NATIONAL APARTMENT ASSOCIATION

BUILD YOUR BUSINESS WITH NAA

2015 Supplier Partner Guide & Media Kit

NATIONAL APARTMENT ASSOCIATION

Align your organization with the National Apartment Association and build your brand among the largest group of influential multifamily housing professionals in the country.

NAA REPRESENTS MORE THAN

67,000
members

7.6 million
apartment units

Top 50
largest U.S. apartment owners

POWER OF NAA

INTEGRATED OPPORTUNITIES. PROVEN RESULTS.

units Magazine 6

An award-winning publication, *units* is the most read magazine in the multifamily housing industry and the cornerstone of your integrated advertising plan.

NAA Digital 10

Keep your brand top-of-mind with NAA's robust digital opportunities: naahq.org, NAA e-newsletters and the *units* magazine website.

NAA Events 14

Enhance your experience and exposure at the largest trade events in the multifamily housing industry: NAA Education Conference & Exposition and NAA Student Housing Conference & Exposition.

NAA 360° 20

NAA 360° recognizes companies for all investements in the association and provides opportunities to participate in NAA initiatives and mission-driven activites.

NAA National Suppliers Council 21

Become a member of the NSC and access unique opportunities to showcase products and services to the NAA membership.

DID YOU KNOW?

» The apartment industry contributes **$1.1 trillion** to the economy each year.

» Apartment firms spent **$67.9 billion** on operating, maintaining and improving their communities.

» More than **12 million** jobs are supported by the apartment industry.

To learn more, visit *www.weareapartments.org.*

CONTACT US

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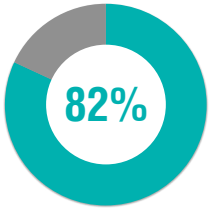
Director of Publications
paul@naahq.org
703-797-0606

POWER OF NAA

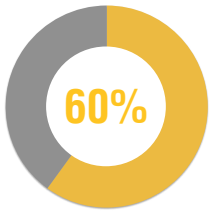
UNITS MAGAZINE READER PROFILE

Purchasing Power

PURCHASING INVOLVEMENT



INVOLVED IN PURCHASING PROCESS



ESTABLISH THE BUDGET

63% Determine the need for products/services
43% Establish specifications for products/services
60% Recommend/select specific products/services
58% Authorize/approve purchases

$11,870,000

AVERAGE TOTAL OPERATING BUDGET FOR FISCAL YEAR 2014

$2,603,000

AVERAGE AMOUNT OF PRODUCTS/SERVICES RECOMMENDED, SPECIFIED OR PURCHASED IN THE PAST 12 MONTHS

PRODUCTS AND SERVICES EVALUATED, RECOMMENDED, SPECIFIED OR BOUGHT IN THE PAST 12 MONTHS

Architects and Engineers	19%
Athletic and Exercise Equipment	27%
Cabinetry	35%
Cable/WIFI	33%
Collections	32%
Construction/Contractor	41%
Doors	36%
Employee Training	42%
Exterior Design	29%
Financial Services	23%
Fitness Equipment	29%
Flooring	50%
HVAC	42%
Insulation	20%
Insurance	30%
Key Control/Security	34%
Kitchen Equipment and Appliances	45%
Laundry Services	28%
Lawn Care/Landscaping	45%
Lighting	44%
Lock Sets/Finished Hardware	39%
Mailboxes	27%
Maintenance Products and Services	48%
Marketing	51%
Paints and Wall Coverings	46%
Payment Processing	33%
Pest Control	45%
Plumbing	44%
Promotional Products	43%
Property Management Software	24%
Resident Screening	35%
Shade Structures	18%
Staffing	44%
Sub-metering	19%
Swimming Pools/Products	35%
Telecommunications/Cable	30%
Trash/Recycling/Waste Management	39%
Whirlpools/Tubs/Toilets	32%
Yield Management Software	17%

