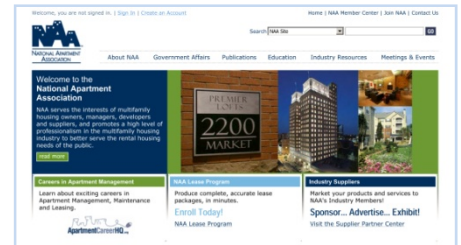




CALL FOR NAA BLOGGERS



The National Apartment Association (NAA) is the leading advocate for quality housing in the rental housing industry. In June 2008, NAA launched a newly redesigned Web site: www.naahq.org.

NAA is seeking apartment industry professionals to contribute new ideas, solutions, and innovations for current issues and challenges that confront the apartment industry. If you have an interesting idea that could be developed into a web log (“blog”) on NAA’s new site, you are invited to submit a proposal.

Please also refer to the NAA Blogger Conditions & Guidelines.

Suggested Blog Topics

Blogs are recommended to fit into any of the following industry topics:

- Marketing & Leasing
- Economic Issues
 - Market competition/pricing demands
 - Impact on Consumers/Residents
 - Impact on Property Owners
 - Economic uncertainty
- Energy – Costs & Conservation
- Consumer Expectations
- Legal Issues/Lawsuits
- Independent/Small Owner Issues
- “Green” Initiatives
- Personal Development

Please identify the industry topic to which you would prefer to contribute. If you would prefer to blog under a different industry topic, include that in your proposal.

Proposals will only be accepted in an electronic format and must follow the format described below.

Blog Proposal Format

1. Preferred Blog Topic

Select an industry topic from the list above or provide a different topic.

2. Target Audience

NAA members who visit www.naahq.org represent all facets of the apartment industry. Identify the primary target audience(s) for your blog:

- Corporate Executive
- Regional/Multi-site Manager
- Independent Rental Owner
- Community Manager & Leasing Professionals
- Maintenance Professionals
- Industry Supplier/Partner

3. Blog/Writing Samples

Provide an original blog, intended for use on the NAA Web site, of approximately 300-500 words, as well as an additional writing sample. The sample can be, but is not limited to, an article from a magazine, newsletter, news journal, or a post from another blog sites.

Criteria Used to Consider Blog Proposals

- Overall quality of the proposal.
- Does the content “fit” the blog topic?
- Relevance to the industry, and does it reflect current or emerging industry trends?
- Will the NAA audience gain valuable insight?
- Blogger qualifications.

Sales presentations will not be accepted. Proposals that promote a company, product or service will not be considered.

Selected Blogger Requirements

Individuals selected to contribute to the NAA Blog must agree to the NAA Blogger Conditions and Guidelines.

NAA bloggers should commit to writing at least one original blog posting each month. More frequent posting is encouraged, should the NAA Blogger choose to do so.

Those who agree to be an NAA blogger should consider their blogging term to last approximately 6 months. In order to keep the blog and the voice of the association fresh, new bloggers will be added on a regular basis and those who have blogged for NAA for a 6 month period of time may be replaced by new writers. (Please note: Term limits may be waived based on the needs of the blog and at the discretion of the Blog Manager, NAA staff and the Communications Advisory Board.)

NAA bloggers may also provide a brief bio and thumbnail-sized photo for use on the NAA Blog site.