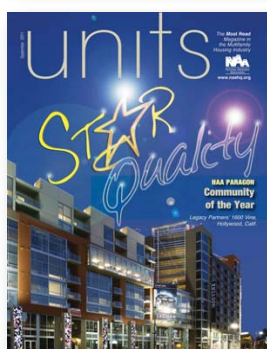
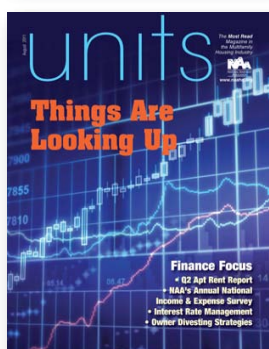
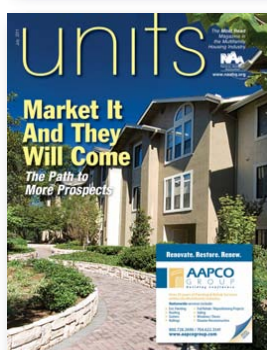
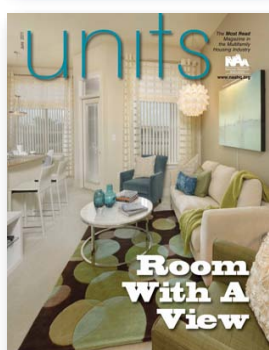
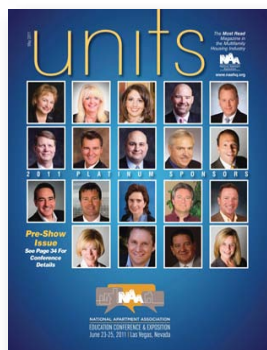
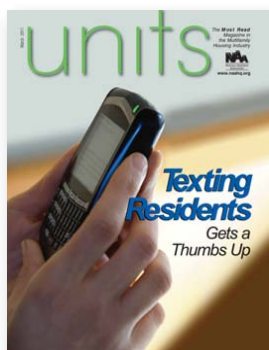




AMERICA'S LEADING ADVOCATE FOR QUALITY RENTAL HOUSING

2012 UNITS MEDIA KIT

THE MOST READ MAGAZINE IN THE MULTIFAMILY HOUSING INDUSTRY



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ABOUT *UNITS* MAGAZINE

THE *MOST READ* MAGAZINE IN THE MULTIFAMILY HOUSING INDUSTRY

As the official publication of the National Apartment Association, *units* is the magazine in which your ads will be viewed by the most qualified buyers.

units reaches more than 200,000 readers each month—86 percent of whom are involved in purchasing products and services, with an **annual buying power of more than \$18 billion**.

FAST FACTS

- Over 80,000 qualified circulation
- Published 12 times per year
- BPA audited
- The **50 largest companies** in the multifamily housing industry receive *units* magazine.

FOR INFORMATION ON ADVERTISING IN *UNITS* MAGAZINE, PLEASE CONTACT:

LIZ BARRETT

NATIONAL ACCOUNT MANAGER
EBARRETT@TOWNSEND-GROUP.COM
TEL: 301/215-6710 EXT.114

ABOUT NAA

The National Apartment Association (NAA) is America's leading advocate for quality rental housing. Based in Arlington, Va., NAA's mission is to serve the interests of multifamily housing owners, managers, developers and suppliers and maintain a high level of professionalism in the multifamily housing industry to better serve the rental housing needs of the public.

NAA is a federation of 170 state and local affiliates, comprised of more than 54,000 members representing more than 6.1 million apartment homes throughout the United States and Canada.

units

UNITS READERS ARE:

- 200,000 strong
- Loyal – Average membership of NAA for 10 years
- Experienced – Involved in the multifamily housing industry for 15 years
- Dedicated – Spend a total of 44 minutes reading/looking through the magazine

UNITS READER BY POSITION

Senior Leadership (including Partner, Owner and CEO)	49%
Onsite Property Management Executive	40%
Other	11%

PURCHASING POWER

On average, *units* readers' organizations have 47 employees.
The average *units* reader's organization operates 1,715 units.

\$18 billion purchasing power

86% of *units* readers influence the purchasing process in their organization.

Authorize/approve purchases	64.2%
Establish the budget	63.6%
Determine the need for products/services	71.0%
Recommend/select specific products/services	66.6%

Almost 40% of readers visited an advertiser's website as a result of reading *units*.

