



Winner of the nationally-recognized AIVA Communicator Award of Distinction

## Marketing Your Business in NJAA's Premier Publication

As the signature publication of the New Jersey Apartment Association (NJAA), Apartment Industry Magazine (AIM) is the largest magazine focused specifically on New Jersey's multifamily housing industry. Recognized nationally for its editorial content and design, this award-winning magazine will connect your business and services to the people that matter most to you.

The New Jersey Apartment Association (NJAA) is the premier trade association representing all facets of the multifamily housing industry, including market rate and affordable housing owners, managers and developers, as well as suppliers. NJAA's membership owns and manages over 225,000 units, providing quality housing to over one million New Jerseyans.

With over 4,000 readers, AIM reaches the most influential decision makers in our industry - the property owners, managers, leasing agents and staff that make key decisions about the daily operations of their properties.

In addition to being a valuable resource for our members, AIM is an information tool used by key government officials and allied industry leaders across the state.

AIM offers you the opportunity to promote your products and services with an industry-specific targeted audience through:

### DIGITAL

**3,600 average monthly website visitors**

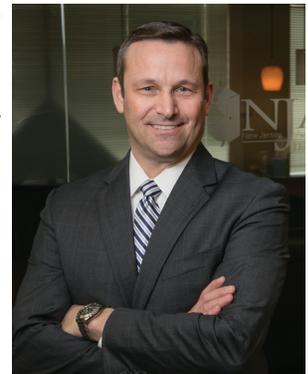
### EVENTS

**Over 5,000 attendees at NJAA events and education**

NJAA's AIM provides the perfect opportunity to market your business or services to the members of the largest and most respected trade association for the apartment industry in New Jersey. I look forward to working with you to develop the most effective advertising program that meets your budgetary and marketing needs.

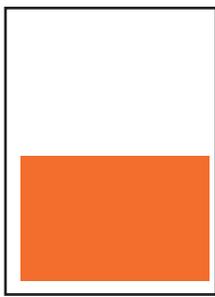
Sincerely,

David Brogan  
Executive Director  
New Jersey Apartment Association

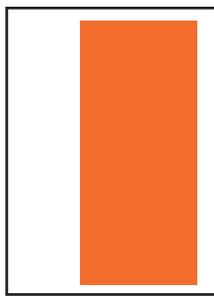


## AD SPECS

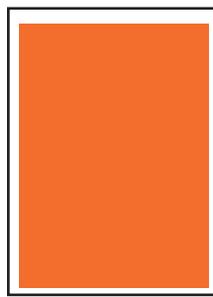
Size	Width	Height
1/2 Page Horizontal	7-1/2"	4-5/8"
2/3 Page Vertical	4-15/16"	9-1/2"
Full Page: Non Bleed	7-1/2"	10"
Full Page: Bleed	8-3/4"	11-1/4"
Trim	8-1/2"	11"
Live Area	7-1/2"	10"
Advertorial (Two Full Page: Bleed)	17-1/4"	11-1/4"



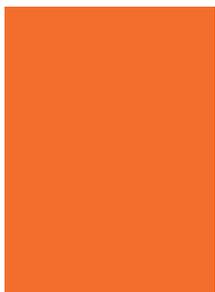
1/2 Page Horizontal  
7-1/2"w x 4-5/8"h



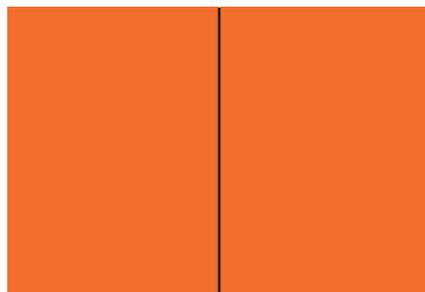
2/3 Page Horizontal  
4-15/16"w x 10"h



Full Page: Non-Bleed  
7-1/2"w x 10"h



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



Advertorial  
Two Full Pages Verticals, 8-3/4"w x 11-1/4"h Each

## 2022 Advertising Rates Per Issue

Advertisement Size	One Time Placement	Three Time Placement	Six Time Placement
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 should be sent to NJAA at membership@njaa.com.

## PRINTING SPECIFICATIONS

Preferred File Format:

PDF/X-1A (PDF version 1.3)

NJAA will accept InDesign, Illustrator, Photoshop or high resolution PDF files.

PLEASE NOTE:

- PDF files should contain only 4-color process images (CMYK).
- PDF files should not contain transparencies, OPI, links, javascript codes or non-printable elements
- AIM Magazine is not responsible for PDF files prepared incorrectly.

Image Requirements: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif, .eps, or .jpg file format.

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.

All rates are net per issue. Rates are listed for ads submitted by 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

The New Jersey Apartment Association (NJAA) is a statewide organization of apartment owners, managers, developers and those involved in allied industries who are dedicated to producing, maintaining and improving new and affordable apartments throughout the state.

## 2022 EDITORIAL CALENDAR AND DEADLINES

### JANUARY/FEBRUARY

Issue Highlight: General Industry Topics

Print Ready Ad Needed:  
Invoice Sent:

January 6  
February 1

### MARCH/APRIL

Issue Highlight: Policy & Legislation

Print Ready Ad Needed:  
Invoice Sent:

February 2  
March 1

### MAY/JUNE

Issue Highlight: Convention

Print Ready Ad Needed:  
Invoice Sent:

March 15  
May 9

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

### JULY/AUGUST

Issue Highlight: Post-Convention

Print Ready Ad Needed:  
Invoice Sent:

June 8  
July 7

### SEPTEMBER/OCTOBER

Issue Highlight: Construction

Print Ready Ad Needed:  
Invoice Sent:

August 3  
September 2

### NOVEMBER/DECEMBER

Issue Highlight: Customer Service

Print Ready Ad Needed:  
Invoice Sent:

October 12  
November 8

### EDITORIAL GUIDELINES

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

NJAA welcomes article submissions according to the guidelines below.

#### Editorial Calendar

Contact NJAA at [membership@njaa.com](mailto: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](mailto: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 (and any contracted publishers, editors, designers and printers) are not responsible for errors, misinterpretations or omissions related to articles.

#### Reprints

Articles published in *AIM* are the property of the NJAA. Permission for reprinting may be granted by contacting NJAA at [membership@njaa.com](mailto: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.

# 4,000

4,000 magazines are circulated digitally.

# 225,000

AIM Magazine will reach an audience that owns or manages over 225,000 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