600
Full page	\$875
1/2 page	\$650
1/4 page	\$400
Digital Media	
Standard View Skyscraper*	\$400
Standard View Landing Page*	\$400

*Premium positions include outside back cover, inside front cover and inside back cover

NET ADVERTISING RATES: NON-MEMBERS

Size	1x
Full page	\$1425
1/2 page	\$1100
1/4 page	\$750

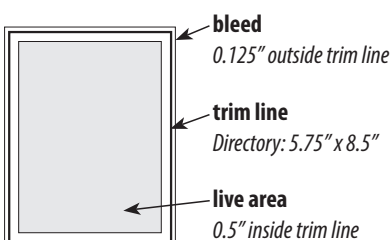
Ask your marketing consultant about TAA membership rates and joining the 35th Anniversary special edition!

SPECIFICATIONS

Page Size Standard View	5.75" x 8.5" (trim)
Covers	5.75" x 8.5"
Full Page* (<i>see example</i>)	5.75" x 8.5"
1/2 Page Horizontal	4.75" x 3.625"
1/2 Page Vertical	2.375" x 7.5"
1/4 Page Block	2.375" x 3.625"
Digital Media	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p

*** Full-page ads are intended to bleed off the page**

- ◆ Please include an **additional 0.125" of bleed** on each side of page
- ◆ Keep all important information at least **0.5" from the trim line**



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

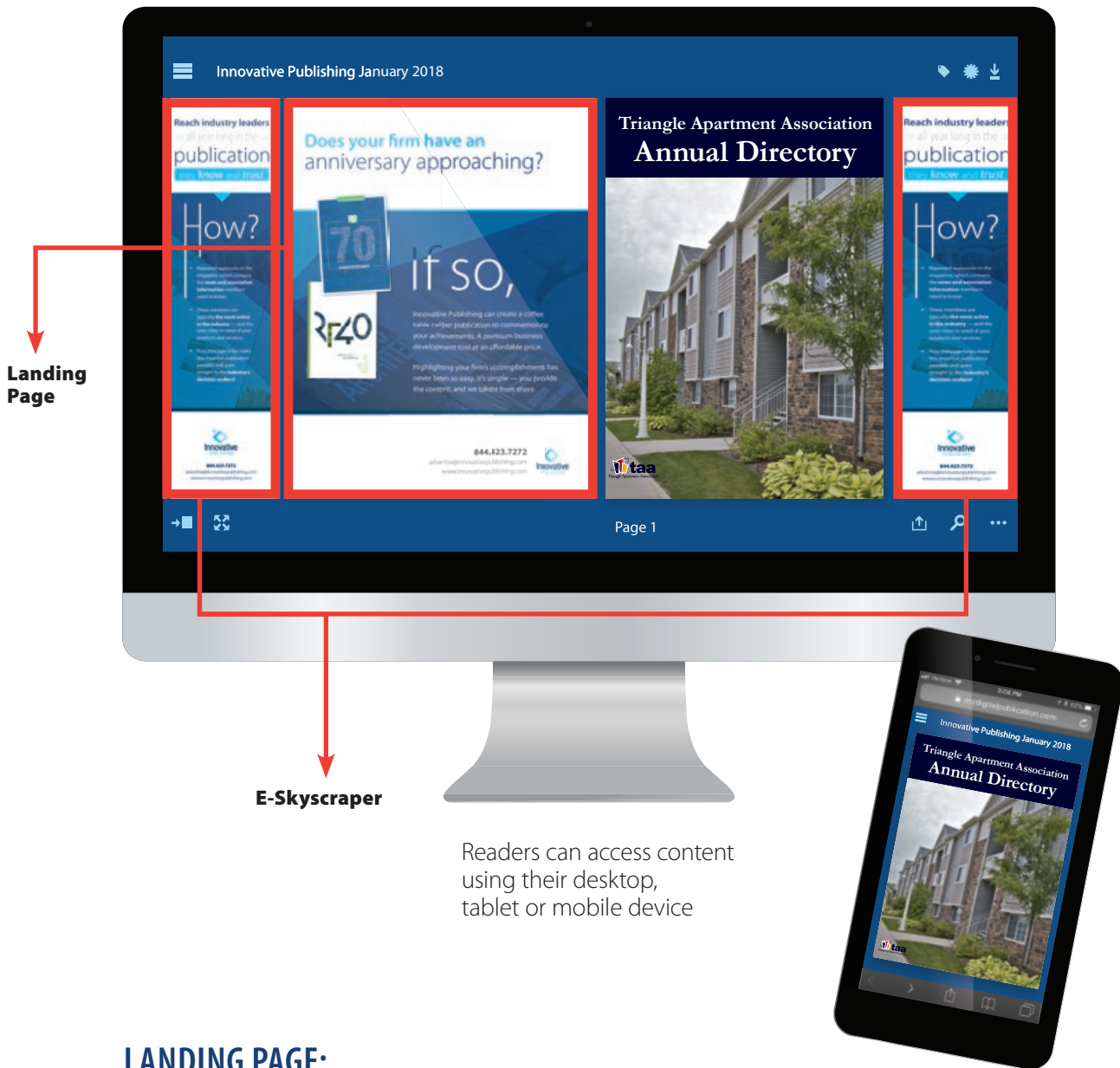
TO ADVERTISE, PLEASE CONTACT

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www.innovativepublishing.com



LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels

E-SKYSCRAPER:

Available positions: 1

Rate: \$400

Specifications: Vertical orientation, RGB color space, 200 pixels x 783 pixels