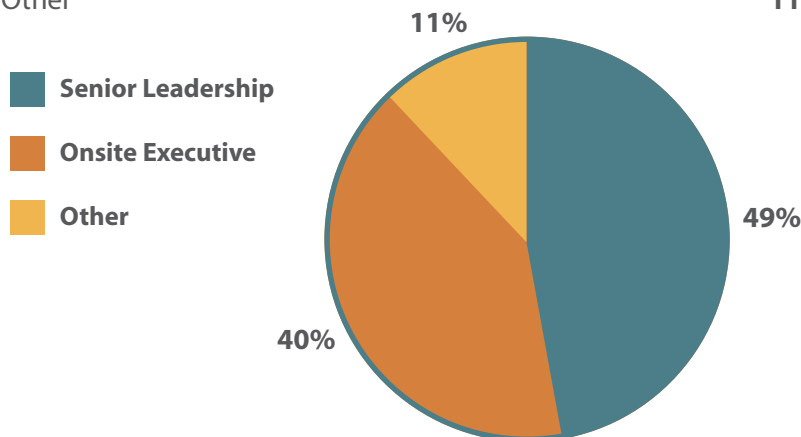
UNITS READERS SAY:

<i>units</i> is relevant to my professional needs	83.1%
<i>units</i> is a "must" read	60.6%
<i>units</i> is useful for finding product information	68.6%

Source: 2010 NAA Readership Study, Ruzinsky Research

UNITS READER BY POSITION

Senior Leadership (including Partner, Owner and CEO)	49%
Onsite Property Management Executive	40%
Other	11%





CASE FOR ADVERTISING IN MAGAZINES

MAGAZINES SHOULD BE THE HEART OF YOUR MARKETING PLAN AND *UNITS*, THE MOST READ MAGAZINE IN THE MULTIFAMILY HOUSING INDUSTRY, SHOULD BE AT THE TOP OF YOUR LIST. RECENTLY RELEASED DATA FROM THE MAGAZINE PUBLISHERS ASSOCIATION SHOWS WHY:

Magazine advertising sells.

Several studies demonstrate that magazines are generally the strongest driver of purchase intent. Perhaps this is because more than half of all readers act on magazine ads, according to Affinity Research.

Magazine advertising is valuable content.

Consumers value magazine advertising, according to numerous studies. Yankelovich and Dynamic Logic both report that consumers are more likely to have a positive attitude toward advertising in magazines compared to other media. In addition, consumers are more likely to turn to magazines to search for information across a variety of categories compared to the Internet, based on research from MediaVest.

Magazine advertising drives web search, traffic and action taking.

BIGresearch proves that magazines lead other media in influencing consumers to start a search for merchandise online, ranking at or near the top by gender as well as by age. In addition, studies from Marketing Evolution, JupiterResearch and the OPA show that ads in magazines or on magazine websites boost web traffic, online purchase and offline behavior.

Magazines and magazine ads garner the most attention.

According to research from Jack Myers, when consumers were asked to rate media based on how likely they are to pay attention to the advertising messages, magazines ranked at or near the top of the list.

units



Magazine advertising drives effectiveness throughout the purchase funnel.

Magazines generally contribute more than other media when looking at consumers' purchase decision-making process. As a result, magazines boost the effectiveness of other media at all stages of the funnel.

Magazines improve advertising ROI.

Based on a recent analysis of cross-media accountability studies, Marketing Evolution found magazines most consistently generate a favorable cost per impact throughout the purchase funnel. Multiple studies confirm that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazine advertising is relevant and targeted.

Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles, and interests, advertisers can hone in on targets that fit their needs.

Magazines supply credibility.

Consumers trust and believe magazines and magazine advertising more than other media. Simmons Multi-Media Engagement Study shows magazines score higher on being "trustworthy" compared to TV or the Internet. Other independent research confirms that consumers place significant trust in magazine advertising.

Magazines are a leading influence on word-of-mouth.

Magazines are also most likely to complement the web in reaching social networkers, whom marketers increasingly favor in generating buzz.

2012 UNITS EDITORIAL CALENDAR

IF YOU ARE INTERESTED IN ADVERTISING IN *UNITS* MAGAZINE, PLEASE CONTACT LIZ BARRETT, NATIONAL ACCOUNT MANAGER, AT 301/215-6710 EXT.114 OR EBARRETT@TOWNSEND-GROUP.COM.

