



[www.faahq.org](http://www.faahq.org)



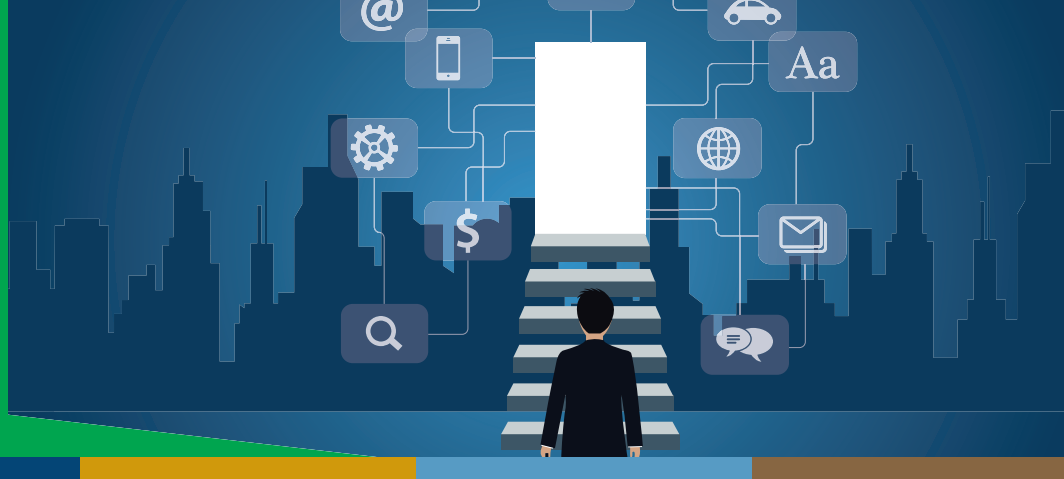
# FLORIDA APARTMENT ASSOCIATION MEDIA GUIDE

*Multifamily Florida ~ APTitudes*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## ABOUT US

- Members are responsible for **nearly 2 out of 3** apartment homes throughout Florida.
- Our membership represents **more than 630,000** apartments in **nearly 2,900** communities in the state.
- We are the **second largest** multifamily housing association in the nation.
- Nationally, Florida is the fourth largest market in an industry that spends nearly **\$8 billion annually** on the purchase of products and services.

## Your Reach:

Advertising in our communications gives you direct access to FAA members responsible for making purchasing decisions. Multifamily Florida and Florida APTitudes are distributed directly to members of our 10 local chapters, plus key members of all national management companies, reaching more than 4,000 primary decision makers.



### Multifamily Florida

Print and Digital  
Quarterly Magazine  
[naylornetwork.com/fap-nxt](http://naylornetwork.com/fap-nxt)

### Florida APTitudes

e-newsletter  
[naylornetwork.com/fap-nwl](http://naylornetwork.com/fap-nwl)



**Target members of the  
2nd largest multifamily housing  
association in the U.S.  
Reserve your space today!**





# MULTIFAMILY FLORIDA

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	2-3x	4x
Double Page Spread	\$3,699.50	\$3,309.50
Outside Back Cover	\$2,699.50	\$2,469.50
Inside Front or Inside Back Cover	\$2,509.50	\$2,279.50
Full Page	\$2,129.50	\$1,899.50
2/3 Page	\$1,599.50	\$1,429.50
1/2 Page	\$1,239.50	\$1,109.50
1/3 Page	\$959.50	\$859.50
1/4 Page	\$729.50	\$649.50
1/6 Page	\$589.50	\$529.50
1/8 Page	\$389.50	\$349.50

Black-and-White Rates	2-3x	4x
Full Page	\$1,599.50	\$1,429.50
2/3 Page	\$1,369.50	\$1,219.50
1/2-Page	\$1,019.50	\$909.50
1/3 Page	\$779.50	\$699.50
1/4 Page	\$619.50	\$549.50
1/6 Page	\$459.50	\$409.50
1/8 Page	\$359.50	\$319.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created (FAP-Q0219) Rates as of November 2018



# MULTIFAMILY FLORIDA

## DIGITAL EDITION

### EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Multifamily Florida is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

#### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!

