



Triangle Apartment Association membership directory

The official publication of the Triangle Apartment Association



WHO ARE WE?

The Triangle Apartment Association is a nonprofit trade association serving the **multifamily rental housing industry**. Our members are composed of **individuals and companies who develop, own, manage and provide goods and services to the apartment industry** in the Raleigh-Durham-Chapel Hill area.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

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.
- ➔ Nearly **1,000 owner and operator** TAA members represent about **175K units**.

WHY INNOVATIVE?

[CLICK HERE](#) to find out

NET ADVERTISING RATES

Print Edition Advertising	Members	Nonmembers
Premium Positions*	\$1,695	N/A
Full Page	\$930	\$1,505
1/2 Page	\$690	\$1,160
1/4 Page	\$425	\$790
Digital Edition Advertising	Members	Nonmembers
Interstitial Ad	\$875	N/A
Landing Page	\$875	N/A

[CLICK HERE FOR AD EXAMPLES](#)

* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

Upgrade your directory listing for only \$200! Includes color logo and 50-word description.

Interested in an outsert? Contact your Innovative rep to discuss options!

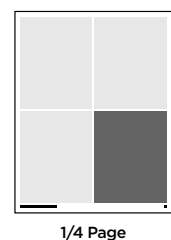
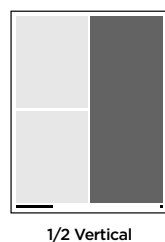
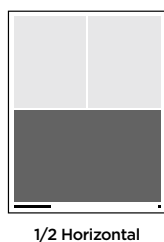
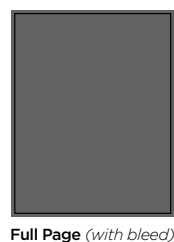
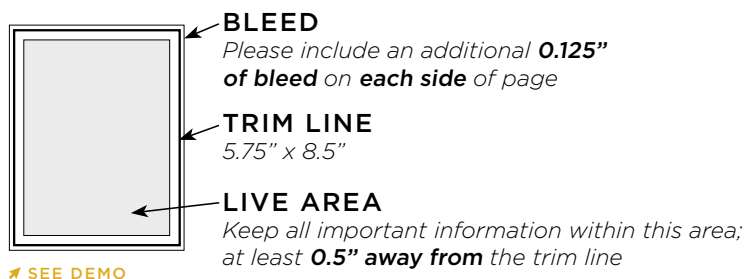
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Directory 2025	4/28/2025	July 2025

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	5.75" x 8.5" + 0.125" bleeds
1/2 Page Horizontal	4.75" x 3.625"
1/2 Page Vertical	2.375" x 7.5"
1/4 Page	2.375" x 3.625"
Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	432 x 630 pixels
Landing Page SEE EXAMPLE	432 x 630 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.