MONTH	CLOSING DATES	SPOTLIGHT TOPIC	OTHER FEATURES
JANUARY	Editorial: Nov. 15 Ad space: Dec. 1 Materials: Dec. 8 Mails: Jan. 8	Preventive Maintenance & Green	<ul style="list-style-type: none"> • What's In & What's Out in 2012 • Maintenance Supply Tips • Appliances and Laundry Services • Bonus: NAA Annual Report
FEBRUARY NAA Student Housing Show Issue	Editorial: Dec. 15 Ad space: Jan. 2 Materials: Jan. 8 Mails: Feb. 8	Show Issue Staff Hiring, Education and Retention	<ul style="list-style-type: none"> • Innovative Hiring Strategies • Student Housing Management • Crime Prevention and Safety • Utility Management and Submetering
MARCH NAA Show Preview	Editorial: Jan. 15 Ad space: Feb. 1 Materials: Feb. 8 Mails: March 8	Show Preview Technology and Software	<ul style="list-style-type: none"> • Social Media • Capital Expenditure Decisions • Property Management Software • Legislative Issues • Technology Supplement
APRIL	Editorial: Feb. 15 Ad space: March 1 Materials: March 8 Mails: April 8	Resident Retention	<ul style="list-style-type: none"> • Internet Marketing and Web Site Development • Pool Maintenance and Management • Resident & Employee Screening
MAY NAA Pre-Show Issue	Editorial: March 15 Ad space: April 1 Materials: April 8 Mails: May 8	Pre-Show Issue CEO Focus	<ul style="list-style-type: none"> • NAA Conference Highlights Preview • Repositioning a Property • Ancillary Revenue • Security and Key Control
JUNE NAA Show Issue	Editorial: April 15 Ad space: May 1 Materials: May 8 Mails: June 8	Show Issue Interior Design Trends	<ul style="list-style-type: none"> • NAA Conference Highlights • Mystery Shopping • Financial Tools • Telecommunications
JULY NAA Post-Show Issue	Editorial: May 15 Ad space: June 1 Materials: June 8 Mails: July 8	Post-Show Issue Creating Curb Appeal	<ul style="list-style-type: none"> • NAA Conference Recap • Common Area Ideas • Make-Ready and Turn Tips • Renter Marketing Tools
AUGUST	Editorial: June 15 Ad space: July 1 Materials: July 8 Mails: Aug. 8	Budget Strategies & Revenue Management	<ul style="list-style-type: none"> • Income & Expenses Survey • Economic Industry Trends • Financing Strategies and Measuring Investments • Financial Services • Acquisition Due Diligence • Financial Supplement
SEPTEMBER	Editorial: July 15 Ad space: Aug. 1 Materials: Aug. 8 Mails: Sept. 8	Apartment Management and Development	<ul style="list-style-type: none"> • PARAGON Award Winners: Recognizing Industry Excellence • Creative Marketing Ideas • Tax-Credit and Affordable Housing • Yield Management Software
OCTOBER	Editorial: Aug. 15 Ad space: Sept. 1 Materials: Sept. 8 Mails: Oct. 8	Renovation, Restoration and Development	<ul style="list-style-type: none"> • Repositioning Best Practices • Green Building ROI • Paint, Flooring and Wall Coverings
NOVEMBER	Editorial: Sept. 15 Ad space: Oct. 1 Materials: Oct. 8 Mails: Nov. 8	Marketing to Residents	<ul style="list-style-type: none"> • Industry Outlook • Leasing Techniques That Work • Human Resources • Billing and Collections
DECEMBER NAA Student Housing Conference Show Preview	Editorial: Oct. 15 Ad space: Nov. 1 Materials: Nov. 8 Mails: Dec. 8	Show Preview Specialty Housing	<ul style="list-style-type: none"> • Student Housing Development • Renters' Insurance • Background Checks

units reserves the right to modify its 2012 editorial calendar without notice.

2012 UNITS ADVERTISEMENT SPECS

DISPLAY ADS

SPECIAL RATES FOR FIRST TIME UNITS ADVERTISERS!

AD SIZES: All measurements are in inches

SIZE	WIDTH		DEPTH
Full page (no bleed)	7 3/4	x	10 3/8
Full page (bleed)	8 1/2	x	11 1/8
	(with live matter within 7 3/4 x 10 3/8)		
1/2 page island	4 3/4	x	7
1/2 page horizontal	7 1/4	x	4 3/4
1/2 page vertical	3 1/2	x	9 1/2
1/3 page island	3 1/2	x	6 1/2
1/3 page horizontal	7 1/4	x	3 1/2
1/3 page vertical	2 1/4	x	9 1/2
1/4 page horizontal	7 1/4	x	2 1/2

Spreads, tip-ins, cover sticker and polybagging are available on request.