PRODUCTS AND SERVICES EVALUATED, RECOMMENDED, SPECIFIED OR BOUGHT FOR ORGANIZATION

Architects and Engineers	28%
Athletic and Exercise Equipment	42%
Cabinetry	53%
Cable/WIFI	54%
Collections	53%
Construction/Contractor	59%
Doors	56%
Employee Training	63%
Exterior Design	48%
Financial Services	38%
Fitness Equipment	45%
Flooring	69%
HVAC	59%
Insulation	34%
Insurance	43%
Key Control/Security	57%
Kitchen Equipment and Appliances	64%
Laundry Services	49%
Lawn Care/Landscaping	64%
Lighting	66%
Lock Sets/Finished Hardware	61%
Mailboxes	51%
Maintenance Products and Services	70%
Marketing	71%
Paints and Wall Coverings	66%
Payment Processing	52%
Pest Control	67%
Plumbing	63%
Promotional Products	64%
Property Management Software	46%
Resident Screening	58%
Shade Structures	31%
Staffing	62%
Sub-metering	35%
Swimming Pools/Products	51%
Telecommunications/Cable	50%
Trash/Recycling/Waste Management	61%
Whirlpools/Tubs/Toilets	50%
Yield Management Software	28%

Source: NAA Readership Study, Ruzinsky Research, July 2014

POWER OF NAA

UNITS MAGAZINE READER PROFILE

Professional Activities

JOB TITLES

41%	Property Manager
17%	Owner/President/Principal
11%	Regional Supervisor/Manager
11%	VP/Corporate Executive
4%	Leasing Professional
3%	Maintenance Supervisor/Technician

WHERE THEY WORK

46%	Property Management Firm
17%	Owner Firm
11%	Independent Owner
2%	Developer/Builder
1%	Restorer/Renovator
22%	Other

TYPE OF PROPERTIES THEY MANAGE

48%	Garden Apartments
48%	Market-Rate Apartments
40%	Luxury Apartments
31%	Affordable Housing
24%	High-Rise Apartments
19%	Seniors Housing
17%	Condos/Co-Ops/Townhouses
15%	Single-Family Home Rentals
15%	Student Housing
5%	Military Housing
3%	Extended-Stay Housing
6%	Other

