

# 2011 NAA COMMUNITY ADVERTISING INFORMATION

**The newest NAA member benefit is set to launch this Fall, with features exclusively for NAA members:**

## **Blogs**

Start your own blog about your experiences in the apartment industry or follow other's industry related blogs!

## **Communities**

Connect with NAA members who share your same interests, such as Independent Rental owners, property managers, affiliate associations and various education designations!

## **Forums**

Discuss the issues, ask questions, get answers and give advice with all of your communities on the NAA Community Site.

## **Resource Center**

The Online Resource Center is your one-stop shop for sample forms, sample policies, numerical data, white papers and articles on all of today's hot industry topics including bed bugs, rent control, social media, marketing strategies and so much more!

**Promote and strengthen your brand by advertising your products and services in this new arena!**

**SPECIAL INTRODUCTORY RATES AVAILABLE!  
Contact NAA's Lorna Rivero at [lorna@naahq.org](mailto:lorna@naahq.org)**

## **FOR INFORMATION CONTACT:**

**Lorna Rivero | Assistant Vice President of National Sales  
National Apartment Association  
703/797-0695 | Fax: 703/248-9441  
[lorna@naahq.org](mailto:lorna@naahq.org) | [www.naahq.org](http://www.naahq.org)**

## **RATES & SPECIFICATIONS:**

### **LEADERBOARD - \$12,000 PER YEAR**

*(requires 12-month commitment)*

This space is exclusive to one (1) advertising company. Ad will run cross-site, including the NAA Community homepage.

Banner ad space is 728 x 90 pixels. This means that the image has to be up to 728 pixels wide by 90 pixels high for the banner (it can be smaller, but not larger).

### **VERTICAL BANNER - \$500 PER MONTH**

This space will be shared by a maximum of three (3) advertising companies. Ad will run cross-site, except for the NAA Community homepage.

The banner ad space is 120 x 240 pixels. This means that the image has to be up to 120 pixels wide by 240 pixels high for the banner (it can be smaller, but not larger).

### **SQUARE BUTTON - \$300 PER MONTH**

This space will be shared by a maximum of three (3) advertising companies. Ad will run cross-site, except for the NAA Community homepage.

The square ad space is 125 x 125 pixels. This means that the image has to be up to 125 pixels wide by 125 pixels high for the square (it can be smaller, but not larger).

Please send the following information to [lorna@naahq.org](mailto:lorna@naahq.org):

1. Attach your ad image (jpg or gif files only please) - **required**
2. Indicate your click-through URL address (web page link) - **optional**

# 2011 NAA COMMUNITY ADVERTISING INSERTION ORDER

## ADVERTISER INFORMATION

COMPANY ADVERTISING

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

E-MAIL

## BILLING INFORMATION

SAME AS ABOVE

INSTEAD, SEND MY INVOICE TO:

COMPANY

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

E-MAIL

MY CHECK IS ENCLOSED FOR \$ \_\_\_\_\_.

PLEASE BILL MY CREDIT CARD \$ \_\_\_\_\_  AMEX  VISA  MASTERCARD

BILL ME LATER

ACCOUNT NUMBER

EXP. DATE

NAME ON CARD (PLEASE PRINT)

SIGNATURE

DATE

## TERMS & CONDITIONS

- 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.
- All billing is subject to short-rate or rebate to earned rates, depending on frequency actually used during the current publication year. Frequency is based on the number of insertions used within a current publication year.
- The publisher does not guarantee any level of readership or response for an advertisement.
- The publisher does not assume liability for the return of advertising printing materials unless specific written request is received. Materials will be stored by the publisher for 12 months.
- Agreements, conditions, rates, rules or regulations not set forth or described here or in current rate card will not be binding.
- The advertiser or advertising agency assumes liability for all content, including text and illustrations, of advertising published and also assumes responsibility for any claims arising there from made against the NAA, publisher, including all costs and attorneys fees associated with investigating and defending such claims.
- The publisher shall be under no liability, other than forfeiture of payment thereof, for its failure for any cause, to insert an advertisement. Advertiser must submit an insertion order for each contracted issue to ensure correct ad insertion. Failure to submit insertion order does not qualify as cancellation of contract or insertion. In the event the insertion order is not submitted by deadline, NAA will re-run the advertiser's most current ad.
- The publisher, advertiser and the advertising agency (if any) agree that this contract shall be subject to the laws and jurisdiction of the Commonwealth of Virginia. Any advertising agency agrees to be liable for payment for any advertisement placed in NAA's publication on behalf of any client. If for any reason the NAA is required to take action, legal or otherwise, to collect any outstanding accounts, the advertiser and the advertising agency (if any) shall pay all costs to recover such outstanding accounts, including reasonable attorneys fees. Any disagreements that may arise shall be adjudicated in the courts located in Alexandria, Virginia.
- The publisher reserves the right to pick-up the advertiser's most current ad in the event the materials are not submitted by deadline.
- **Until credit can be established, first time advertisers are required to send payment along with their insertion order form.**
- Any payment past due 30 days or more will be charged to an interest rate penalty of 1.5%, plus forfeiture of agency discount.

MONTH	LEADER BOARD	VERTICAL BANNER	SQUARE BUTTON
January	S O L D		
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
<b>TOTAL</b>			

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SIGNATURE

DATE

BY SIGNING THIS INSERTION ORDER, I AGREE TO ALL TERMS & CONDITIONS OUTLINED ABOVE.