#### Mobile & Desktop Responsive HTML Reading View



#### 1 **Leaderboard (all views) | \$1,000**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

#### 2 **Rectangle (all views) | \$900**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

#### **TOC Mobile Banners (HTML reading view)**

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

#### 3 **Top TOC Mobile Banner | \$300**

#### 4 **2<sup>nd</sup> TOC Mobile Banner | \$275**

#### **In-Magazine Digital Options (HTML reading view)**

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### **HTML5 Ad | \$850**

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

#### **Digital Video Sponsorship | \$700**

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### **Digital Insert**

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### • **Large Insert | \$580**

#### • **Medium Insert | \$450**

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For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)



# MULTIFAMILY FLORIDA

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Advertising & Publications                       | <input type="checkbox"/> Financial Services                  | <input type="checkbox"/> Paint and Wall Coverings                           |
| <input type="checkbox"/> Air Conditioning/Installation & Repair           | <input type="checkbox"/> Fire & Disaster Damage Restoration  | <input type="checkbox"/> Painters & Painting Supplies                       |
| <input type="checkbox"/> Air Duct Cleaning                                | <input type="checkbox"/> Fire & Safety Equipment             | <input type="checkbox"/> Property Managers                                  |
| <input type="checkbox"/> Alarm Systems                                    | <input type="checkbox"/> Fitness Equipment                   | <input type="checkbox"/> Public Utilities                                   |
| <input type="checkbox"/> Aluminum & Vinyl Siding                          | <input type="checkbox"/> Flags/Flagpoles                     | <input type="checkbox"/> Putting Greens                                     |
| <input type="checkbox"/> Animal Damage Repair                             | <input type="checkbox"/> Floor Tile                          | <input type="checkbox"/> Real Estate Appraisers/Consultants/<br>Investments |
| <input type="checkbox"/> Apartment Locator Services                       | <input type="checkbox"/> Formica Repair and Refinishing      | <input type="checkbox"/> Recycling  |
| <input type="checkbox"/> Apartment Promotions                             | <input type="checkbox"/> Furniture                           | <input type="checkbox"/> Remodeling and Repairs                             |
| <input type="checkbox"/> Apartment Rehabilitation                         | <input type="checkbox"/> Furniture Rental/Repair             | <input type="checkbox"/> Renovation   |
| <input type="checkbox"/> Appliance Distributors/Manufacturers             | <input type="checkbox"/> Gated Access Control                | <input type="checkbox"/> Rent Payments                                      |
| <input type="checkbox"/> Appliance Parts/Service                          | <input type="checkbox"/> Gazebos/Shelters                    | <input type="checkbox"/> Rental Water Heaters                               |
| <input type="checkbox"/> Architects                                       | <input type="checkbox"/> General Contractors                 | <input type="checkbox"/> Risk Management Services                           |
| <input type="checkbox"/> Asphalt Paving, Repair & Restoration             | <input type="checkbox"/> Glass/Install & Repair              | <input type="checkbox"/> Roofing  |
| <input type="checkbox"/> Attorneys  | <input type="checkbox"/> Golf Carts & Accessories            | <input type="checkbox"/> Safety & Security                                  |
| <input type="checkbox"/> Bathtub & Tile Install/Repair                    | <input type="checkbox"/> Handyman Maintenance Services       | <input type="checkbox"/> Screens  |
| <input type="checkbox"/> Building Materials                               | <input type="checkbox"/> Heating Installation & Repair       | <input type="checkbox"/> Sewer, Drain & Pipeline Cleaning                   |
| <input type="checkbox"/> Cabinetry, Kitchen & Bath                        | <input type="checkbox"/> High-Speed Internet Services        | <input type="checkbox"/> Signs  |