AD RATES* (Gross Rates)

COLOR	1x	3x	6x	12x SPECIAL
Full page	\$8,190	\$7,790	\$7,400	\$6,670
1/2 page	\$5,545	\$5,265	\$4,990	\$4,510
1/3 page	\$4,345	\$4,130	\$3,925	\$3,535
1/4 page	\$4,030	\$3,915	\$3,680	\$3,350
PREMIUM PLACEMENT	minimum 6x commitment (non-cancelable)			
Back Cover			\$9,100	\$8,195
Cover 3			\$8,290	\$7,465
Cover 2			\$8,880	\$7,995
Pages 1, 3, 5, 7, 9, 11, 13 & 15			\$8,290	\$7,465

*15% charge for other guaranteed positions

BLACK & WHITE	1x	3x	6x	12x
Full page	\$6,090	\$5,780	\$5,505	\$4,950
1/2 page	\$3,435	\$3,260	\$3,105	\$2,800
1/3 page	\$2,240	\$2,130	\$2,030	\$1,825
1/4 page	\$2,010	\$1,910	\$1,815	\$1,640

*Special rates for 2012 Exhibitors for the pre-show, show and post-show issues:

May, June and July.

CLASSIFIED ADS

AD SIZES All measurements are in inches

WIDTH X DEPTH INCHES	DIMENSIONS	TOTAL COLUMN INCHES
1 column x 1 inch	2 3/8 x 1	1
1 column x 2 inches	2 3/8 x 2	2
1 column x 3 inches	2 3/8 x 3	3
2 columns x 1 inch	4 3/4 x 1	2
2 columns x 2 inches	4 3/4 x 2	4
3 columns x 1 inch	7 1/4 x 1	3

Prices per column inch. For total, multiply the figure below, according to number of insertions, by total column inches from chart above.

AD RATES (Net Rates)

1x: \$210 6x: \$200 12x: \$160

AD MATERIAL SPECIFICATIONS

PRINTING PROCESS: Web offset

BINDING METHOD: Perfect Binding

COLOR AVAILABLE: Four-color process. Spot colors must be converted to CMYK-color builds.

LINE SCREEN: 133 lines per inch

FINISHED TRIM SIZE: 8 1/4 inches x 10 7/8 inches

FOUR-COLOR PROOFING: Four-color proofs must be furnished. Laser and ink jet prints are not accurate methods for color proofing. The advertiser will be charged \$50 for any proofs furnished by the printer. NAA and its printer are not responsible for incorrect colors when an ad is not accompanied by a SWOP-calibrated color proof. **SHIPPING:** All materials must be shipped in protective packaging with an insertion order and labeled with advertisement name, units publication issue. Send to: units Advertising, NAA, 4300 Wilson Blvd, Suite 400, Arlington, VA 22203

FILE FORMAT: Digital files are required. Preferred file format is PDF with all images 300 dpi or higher and all fonts embedded. PDFs must be distilled from PostScript files generated using the Acrobat settings and PostScript Printer Description (PPD) downloaded from the NAA Web site at www.naahq.org/publications/units. Other acceptable file formats are: Quark (up to version 7.31); Illustrator (up to version CS2); TIF (minimum 300 dpi at 100 percent); E-mail files that are less than 9MB. Use FTP site or ship files that are greater than 9MB. All required trapping must be included in the file. Graphics for ads must be submitted as final, 300 dpi, CMYK or grayscale, TIF files. All fonts must be included (in Illustrator files, fonts should be converted to outlines). Avoid TrueType fonts. Files should be supplied on a CD, with a printed directory listing all files on disc. To ensure proper color, the files must be accompanied by a color SWOP proof at 100 percent size. If files are submitted via e-mail, a color SWOP proof should be shipped separately. NAA and its printer are not responsible for incorrect ads when the advertiser does not submit a SWOP-calibrated color proof. For additional information, see www.naahq.org/publications/units.

CANCELLATION POLICY: Cancellations or rollovers to a future issue must be received in writing 30 days before space closing date without penalty. Cancellations received within 30 days before space closing deadline will be charged 30% of gross space rate. Cancellations received after deadline will be charged payment in full. Changes or corrections must conform to closing and materials deadlines.

