

# units

THE APARTMENT INDUSTRY'S RESOURCE



2009 MEDIA KIT



NATIONAL APARTMENT  
ASSOCIATION

AMERICA'S LEADING ADVOCATE  
FOR QUALITY RENTAL HOUSING

# 2009 UNITS EDITORIAL CALENDAR

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

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

# 2009 ADVERTISING RATES & SPECIFICATIONS

## 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 island	4 3/4	x	2 1/4
1/4 page horizontal	7 1/4	x	2 1/2
1/4 page vertical	3 1/2	x	4 3/4

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

### AD RATES\* (Gross Rates)

COLOR	1x	3x	6x	SPECIAL 12x
Full page	\$7,990	\$7,600	\$7,220	\$6,505
1/2 page	\$5,410	\$5,135	\$4,870	\$4,400
1/3 page	\$4,240	\$4,030	\$3,830	\$3,450
1/4 page	\$3,930	\$3,820	\$3,590	\$3,270
<b>Premium Placement</b> – 12x commitment (non-cancelable)				
Back Cover				\$7,470
Cover 2, 3				\$7,160
Pages 1, 3, 5, 7, 9, 11, 13 & 15				\$7,090
* 15% charge for other guaranteed positions				
<b>BLACK &amp; WHITE</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Full page	\$5,940	\$5,640	\$5,370	\$4,830
1/2 page	\$3,350	\$3,180	\$3,030	\$2,730
1/3 page	\$2,185	\$2,080	\$1,980	\$1,780
1/4 page	\$1,960	\$1,865	\$1,770	\$1,600

\*Special rates for 2009 Exhibitors for the pre-show, show and post-show issues: May, June and July.

## CLASSIFIED ADS

**AD SIZES** Dimensions 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: \$205      6x: \$195      12x: \$155

## 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

**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](http://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); Email 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](http://www.naahq.org/publications/units).

**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

**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.



Harvey Research Ad-Q Study:

FREE ad research for February, May and September 2009 display advertisers.



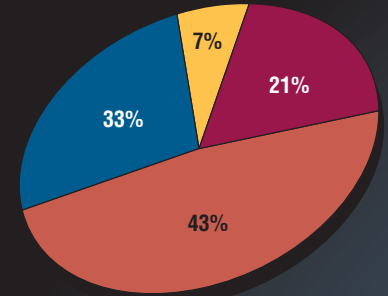
Ad-Q Studies

## 93% OF UNITS READERS MAKE DECISIONS TO PURCHASE PRODUCTS AND SERVICES

### WHAT ARE UNITS READERS BUYING?

% Purchase Involvement	Product Category	Total Buyers/ Specifiers Reached
30%	Apartment Locator/Marketing Services	20,215
75%	Appliances	50,537
8%	Call Centers	5,391
30%	Collections	20,215
38%	Construction/Renovation Services	25,605
39%	Exterior Services (Mailbox, Decking, Waste Services, etc.)	26,279
18%	Financial Services	12,129
17%	Fitness Equipment	11,455
42%	Insurance	28,300
53%	Landscape/Property Signage	35,712
25%	Laundry Services	16,846
76%	Maintenance Supplies & Services	51,210
76%	Paint	51,210
28%	Personnel & Staffing Services	18,867
68%	Plumbing/HVAC	45,820
17%	Property Management Software	11,455
36%	Resident/Employee Screening Services	24,258
20%	Security	13,476
18%	Submetering/Utility Billing Services	12,129
19%	Telecommunications/Information Technology Services	12,803

Company Involvement in Multifamily Housing



- Owner Firm
- Property Management Firm
- Independent Owner, Developer/Builder, Rehabber/Renovator
- Other

### BECAUSE OF ADS THEY SAW IN UNITS, READERS HAVE TAKEN ACTION:

19%	Bought products or services advertised
15%	Recommended the purchase of these products
35%	Referred an ad/article to someone else in the company by passing along a tear sheet, photocopy or actual issue
45%	Discussed an ad/article with someone else in the company
12%	Requested additional information from a company, sales representative or distributor
26%	Visited advertiser's Web site

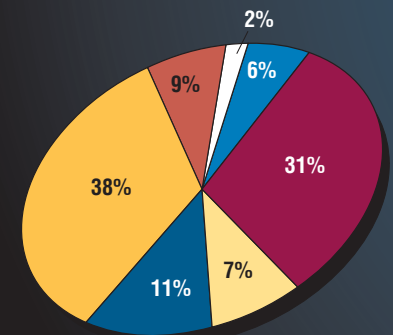
**69% OF ALL RESPONDENTS REPORTED HAVING TAKEN ONE OR MORE OF THE ABOVE ACTIONS DURING THE PAST YEAR AS A RESULT OF ADVERTISEMENTS AND/OR ARTICLES IN UNITS MAGAZINE.**

### WHICH OF THE FOLLOWING PRODUCTS, ITEMS OF EQUIPMENT OR SERVICES WOULD YOU BE INTERESTED IN SEEING MORE INFORMATION ABOUT IN UNITS MAGAZINE

25%	Apartment Locator/Marketing Services	10%	Laundry Services
27%	Appliances	44%	Maintenance Supplies & Services
10%	Call Centers	13%	NAA Products & Services
27%	Collections	22%	Paint
23%	Construction/Renovation Services	18%	Personnel & Staffing Services
14%	Exterior Services (Mailbox, Decking, Waste Services, etc.)	27%	Plumbing/HVAC
13%	Financial Services	27%	Property Management Software
12%	Fitness Equipment	28%	Resident/Employee Screening Services
22%	Insurance	19%	Security
30%	Landscape/Property Signage	16%	Submetering/Utility Billing Services
		16%	Telecommunications/Information

## UNITS READERS

units Readers Job Titles



- Owner, President, Principal, Partner, CEO, CFO, COO
- Vice President, Management Executive
- Property Supervisor, Regional Manager (Multi-Site)
- Onsite Property Manager
- Leasing Professional
- Maintenance Supervisor, Technician
- Other

\*Statistics based on the May 2008 Harvey Research Ad-Q Study Results.

