



Better than Ever: Marketing Your Business in NJAA's Premier Publication

The New Jersey Apartment Association (NJAA) is the premier trade association representing owners, managers and developers of over 195,000 rental homes in New Jersey, as well as hundreds of suppliers to the multifamily housing industry. NJAA represents all facets of the multifamily housing industry, which not only provides housing to over one million New Jerseyans, but also plays a significant role in the State's economy by supporting approximately 45,000 jobs and pumping billions of dollars into state and local budgets.

I encourage you to take advantage of the advertising opportunities that expose you to our members and statewide stakeholders through our flagship publication, *AIM* (Apartment Industry Magazine), the official publication of NJAA. This isn't your average trade publication. The rebranding of *AIM*, which took place in early 2015, features improved content, modern design, and an intuitive layout. In addition to being a valuable resource for our members, these updates have made *AIM* an informational tool used by key decision makers and allied industry leaders across the State of New Jersey. It is distributed to more than 2,200 property owners, managers, leasing agents, property staff and associate members six times per year in print, and to more than 4,000 digitally.

AIM offers you the opportunity to promote your company and product offerings with an industry-specific targeted audience through:

PRINT

Bi-Monthly Magazine

DIGITAL

Website & Digital Magazine Advertising

EVENTS

Sponsorship & Exhibitor Opportunities



NJAA's *AIM* magazine provides the perfect opportunity to market your business or services, and we will work with you to develop the most effective advertising program that meets your budgetary and marketing needs. I look forward to working with you in the future.

Sincerely,

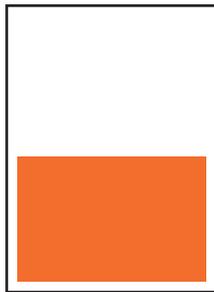
David Brogan
Executive Director
New Jersey Apartment Association

AD SPECS

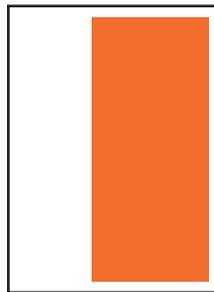
Size	Width	x	Height
1/4 Page Horizontal	3-1/2"	x	5"
1/2 Page Horizontal	7-1/2"	x	4-5/8"
2/3 Page Vertical	4-15/16"	x	9-1/2"
Full Page Vertical	7-1/2"	x	10"
Full Page Vertical	8-3/4"	x	11-1/4"
Advertorial (Two Full Pages Vertical)	17-1/2"	x	11-1/4"



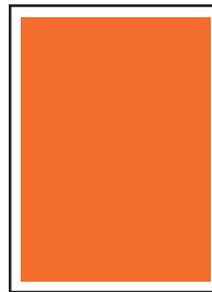
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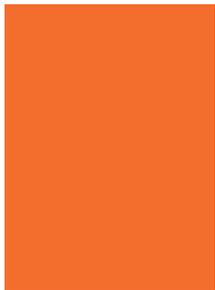
1/2 Page Horizontal
7-1/2"w x 4-5/8"h



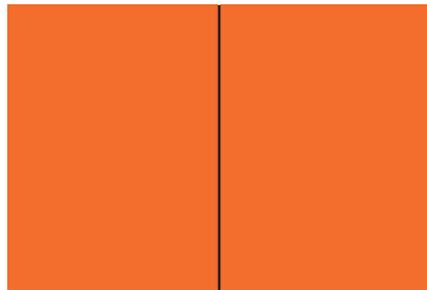
2/3 Page Vertical
4-15/16"w x 9-1/2"h



Full Page Vertical
7-1/2"w x 10"h



Full Page Vertical
8-3/4"w x 11-1/4"h



Advertorial
Two Full Pages Vertical, 8-3/4"w x 11-1/4"h Each
17-1/2"w x 11-1/4"h Total

Full Color Ads Only

2017 Advertising Rates Per Issue

Advertisement Size	One Time Placement	Three Time Placement	Six Time Placement
1/4 Page	\$425	\$400	\$375
1/2 Page	\$850	\$800	\$750
2/3 Page	\$1,300	\$1,200	\$1,100
Full Page	\$1,400	\$1,300	\$1,200
Inside Front Cover-Left	\$1,900	\$1,700	\$1,500
Inside Front Cover-Right	\$1,800	\$1,600	\$1,400
Inside Back Cover- Left	\$1,700	\$1,500	\$1,300
Back Cover	\$1,950	\$1,750	\$1,550
Advertorial	\$2,500	\$2,200	\$2,000
Belly Band		available on request	
Tip-In		available on request	

SENDING MATERIALS

All materials are to be sent to:
New Jersey Apartment Association
Attn: AIM Magazine
104 Interchange Plaza, Suite 201
Monroe Township, NJ 08831
Phone: (732) 992-0600
Fax: (609) 860-0060
Email: membership@njaa.com

PRINTING SPECIFICATIONS

AIM magazine offers 4-color process advertising opportunities

ADVERTISING SPECIFICATIONS

*Full Color Ads Only. NJAA will accept digital ads, provided they are QuarkXpress, InDesign, Illustrator, Photoshop or high resolution PDF files. The file must include all printer and screen fonts along with the original files of any placed artwork. Artwork must be at least 300 dpi. Line art must be 600 dpi. Additional production charges may be incurred when artwork provided needs alteration. An hourly charge will be incurred for the creation of a new ad. Please call for pricing.