2012 *UNITS* SUPPLEMENT DESCRIPTIONS

TECHNOLOGY AND SOFTWARE SUPPLEMENT March 2012

units magazine will place a special emphasis on technology and software in its March issue with the fifth annual NAA *units* Technology and Software supplement. Help to keep *units*' more than 80,000 readers up to date with the latest in technology and property management software by promoting your latest products and services.

units magazine's readership includes more apartment management staff with technology and property management software purchasing power than any other publication in the industry. Share with this valuable subscriber base the latest information on your products and services as they transition into 2012.

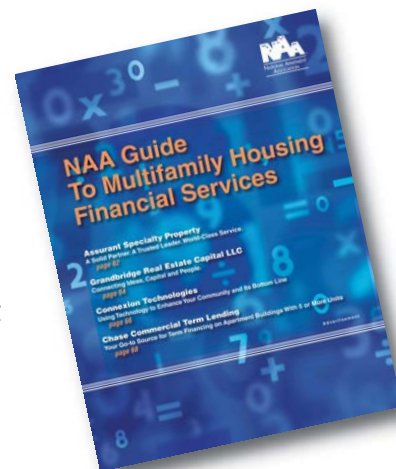


The NAA *units* Technology and Software supplement will include unique reporting on today's trends. This supplement will be mailed along with the March issue of *UNITS* magazine and also will receive bonus distribution at NAA's annual Capitol Conference in Washington, D.C.

FINANCE SUPPLEMENT August 2012

units magazine will place a special focus on finance in its August issue with the second annual NAA *units* Finance supplement. The issue is designed to help inform the more than 80,000 *units* readers about trends and opportunities in multifamily finance. This issue also includes the 28th annual NAA Survey of Income & Expenses for Apartment Communities. The survey is designed to help apartment executives plan for their next year's budget by providing national, regional and MSA averages for spending.

units magazine's readership includes more apartment management staff with finance decision-making for all portfolio sizes than any other publication in the industry. Share with this valuable subscriber base the latest information on your products and services as they prepare for the coming year.



The NAA *units* Finance supplement will include unique reporting on financial developments in market-rate and affordable housing. This supplement will be mailed along with the August issue of *units* magazine.

Participating advertisers are encouraged to speak to NAA *units* magazine's Paul Bergeron at paul@naahq.org to discuss editorial opportunities.

SPECIALTY ADVERTISING AVAILABLE POLYBAGED INSERTS, TIP-INS AND FRONT COVER TIP-ONS!

NEW OPPORTUNITY: *UNITS* DIGITAL MAGAZINE

Specialty advertising in the digital edition of *units* magazine is now available! The new digi-mag is portable, easy to use and available online 24/7. Use this new media platform to interact and engage with our readers. Contact the NAA Advertising Sales Team today to reserve your space and for more information. **Click here to view these opportunities.**

Key Sponsor Position - Left of Cover	\$3,000
Skyscraper on either side of digital edition	\$2,000
Belly Band - Front Cover	\$2,300
Belly Band - Inside	\$1,100
Belly Band - Animation	\$925 (extra)
Blow-In Card	\$900
Video - Embedded or Linked	\$1,500
Audio - Embedded or Linked	\$1,000
Ad-Jolt - We animate your existing ad	\$925
Lead-Gen	\$425
E-mail Blast Top Banner	\$3,750
E-mail Blast Lower Banner	\$3,500
E-mail Blast Exclusive (Top & Lower Banner)	\$5,500

NAA EDUCATION CONFERENCE & EXPOSITION

Take advantage of advertising opportunities associated with the largest tradeshow in the multifamily housing industry—the NAA Education Conference & Exposition—and showcase your products/services to your best market.

More than 5,500 multifamily housing professionals will attend this leading industry event and *units* is the best way to reach them before, during, and after the show!

Significant discounts apply when you participate in all three conference issues: the May Pre-Show, June Show and July Post-Show issues of *units*.

FOR INFORMATION ON ADVERTISING IN *UNITS* MAGAZINE, PLEASE CONTACT:

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NATIONAL ACCOUNT MANAGER
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ASSOCIATION

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FOR QUALITY RENTAL HOUSING

NATIONAL APARTMENT ASSOCIATION

4300 WILSON BLVD., SUITE 400 | ARLINGTON, VA 22203 | 703/518-6141 | FAX 703/248-9441 | WWW.NAAHQ.ORG