SIXTEEN
AVERAGE YEARS IN APARTMENT INDUSTRY

288
AVERAGE SIZE OF ORGANIZATION

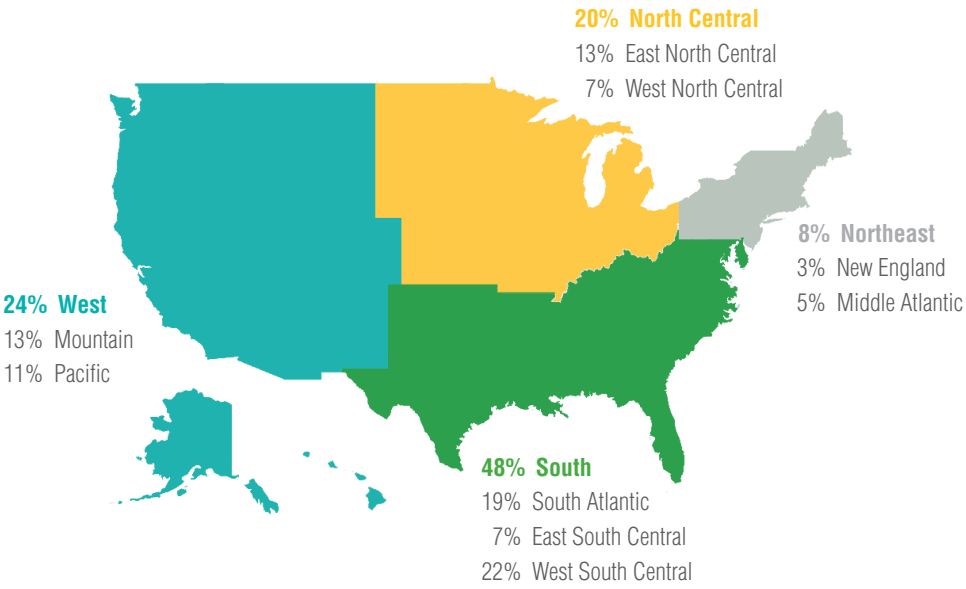
3,429
AVERAGE NUMBER OF UNITS OPERATED

91%
EMPLOYED FULL-TIME

9% employed part-time, other

Demographics

CURRENT WORK LOCATION



GENDER

67% FEMALE
33% MALE

Source: NAA Readership Study, Ruzinsky Research, July 2014

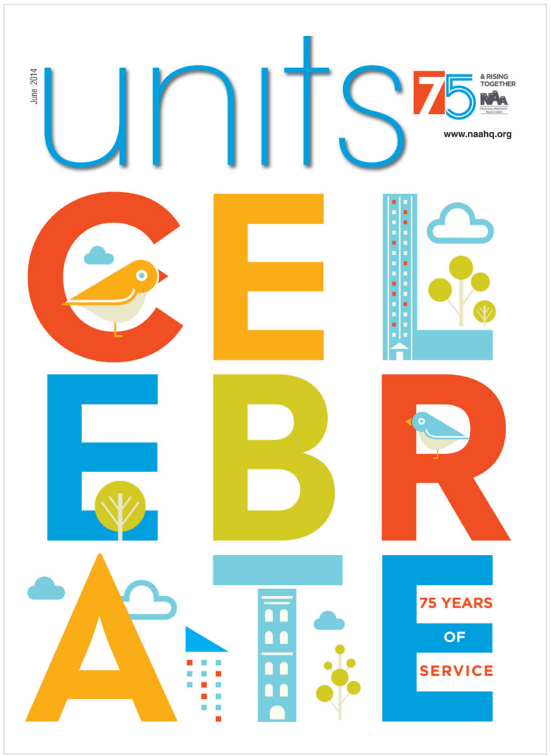
UNITS MAGAZINE

THE MOST READ MAGAZINE IN THE MULTIFAMILY INDUSTRY

BPA WORLDWIDE

Circulation: 79,000
Total Readership: 260,700

units is the first publication decision-makers turn to for coverage of the best practices and newest trends in the multifamily housing industry. Every issue is packed with valuable content that covers all aspects of residential property management and ownership. Advertise in *units* and you'll reach the **largest market of multifamily housing professionals**—guaranteed!



units readers are loyal, engaged and look forward to every issue.

35 MINUTES
SPENT READING EACH ISSUE

83%
DO NOT RECEIVE OTHER INDUSTRY MAGAZINES

75%
TOOK ACTION AFTER READING *UNITS*

64%
READ AT LEAST 3 OUT OF 4 ISSUES

TOP 10 REQUESTED TOPICS

1. Preventative Maintenance
2. Make-Ready and Turn Tips
3. Resident Retention
4. Common Area ideas
5. Interior Design Trends
6. Career Development
7. Renovation, Restoration and Development
8. Crime Prevention and Safety
9. Maintenance Products and Services
10. Social Media

TOP 5 EDITORIAL DEPARTMENTS

1. Management Insider
2. Marketing Insider
3. Maintenance Insider
4. Data Insider
5. Political Insider

Advertising Sales

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301-215-6710 Ext.114

Editorial Inquiries

Paul Bergeron, Director of Publications
paul@naahq.org
703-797-0606

Sources: NAA Readership Study, Ruzinsky Research, July 2014; BPA Brand Report, June 2014

UNITS MAGAZINE

EDITORIAL CALENDAR

JANUARY

Space: December 1 / Art: December 8
Mail Date: January 8

What's In and What's Out in 2015, Appliances and Laundry Services, Preventive Maintenance

Spotlight Topic: Maintenance Supplies

- NAA Membership Sticker
- Polybag insert opportunity

FEBRUARY

Space: January 2 / Art: January 8
Mail Date: February 10

NAA Student Housing Conference & Exposition Show Issue*

Utility Management, Innovative Hiring Strategies, Student Housing Management, Staff Hiring and Education

Spotlight Topic: HVAC Systems and Water Heaters

- Bonus distribution*
- Exclusive polybag insert opportunity

MARCH

Space: February 2 / Art: February 9
Mail Date: March 10

NAA Education Conference & Exposition Preview Issue

Social Media, Internet Mobile Marketing, Capital Expenditures, Property Management Software

Spotlight Topic: Technology and Software

- Industry Technology Supplement
- Exclusive polybag insert opportunity

APRIL

Space: March 2 / Art: March 9
Mail Date: April 9

Pool Maintenance, Resident and Employee Screening, Playgrounds and Outdoor Spaces

Spotlight Topic: Mobile and Internet Marketing

- Polybag insert opportunity: NAA Education Conference—New Products

MAY

Space: April 1 / Art: April 8
Mail Date: May 7

NAA Education Conference & Exposition Pre-Show Issue

NAA Education Conference Highlights, Repositioning, Crime and Key Control

Spotlight Topic: Flooring, Finishing Touches

- Polybag insert opportunity: NAA Education Conference—New Promotions

JUNE

BIGGEST ISSUE OF THE YEAR

Space: May 1 / Art: May 8
Mail Date: June 9

NAA Education Conference & Exposition Show Issue*

NAA Education Conference Highlights, Pest Management, Interior Design, Employee Training