# HES MORE EXECUTIVES THAN EVER BEFORE



## UNITS READERS REPRESENT MORE THAN 6 MILLION APARTMENT UNITS

SPEND \$18.2 BILLION ANNUALLY FOR GOODS & SERVICES

### **\$5.6 BILLION**

on capital expenditures, items such as refrigerators, ranges, bathroom fixtures, new carpet and windows.

### **\$3.5 BILLION**

on utilities.

### **\$1.9 BILLION**

on contract services, which include landscaping, security, exterminating, trash removal and snow removal.

### **\$2.7 BILLION**

on repairs and maintenance.

### **\$1.7 BILLION**

on insurance.

### **\$1.7 BILLION**

on administrative expenses, including computer hardware and software, telephone services, office supplies and office furniture.

### **\$1.1 BILLION**

on marketing.

### **\$18.2 BILLION TOTAL**

*The information above is based on data from the 2008 Survey of Income & Expenses in Rental Apartment Communities.*

## **ADVERTISING SALES**

### **NAA SALES HOTLINE**

4300 Wilson Blvd, Suite 400, Arlington, VA 22203

Phone: 703/797-0671 • Fax: 703/248-9441

E-mail: [sales@naahq.org](mailto:sales@naahq.org) • Web Site: [www.naahq.org/publications/units](http://www.naahq.org/publications/units)

# units MAGAZINE

- ◆ CEO PROFILES
- ◆ MANAGEMENT INSIDER
- ◆ MAINTENANCE INSIDER
- ◆ POLITICAL INSIDER
- ◆ MARKETING INSIDER

## MAKING *UNITS* MAGAZINE THE PREMIER SOURCE OF RENTAL HOUSING INFORMATION

### UNITS READERS INCLUDE THESE LEADING COMPANIES

- ◆ Related Capital Company
- ◆ AIMCO
- ◆ Equity Residential
- ◆ Greystar Real Estate Partners
- ◆ SunAmerica Affordable Housing Partners
- ◆ Archstone Smith
- ◆ The Dolben Company
- ◆ UDR
- ◆ Sentinel Real Estate
- ◆ Key Bank Capital
- ◆ Camden
- ◆ Home Properties
- ◆ Edward Rose Building Enterprises
- ◆ Moran & Company
- ◆ Lincoln Property
- ◆ AvalonBay Communities
- ◆ Fairfield Residential
- ◆ Forest City Enterprises
- ◆ Mid-America Communities
- ◆ WinnResidential
- ◆ Wachovia
- ◆ Post Properties
- ◆ Riverstone Residential
- ◆ SARES-REGIS Group
- ◆ UBS Realty Investors
- ◆ AMLI Residential Properties
- ◆ Northwestern Mutual
- ◆ Kushner Companies
- ◆ Gables Residential Trust
- ◆ BRE Properties
- ◆ Colonial Properties Trust
- ◆ Southern Management Corporation
- ◆ Cornerstone Realty Income Trust
- ◆ Pinnacle Realty
- ◆ Simpson Housing Limited Partnership

### THE OFFICIAL PUBLICATION OF NAA

As the only national association dedicated solely to the apartment industry, the National Apartment Association's *units* magazine meets the needs of its more than 64,000 subscribers.



"Each time I pick up an issue of *units* magazine, I know I'm going to find timely data and interesting articles. It is well-designed, and its editors work hard to provide executives with a balanced perspective that keeps us informed about the best practices and newest trends in the industry."

– **Rick Graf**, President  
Pinnacle, Dallas, TX



"*units* magazine helps me stay current on all facets of the multifamily housing industry. Its coverage of management, leadership, legislation, operations and technology is superior."

– **Tami Martin**, Vice President, Operations  
Archstone Smith, Austin, TX



"*units* is the most popular and valuable monthly magazine that covers the apartment industry. It is an extremely useful resource for executive-level management because it tracks trends on important issues such as the effects of the subprime lending situation, hot and cold markets, marketing and a variety of developer issues."

– **Tom Aderhold**, President  
Aderhold Properties, Atlanta, GA



"*units* magazine is such an incredible resource for apartment industry professionals at all levels! The Apartment Finder greatly values the professionalism and vast distribution of *units* magazine to a national audience of decision makers. Recently, we used *units* to communicate our mission statement to our clientele and prospective advertisers. We know when we place an advertisement in *units* it is effective at reaching the people we want to target."

– **Marcia Bollinger**, President  
Apartment Finder, Lawrenceville, GA



"We benefit from *units*' capability to reach the decision-makers in the apartment industry, and the articles on industry trends and current events are greatly informative. As a bonus, the free ad recall report is very helpful in showing us the effectiveness of our ads."

– **Bradley Setser**, Vice President Marketing  
Yardi, Santa Barbara, CA



"Verizon Enhanced Communities has a long-standing commitment to serving the multifamily market. We have advertised in *units* because it is an excellent medium for reaching key multifamily decision makers on both the national REIT and property management levels to convey the benefits of our broadband services. The quality of the publication, the editorial content, the readership base – all these elements are vital to the success of an ad campaign. In short, *units* exemplifies all the top attributes we look for when planning our annual advertising. We feel it gets the job done for us."

– **Tricia French**, Specialist, Marketing Operations  
Verizon Enhanced Communities, St. Petersburg, FL