*For more information, contact Membership at 732-992-0600 or membership@njaa.com

All rates are net per issue. Rates are listed for ads submitted on disk or email according to specifications. Additional production charges may be incurred when artwork provided needs alteration.

For more information on advertising in AIM, please contact membership at (732) 992-0600 or membership@njaa.com

2017 EDITORIAL CALENDAR AND DEADLINES

JANUARY/FEBRUARY

Issue Highlight: General Industry Topics

Insertion Order/Contract:	November 28
Print Ready Ad Needed:	December 1
Invoice Sent:	February 1

MARCH/APRIL

Issue Highlight: Legislative

Insertion Order/Contract:	January 30
Print Ready Ad Needed:	February 1
Invoice Sent:	April 3

MAY/JUNE

Issue Highlight: Convention

Insertion Order/Contract:	March 27
Print Ready Ad Needed:	April 3
Invoice Sent:	May 1

**Due to the timing of NJAA's Annual Conference and Expo, timing differs as compared to other issues.*

JULY/AUGUST

Issue Highlight: Post-Convention

Insertion Order/Contract:	May 29
Print Ready Ad Needed:	June 2
Invoice Sent:	August 1

SEPTEMBER/OCTOBER

Issue Highlight: Construction

Insertion Order/Contract:	July 31
Print Ready Ad Needed:	August 1
Invoice Sent:	October 2

NOVEMBER/DECEMBER

Issue Highlight: Customer Service

Insertion Order/Contract:	September 25
Print Ready Ad Needed:	October 2
Invoice Sent:	December 1

EDITORIAL GUIDELINES

Can you provide timely and insightful information about the apartment industry?

The NJAA welcomes article submissions according to the guidelines below.

Editorial Calendar

Contact NJAA at membership@njaa.com for space availability and interest. All articles are due promptly by the Materials Deadline dates shown on the calendar.

Format and Style

One (1) page articles must not exceed 470 words and two (2) page articles must not exceed 925 words. All articles must be submitted in either Text Only or MS Word file formats. Add only one space after each period. E-mail article to NJAA at membership@njaa.com. Include separate files with author bio/background (50 words) and digital photograph/headshot at 300dpi (dots per inch) resolution.

Article should be informational, not advertorial, presenting informative content to the membership at large. Article should serve as an educational piece that provides valuable insights. Product advertisement articles will not be published.

Editing

Editors of *AIM* will make editing changes, such as correcting grammar or rewording sentences. Editing for length may also occur, even if the article was within our guidelines. NJAA, Publisher and Editors of *AIM* are not responsible for errors, misinterpretations or omissions related to any articles.

Reprints

Authors published in *AIM* will be provided with a PDF file of final article. Articles published in *AIM* are the property of the NJAA. Permission for reprinting may be granted by contacting NJAA at membership@njaa.com.

135

135 different industries are reached by AIM magazine including: property owners and managers, accounting firms, appliance brokers, law firms, financial institutions, engineering firms, restoration companies and many more.

2,300 magazines circulated
in print and 4,000 digitally.

2,300/4,000

195,000

AIM Magazine will reach an audience that owns or manages over 195,000 apartment units in NJ.

"Advertising in AIM gives Amboy Bank the unique opportunity to reach property owners and members of the NJAA. We have been providing banking services to this important market for over 125 years and to be able to place our message in such a professional publication fits perfectly into our marketing efforts."

Dennis Kane
Senior Vice President, Chief Marketing Officer, Amboy Bank



"PC Richard & Son has always understood the true value and necessity of advertising across all media. We understand the value of reaching our target markets and expressing our long standing message of

105 years of Honesty, Integrity and Reliability. This message is proudly advertised in our full page ad each and every month in AIM magazine- year after year. AIM magazine affords PC Richard Builders Division the target audience we need to spread our message of major appliance sales. I believe the New Jersey Apartment Association member readers look forward to AIM's content to learn about industry-driven news and events, as well as the wide variety of goods and services advertisers have available for the multifamily industry.

Mike Zapata
Contract Sales, PC Richard & Son