Spotlight Topic: Lawn Care

- Bonus distribution*
- Two polybag insert opportunities

JULY

Space: June 1 / Art: June 8
Mail Date: July 9

NAA Education Conference & Exposition Recap Issue

NAA Education Conference Recap, Resident Retention, Common Areas, Make-Ready and Turn Tips

Spotlight Topic: Marketing Tools

- Exclusive polybag insert opportunity

AUGUST

Space: July 1 / Art: July 8
Mail Date: August 11

Income & Expense Survey, Finance Strategies, Utility Management, Acquisition Due Diligence

Spotlight Topic: HVAC Systems

- Income and Expense Offer
- Exclusive polybag insert opportunity

SEPTEMBER

Space: August 3 / Art: August 7
Mail Date: September 10

Creative Marketing, Tax Credit and Affordable Housing, Revenue Management, Apartment Careers, NAA PARAGON Awards

Spotlight Topic: Budgeting

- Ancillary Revenue Special Section
- Exclusive polybag insert opportunity

OCTOBER

Space: September 1 / Art: September 8
Mail Date: October 8

Transit-Oriented Development, Repositioning Best Practices, Green Building ROI

Spotlight Topic: Paint, Floor and Wall Coverings

- Renovation, Restoration and Development Special Section
- Two polybag insert opportunities

NOVEMBER

Space: October 1 / Art: October 8
Mail Date: November 10

NAA Assembly of Delegates Issue*

Industry Outlook, Leasing Techniques, HR and Workforce Issues, Emerging Leaders

Spotlight Topic: Billing and Collections

- Bonus distribution*
- Exclusive polybag insert opportunity

DECEMBER

Space: November 2 / Art: November 9
Mail Date: December 10

NAA Student Housing Conference & Exposition Preview Issue

Military Housing, Student Housing, Renters' and Owners' Insurance, Telecommunications

Spotlight Topic: Resident Screening

- Exclusive polybag insert opportunity

Advertising Sales: Liz Barrett, National Sales Manager, naa@townsend-group.com or 301-215-6710 Ext.114
Editorial Inquiries: Paul Bergeron, Director of Publications, paul@naahq.org or 703-797-0606

Dates and topics are subject to change.

UNITS MAGAZINE

SPECIAL ADVERTISING OPPORTUNITIES

Technology Supplement

Keep apartment industry leaders up to date with the latest in technology and property management software by promoting your latest products and services. Mailed with the March issue of *units*, this popular desk reference also contains informative articles on today's technology trends. Call today to reserve your space.

Special Focus Sections

Special focus sections provide a unique opportunity to advertise your products and services within content-specific editorial. Take advantage of this opportunity if your company aligns with one or both categories below.

September Issue: Ancillary Revenue
October Issue: Renovation, Restoration & Development

Market Place

Cost-efficient and effective, Market Place is a product and services directory featured in every issue of *units*. Apartment industry leaders often use this section to identify companies for RFP distribution. Include your company today.

Ad Rates	1x	6x	12x
Per Column Inch	$215	$205	$165

Ad Dimensions (width x depth)

One Column Inch	2.375" x 1"
Two Column Inches	2.375" x 2" or 4.75" x 1"
Three Column Inches	2.375" x 3" or 7.25" x 1"
Four Column Inches	4.75" x 2"

Prices per column inch. For total, multiply the net rate, according to number of insertions, by total column inches.

UNITS MAGAZINE

RATES & SPECS

As of January 1, 2015

Four Color	1x	3x	6x	12x
Full Page	$8,435	$8,025	$7,620	$6,870
1/2 Page	$5,710	$5,425	$5,140	$4,645
1/3 Page	$4,475	$4,255	$4,045	$3,640
1/4 Page	$4,150	$4,030	$3,790	$3,450

Premium Placement (non-cancelable)	6x	12x
Cover 2	$9,145	$8,235
Cover 3	$8,540	$7,690
Cover 4	$9,375	$8,440
Page 1, 3, 5, 7, 9, 11, 13 or 15	$8,540	$7,690

Black and White	1x	3x	6x	12x
Full Page	$6,275	$5,955	$5,670	$5,100
1/2 Page	$3,540	$3,360	$3,200	$2,885
1/3 Page	$2,305	$2,195	$2,090	$1,880
1/4 Page	$2,070	$1,965	$1,870	$1,690

All rates are gross. Other guaranteed positions add 15%.
Special discounts for 2015 Exhibitors: May, June, July issues. Call for information.

