

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"> • What's In & What's Out in 2010 • Maintenance Supply Tips • Leasing and Maintenance Call Centers • Smoke-Free Apartments 	<ul style="list-style-type: none"> • Appliances and Laundry Services BONUS DISTRIBUTION NMHC Apartment Strategies Alabama Apartment Association
FEBRUARY NAA Student Housing Show Issue	Editorial: Dec. 15 Ad space: Jan. 2 Materials: Jan. 8 Mail: Feb. 8	Resident Retention	<ul style="list-style-type: none"> • Internet Marketing and Web Site Development • Leasing Techniques That Work • Communicating with Residents • Crime Prevention and Safety 	<ul style="list-style-type: none"> • Resident & Employee Screening BONUS DISTRIBUTION NAA Student Housing Conference & Exposition Maryland Multi Housing Association
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"> • Social Media • Legislative Issues • Capital Expenditure Decisions 	<ul style="list-style-type: none"> • Property Management Software BONUS DISTRIBUTION NAA Capitol Conference Detroit Metropolitan Apartment Association
APRIL Harvey Ad-Q Study 	Editorial: Feb. 15 Ad space: March 1 Materials: March 8 Mail: April 8	Staff Hiring, Education and Retention	<ul style="list-style-type: none"> • Cultivating Management Skills • Innovative Hiring Strategies • Student Housing Staffing • Pool Maintenance and Management 	<ul style="list-style-type: none"> • Utility Management and Submetering BONUS DISTRIBUTION TAA, Chicagoland
MAY NAA Pre-Show Issue	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"> • Conference Highlights Preview • Repositioning a Property • Leadership Strategies 	<ul style="list-style-type: none"> • Security and Key Control BONUS DISTRIBUTION New Jersey, Central Virginia San Diego County Apartment Association Atlanta Apartment Association Arizona Multihousing Association Washington Multi-Family Housing
JUNE NAA 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"> • Conference Highlights • Student Housing Management and Marketing • What Residents Want • Mystery Shopping 	<ul style="list-style-type: none"> • Telecommunications BONUS DISTRIBUTION NAA Education Conference & Exposition
JULY NAA Post-Show Issue	Editorial: May 15 Ad space: June 1 Materials: June 8 Mail: July 8	Post-Show Issue Creating Curb Appeal	<ul style="list-style-type: none"> • Conference Recap • Common Area Ideas • Make-Ready and Turn 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 Financial Supplement	<ul style="list-style-type: none"> • Income & Expenses Survey • Economic Industry Trends • Renters' Insurance • Financing Strategies and Measuring Investments 	<ul style="list-style-type: none"> • Financial Services
SEPTEMBER	Editorial: July 15 Ad space: Aug. 1 Materials: Aug. 8 Mail: Sept. 8	Apartment Management and Development	<ul style="list-style-type: none"> • PARAGON Award Winners: Recognizing Industry Excellence • Creative Marketing Ideas • Communicating with Staff • Tax-Credit and Affordable Housing 	<ul style="list-style-type: none"> • Yield Management Software BONUS DISTRIBUTION Metro Multifamily Housing Association (Portland, Ore.)
OCTOBER	Editorial: Aug. 15 Ad space: Sept. 1 Materials: Sept. 8 Mail: Oct. 8	Renovation, Restoration and Development	<ul style="list-style-type: none"> • Repositioning Best Practices • Student Housing Development • Green Building ROI 	<ul style="list-style-type: none"> • Paint, Flooring and Wall Coverings BONUS DISTRIBUTION Indiana Apartment Association Apartment Association of Kansas City Apartment Association of Los Angeles Florida Apartment Association
NOVEMBER	Editorial: Sept. 15 Ad space: Oct. 1 Materials: Oct. 8 Mail: Nov. 8	Marketing to Residents Independent Rental Owners (IRO) Supplement	<ul style="list-style-type: none"> • Appealing to Generation Y • What Do Baby Boomers Want? • Generational Office Management • Human Resources 	<ul style="list-style-type: none"> • Billing and Collections BONUS DISTRIBUTION NAA Assembly of Delegates
DECEMBER	Editorial: Oct. 15 Ad space: Nov. 1 Materials: Nov. 8 Mail: Dec. 8	Specialty Housing	<ul style="list-style-type: none"> • Industry Outlook • Portfolio Management • Senior Housing 	<ul style="list-style-type: none"> • Maintenance Products and Services