| <input type="checkbox"/> Cable TV, Internet & Communications<br>Providers | <input type="checkbox"/> Houseware Package Rental/Sales      | <input type="checkbox"/> Smoke, Water & Odor Restoration<br>Services        |
| <input type="checkbox"/> Carpentry  | <input type="checkbox"/> Insurance                           | <input type="checkbox"/> Storm Windows/Doors                                |
| <input type="checkbox"/> Carpet & Flooring Coverings                      | <input type="checkbox"/> Interior Design                     | <input type="checkbox"/> Striping   |
| <input type="checkbox"/> Carpet Cleaning/Repair                           | <input type="checkbox"/> Irrigation Installation & Design    | <input type="checkbox"/> Submetering  |
| <input type="checkbox"/> Carports/Garages                                 | <input type="checkbox"/> Janitorial Services & Supplies      | <input type="checkbox"/> Swimming Pools & Spas                              |
| <input type="checkbox"/> Ceiling Fans                                     | <input type="checkbox"/> Lake & Pond Maintenance             | <input type="checkbox"/> Temporary Housing                                  |
| <input type="checkbox"/> Chemical Supplies                                | <input type="checkbox"/> Landscaping & Landscape Maintenance | <input type="checkbox"/> Temporary Services                                 |
| <input type="checkbox"/> Coin-Operated Laundry Equipment                  | <input type="checkbox"/> Laundry Equipment                   | <input type="checkbox"/> Tenant Screening                                   |
| <input type="checkbox"/> Collections/Screening                            | <input type="checkbox"/> Lawn Treatment                      | <input type="checkbox"/> Trash Receptacles/Services                         |
| <input type="checkbox"/> Commercial Banking                               | <input type="checkbox"/> Leak Detection/Repair               | <input type="checkbox"/> Utility Billing and Collections                    |
| <input type="checkbox"/> Computer Software & Training                     | <input type="checkbox"/> Lighting Supplies                   | <input type="checkbox"/> Utility Vehicle Maintenance                        |
| <input type="checkbox"/> Computerized Key Control                         | <input type="checkbox"/> Liquid Waste Pumping & Removal      | <input type="checkbox"/> Vertical & Horizontal Blinds                       |
| <input type="checkbox"/> Concrete Repair                                  | <input type="checkbox"/> Mail Management                     | <input type="checkbox"/> Vinyl Siding                                       |
| <input type="checkbox"/> Construction Management                          | <input type="checkbox"/> Maintenance Services/Supplies       | <input type="checkbox"/> Waste Disposal                                     |
| <input type="checkbox"/> Corporate Apparel/Gifts                          | <input type="checkbox"/> Marketing                           | <input type="checkbox"/> Water Conservation Devices                         |
| <input type="checkbox"/> Countertop Resurfacing                           | <input type="checkbox"/> Mirrors                             | <input type="checkbox"/> Water Heaters                                      |
| <input type="checkbox"/> Evictions  | <input type="checkbox"/> Mortgage Banking                    | <input type="checkbox"/> Welcome Gifts                                      |
| <input type="checkbox"/> Exterior Restoration/Repair                      | <input type="checkbox"/> Newsletter Publishing/Real Estate   | <input type="checkbox"/> Window & Door Repair/Install                       |
| <input type="checkbox"/> Facilities Repair                                | <input type="checkbox"/> Newspaper                           | <input type="checkbox"/> Workers' Compensation                              |
| <input type="checkbox"/> Fair Housing Defense                             | <input type="checkbox"/> Office Furniture                    | <input type="checkbox"/> Other: _____                                       |
| <input type="checkbox"/> Fencing/Railing PVC                              | <input type="checkbox"/> Online Leasing                      |   |
|   | <input type="checkbox"/> Outdoor Furnishings                 |   |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

