

2011 UNITS EDITORIAL CALENDAR

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MONTH	CLOSING DATES	SPOTLIGHT TOPIC	OTHER FEATURES	SPECIAL OPPORTUNITIES
JANUARY	Editorial: Nov. 15 Ad space: Dec. 1 Materials: Dec. 8 Mails: Jan. 8	Preventive Maintenance	<ul style="list-style-type: none"> • What's In & What's Out in 2011 • Maintenance Supply Tips • Appliances and Laundry Services • Bonus: NAA Annual Report 	Maintenance Supplement BONUS DISTRIBUTION NMHC Apartment Strategies Alabama Apartment Association
FEBRUARY NAA Student Housing Show Issue	Editorial: Dec. 15 Ad space: Jan. 2 Materials: Jan. 8 Mails: Feb. 8	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 	Student Housing Supplement BONUS DISTRIBUTION NAA Student Housing Conference Detroit Metropolitan Apartment Association
MARCH	Editorial: Jan. 15 Ad space: Feb. 1 Materials: Feb. 8 Mails: March 8	Technology and Software	<ul style="list-style-type: none"> • Social Media • Capital Expenditure Decisions • Property Management Software • Legislative Issues 	Technology and Software Supplement BONUS DISTRIBUTION NAA Capitol Conference Apartment Association of Greater Dallas
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 	BONUS DISTRIBUTION Apt. Internet Marketing (AIM) Conference Texas Apartment Association Chicagoland Apartment Association Utah Apartment Association Washington Multi-Family Housing Assoc.
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 	BONUS DISTRIBUTION New Jersey Apartment Association Apartment Association of Metro Denver Arizona Multihousing Association Houston Apartment Association
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 • Telecommunications 	BONUS DISTRIBUTION NAA Education Conference & Exposition
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 	Maintenance Mania National Championship Recap
AUGUST	Editorial: June 15 Ad space: July 1 Materials: July 8 Mails: Aug. 8	Budget Strategies	<ul style="list-style-type: none"> • Income & Expenses Survey • Economic Industry Trends • Financing Strategies and Measuring Investments • Financial Services 	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 • Paint, Flooring and Wall Coverings 	BONUS DISTRIBUTION Central Virginia Apartment Association Apartment Association of Kansas City
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 • Yield Management Software 	BONUS DISTRIBUTION Florida Apartment Association
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 	BONUS DISTRIBUTION NAA Assembly of Delegates Indiana Apartment Association
DECEMBER	Editorial: Oct. 15 Ad space: Nov. 1 Materials: Nov. 8 Mails: Dec. 8	Specialty Housing	<ul style="list-style-type: none"> • Student Housing Development • Renters' Insurance 	BONUS DISTRIBUTION Maryland Multi-Housing Association

Can't Miss!

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Units reserves the right to modify its 2011 editorial calendar without notice.