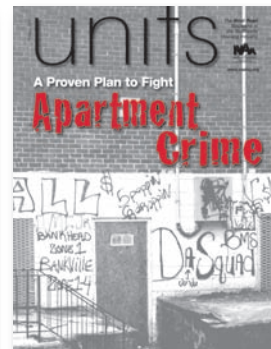
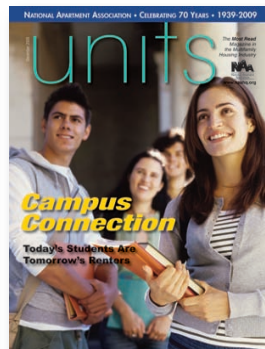
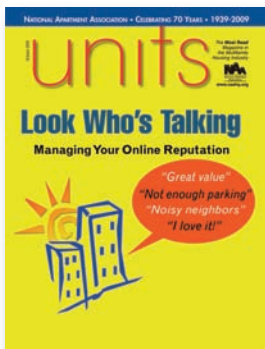
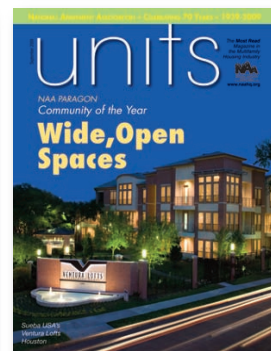
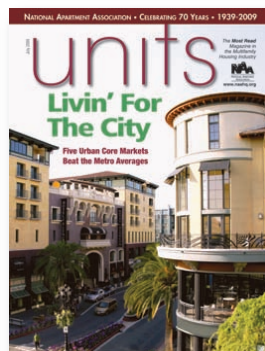




AMERICA'S LEADING ADVOCATE FOR QUALITY RENTAL HOUSING

UNITS 2010 MEDIA KIT

THE MOST READ MAGAZINE IN THE MULTIFAMILY HOUSING INDUSTRY





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UNITS MAGAZINE SPECIALTY ADVERTISING

ABOUT NAA

units

FAST FACTS

- 70,000 qualified circulation
- Published 12 times per year
- BPA audited/Harvey AdQ surveyed
- The **top 50 companies** in the multifamily housing industry receive *units* magazine.

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:

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.

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.

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

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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.

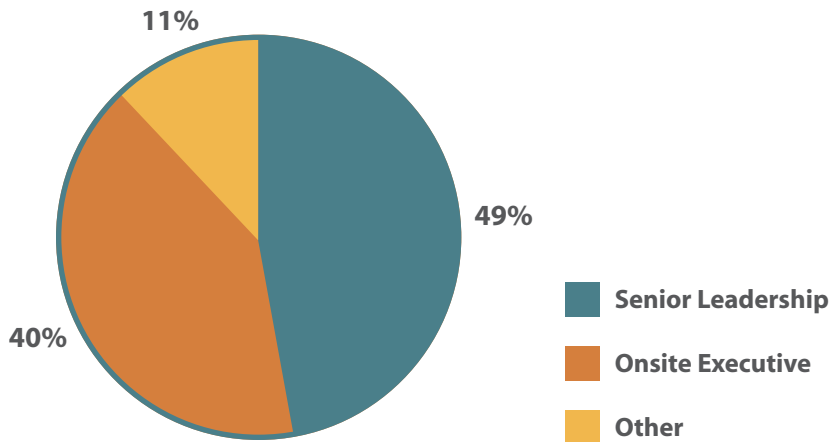
Units reaches more than 200,000 readers each month—86 percent of whom are involved in purchasing products and services, with an annual buying power of more than \$18 billion.

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 – Spends 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.

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

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

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%



CASE FOR MAGAZINES

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.

Magazine print and digital audiences are growing.

The number of magazine readers as well as the average number of magazine issues read in the past month has grown over the past five years. In addition, magazine website usage is growing faster than web usage overall.

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 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.

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.



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 drives web search, traffic and action taking.

BiResearch 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.

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.

Source: Magazine Publishers of America, A Comprehensive Guide and Handbook 2009/10 www.magazine.org

For more details from this study, please contact:

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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

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 and polybagging are available on request.

AD RATES* (Gross Rates)

COLOR	1x	3x	6x	12x SPECIAL
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
PREMIUM PLACEMENT	minimum 6x commitment (non-cancelable)			
Back Cover			\$8,880	\$7,995
Cover 3			\$8,086	\$7,285
Cover 2			\$8,665	\$7,800
Pages 1, 3, 5, 7, 9, 11, 13 & 15			\$8,086	\$7,285

*15% charge for other guaranteed positions

BLACK & WHITE	1x	3x	6x	12x
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 2010 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: \$205 6x: \$195 12x: \$155

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.naa.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.naa.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.

SPECIALTY ADVERTISING UNITS ARE AVAILABLE, SUCH AS POLYBAGGED INSERTS, TIP-INS, AND FRONT COVER TIP-ONS!

THE POWER OF PRINT

More than 85% of business executives rely on business-to-business media for information—more than any other media source—for the influence or support of purchasing decisions.

Source:

*The Yankelovich
Harris Study, 2008*

CONTACT *DON COOKSEY* OR *PAUL PLAWIN* ABOUT THE AVAILABILITY OF THESE AND OTHER SPECIALTY ADVERTISING UNITS AND PRICING.

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 four thousand 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*.

Call today for details

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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 50,000 members representing more than 5.9 million apartment homes throughout the United States and Canada. Members in good standing with any affiliated association are automatically considered members of NAA and are entitled to NAA benefits.

TO ADVERTISE IN *UNITS* MAGAZINE, PLEASE CONTACT:

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