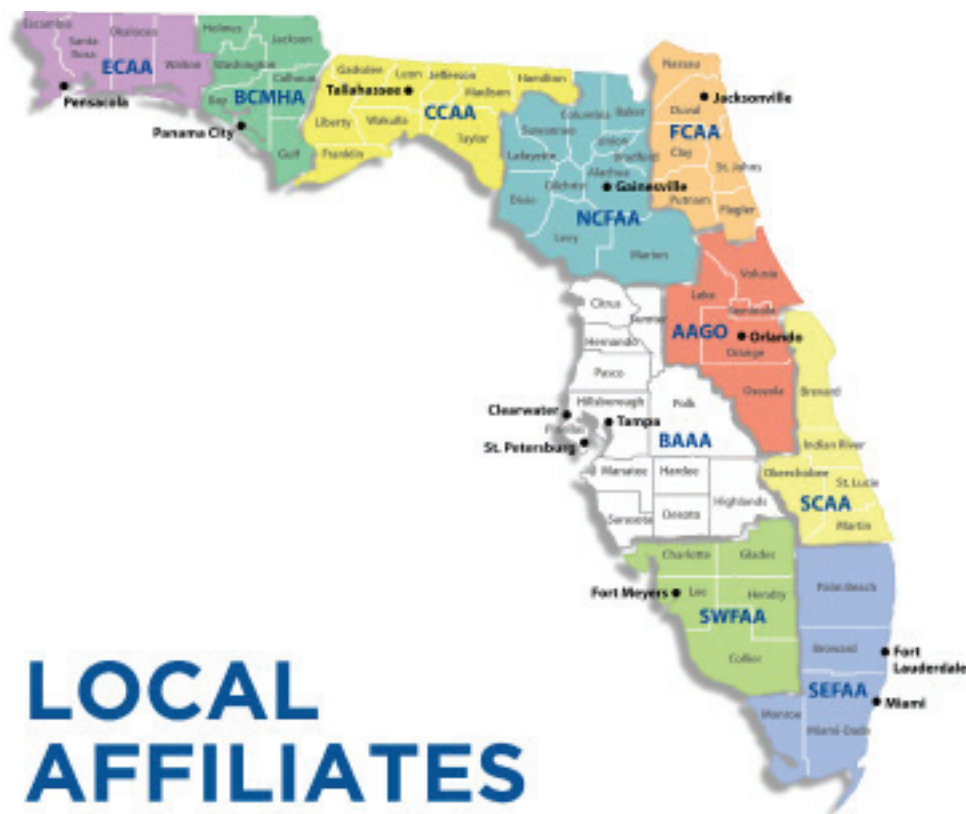
# MULTIFAMILY FLORIDA

## MARKETPLACE - COMPANY LOCATION

Please select the region in which you do business. This will determine how your ad will be placed in the next issue of *Multifamily Florida*. Contact your account executive if you do business in more than one region (additional rates will apply).

**Choose the issue(s) in which you would like your ad to run:**

- |                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> ECAA  | <input type="checkbox"/> SCAA  |
| <input type="checkbox"/> AAGO  | <input type="checkbox"/> FCAA  |
| <input type="checkbox"/> BCMHA | <input type="checkbox"/> SWFAA |
| <input type="checkbox"/> BAAA  | <input type="checkbox"/> NCFAA |
| <input type="checkbox"/> CCAA  | <input type="checkbox"/> SEFAA |



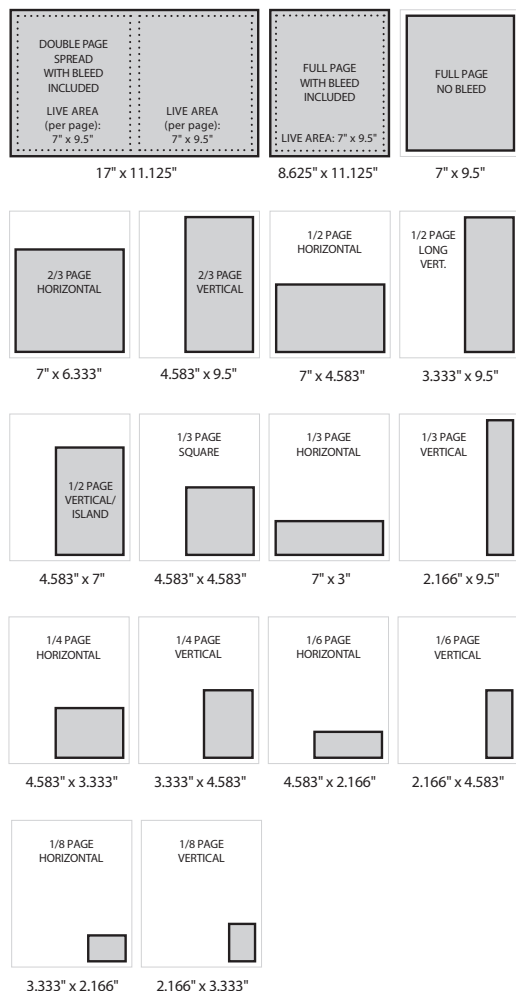




# PRINT ADVERTISING SPECIFICATIONS

## MULTIFAMILY FLORIDA

### Magazine Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
1 Page / 2 surface: 8.375" x 10.875"  
2 Page / 4 surface: 8.375" x 10.875"  
Postcards: 6" x 4.25"  
Heavy Card Stock Insert: 8.25" x 10.75"  
Postal Flysheets: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



# FLORIDA APTITUDES

NAYLORNETWORK.COM/FAP-NWL

Now more than ever, professionals consume information on the go. Our *Florida APTitudes* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Your ad in the *Florida APTitudes* newsletter will:

- Reinforce your brand with multifamily professionals who trust the voice of FAA and its supporters each issue.
- Be shared with additional industry professionals not yet subscribed: Our newsletter is forwarded to an average x people each issue.
- Be part of a limited opportunity in *Florida APTitudes*: We limit advertisers to ensure your message stands out.
- Direct visitors to the landing page of your choice.
- Be placed within the news section most relevant to your products and services, and most popular among FAA readers.



### 1 Sponsored Content

12 Months | \$2,095

- 2 • Only two advertisers per issue
- 30-40 words and logo

### Horizontal Banner

12 Months | \$1,755

- Only four advertisers per issue
- 300 x 100 pixels

### Sections include

- What's New in the FAA
- What's New Nationally
- What's New Around the State
- Upcoming Events

\* Ads are subject to FAA review and approval.

For the latest online specs, please visit: [www.naylor.com/onlineSpecs](http://www.naylor.com/onlineSpecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.  
Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.