



2009 UNITS EDITORIAL CALENDAR

MONTH	CLOSING DATES	THEME	ALSO	SERVICE SPOTLIGHT
JANUARY	Editorial: Nov. 15 Ad space: Dec. 1 Materials: Dec. 8 Mail: Jan. 8	Preventive Maintenance	<ul style="list-style-type: none"> ◆ NAA Student Housing Conference & Exposition Show Issue ◆ Maintenance Supply Tips ◆ What's In & What's Out ◆ Environmental Maintenance Issues 	<ul style="list-style-type: none"> ◆ Appliances and Laundry Services ◆ BONUS DISTRIBUTION National Multi Housing Council (NMHC)
FEBRUARY Harvey Ad-Q Study 	Editorial: Dec. 15 Ad space: Jan. 2 Materials: Jan. 8 Mail: Feb. 8	Resident Retention	<ul style="list-style-type: none"> ◆ Text-Message Marketing ◆ Leasing Techniques That Work ◆ Communicating with Residents 	<ul style="list-style-type: none"> ◆ Resident & Employee Screening ◆ BONUS DISTRIBUTION NAA Student Housing Conference & Exposition
MARCH	Editorial: Jan. 15 Ad space: Feb. 1 Materials: Feb. 8 Mail: March 8	Technology and Software Technology and Software Supplement	<ul style="list-style-type: none"> ◆ Subprime Mortgage Update ◆ Capital Expenditure Decisions ◆ Intellectual Property Real Estate 	<ul style="list-style-type: none"> ◆ Property Management Software, Yield Management Software ◆ BONUS DISTRIBUTION NAA Capitol Conference
APRIL	Editorial: Feb. 15 Ad space: March 1 Materials: March 8 Mail: April 8	Staff Hiring, Education and Retention	<ul style="list-style-type: none"> ◆ NAA Green Conference & Exposition Show Issue ◆ Cultivating Management Skills ◆ Innovative Hiring Strategies ◆ Marketing Green ◆ Compensation Trends 	<ul style="list-style-type: none"> ◆ Submetering and Utility Management ◆ BONUS DISTRIBUTION TAA, CAA Washington Multi-Family Housing Association NAA Green Conference & Exposition N. California Rental Housing Conference
MAY Pre-Show Issue Harvey Ad-Q Study 	Editorial: March 15 Ad space: April 1 Materials: April 8 Mail: May 8	Pre-Show Issue Executive-Level Insights	<ul style="list-style-type: none"> ◆ NAA Education Conference & Exposition Highlights Preview ◆ Leasing and Maintenance Call Centers ◆ Accessibility ◆ Raising Capital Strategies 	<ul style="list-style-type: none"> ◆ BONUS DISTRIBUTION New Jersey Apartment Association Central Virginia Apartment Association San Diego County Apartment Association
JUNE Show Issue	Editorial: April 15 Ad space: May 1 Materials: May 8 Mail: June 8	Show Issue Interior Design Trends	<ul style="list-style-type: none"> ◆ NAA Education Conference & Exhibition Conference Highlights ◆ Appliance Trends ◆ Student Housing Management and Marketing ◆ Mystery Shopping and Resident Surveys 	<ul style="list-style-type: none"> ◆ BONUS DISTRIBUTION NAA Education Conference & Exposition
JULY Post-Show Issue	Editorial: May 15 Ad space: June 1 Materials: June 8 Mail: July 8	Post-Show Issue Creating Curb Appeal From Disaster to Designed	<ul style="list-style-type: none"> ◆ NAA Education Conference & Exhibition Conference Recap ◆ Common Area Ideas ◆ Make-Ready Tips ◆ Urban Development 	<ul style="list-style-type: none"> ◆ Renter Marketing Tools
AUGUST	Editorial: June 15 Ad space: July 1 Materials: July 8 Mail: Aug. 8	Budget Strategies	<ul style="list-style-type: none"> ◆ NAA Annual Income & Expenses Survey ◆ Economic Industry Trends ◆ Renters Insurance ◆ Financing Strategies and Measuring Investments 	<ul style="list-style-type: none"> ◆ Financial Services ◆ BONUS DISTRIBUTION Florida Apartment Association
SEPTEMBER Harvey Ad-Q Study 	Editorial: July 15 Ad space: Aug. 1 Materials: Aug. 8 Mail: Sept. 8	Industry Innovators	<ul style="list-style-type: none"> ◆ Creative Marketing Ideas ◆ Tax Credit and Affordable Housing ◆ Immigration ◆ PARAGON Award Winners: Recognizing Industry Excellence 	<ul style="list-style-type: none"> ◆ Security and Key Control ◆ BONUS DISTRIBUTION Metro Multifamily Housing Association (Portland, OR)
OCTOBER	Editorial: Aug. 15 Ad space: Sept. 1 Materials: Sept. 8 Mail: Oct. 8	Renovation, Restoration and Development	<ul style="list-style-type: none"> ◆ Inspection Issues ◆ Repositioning a Property Best Practices ◆ Student Housing 	<ul style="list-style-type: none"> ◆ Paint and Wall Coverings ◆ BONUS DISTRIBUTION Indiana Apartment Association Apartment Association of Kansas City
NOVEMBER	Editorial: Sept. 15 Ad space: Oct. 1 Materials: Oct. 8 Mail: Nov. 8	Marketing to Residents	<ul style="list-style-type: none"> ◆ Appealing to Generation Y ◆ What Do Baby Boomers Want? ◆ Generational Management ◆ Online Rent Payment 	<ul style="list-style-type: none"> ◆ Maintenance Products and Services ◆ BONUS DISTRIBUTION NAA Assembly of Delegates
DECEMBER Annual Report	Editorial: Oct. 15 Ad space: Nov. 1 Materials: Nov. 8 Mail: Dec. 8	Specialty Housing	<ul style="list-style-type: none"> ◆ NAA Annual Report ◆ Industry Economic Outlook ◆ Portfolio Management ◆ Senior Housing 	<ul style="list-style-type: none"> ◆ Billing and Collections

units reserves the right to modify its 2009 editorial calendar without notice.