

2012 UNITS EDITORIAL CALENDAR

IF YOU ARE INTERESTED IN ADVERTISING IN *UNITS* MAGAZINE, PLEASE CONTACT JEREMY FIGOTEN, VICE PRESIDENT OF MEETINGS & EXPOSITIONS, AT 703/797-0620 OR JEREMY@NAAHQ.ORG.

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.