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 percent of gross space rate. Cancellations received after deadline will be charged payment in full. Changes or corrections must conform to closing and material deadlines.

Advertising Sales

Liz Barrett, National Sales Manager
naa@townsend-group.com
301-215-6710 Ext.114

Production Contact

Kala Burke, Account Manager
kburke@townsend-group.com
301-215-6710 Ext.108

Ad Dimensions (width x depth)

Full Page Trim	8.25" x 10.875"
Full Page Bleed	8.5" x 11.125"
Full Page Non-Bleed	7.75" x 10.375"
1/2 Page Island	4.75" x 7"
1/2 Page Horizontal	7.25" x 4.75"
1/2 Page Vertical	3.5" x 9.5"
1/3 Page Island	3.5" x 6.5"
1/3 Page Horizontal	7.25" x 3.5"
1/3 Page Vertical	2.25" x 9.5"
1/4 Page Horizontal	7.25" x 2.5"

Spreads, tip-ins, inserts, cover sticker and polybagging are available on request. Contact Liz Barrett at naa@townsend-group.com for pricing details.

Process: Web offset, perfect binding
Line Screen: 133 lines per inch
Color: Four-color process. CMYK only.

Proofing: Four color proofs may 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. Send proofs to: Royle Printing Company, Attn: Jen Aalsma, 745 South Bird Street, Sun Prairie, WI 53590, Tel: 800-728-7768 Ext.465

Submitting Artwork: Upload your ad to NAA's ad portal at https://units.sendmyad.com. You will be asked to create an account and the portal will preflight your ad according to the publisher's specs. The ad portal accepts four-color ads only. Please continue to e-mail grayscale and classified ads to Kala Burke at kburke@townsend-group.com.

File Format: Digital files are required. Preferred format is PDF with all images 300 dpi or higher and all fonts embedded. Please also include crop marks and a minimum of 1/8" bleed. Other acceptable file formats are: Quark (up to version 7.3); Illustrator (up to version CS2); TIF (minimum 300dpi 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 email, 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 more information, visit: http://www.royle.com/filespecs.html

NAA DIGITAL

ROBUST DIGITAL OPPORTUNITIES FOR THE SAAVY MARKETER

NAA Website

The NAA website, naahq.org, provides news that helps multifamily housing leaders stay informed and information that helps them excel at their jobs. Advertising on naahq.org is a great way to generate leads, build awareness and drive customers directly to your company's website. Space sells out quickly. Reserve your ad today.

Quick Stats

31,000	126,000	4.03
UNIQUE MONTHLY VISITORS	MONTHLY PAGE VIEWS	MINUTES ON WEBSITE

Google Analytics, January-June 2014

units Magazine Microsite

Coming January 2015, the *units* digital edition will be replaced with a more robust and easy-to-read *units* magazine microsite. The new, sleek responsive design will adjust to the reader's screen no matter what device they are on—desktop, tablet or phone. Limited availability. Reserve your ad before space runs out.

The Industry Insider

The Industry Insider provides multifamily housing executives and their staff with the most up-to-date information pertaining to the apartment industry. Promote and strengthen your brand when you advertise in this popular weekly news source.

Quick Stats

55,000	14%	13%
WEEKLY CIRCULATION	AVERAGE OPEN RATE	AVERAGE CLICK RATE

Informz, January-June 2014

NAA E-newsletters

NAA e-newsletters provide advertisers an opportunity to pinpoint apartment professionals with an interest in student housing, marketing, technology or operations. Coming in 2015, NAA will relaunch the e-newsletters with a fresh new look. Call today for more information.

Quick Stats

NAA E-newsletter	Circulation	Open Rate	CTR
Operations Insights	53,000^	15%	10%
Apartment TECHniques	54,200*	15%	7%
Marketing Buzz	30,500*	16%	12%
Campus Connections	3,100*	23%	17%

*Bi-monthly distribution ^Monthly distribution

Informz, January-June 2014

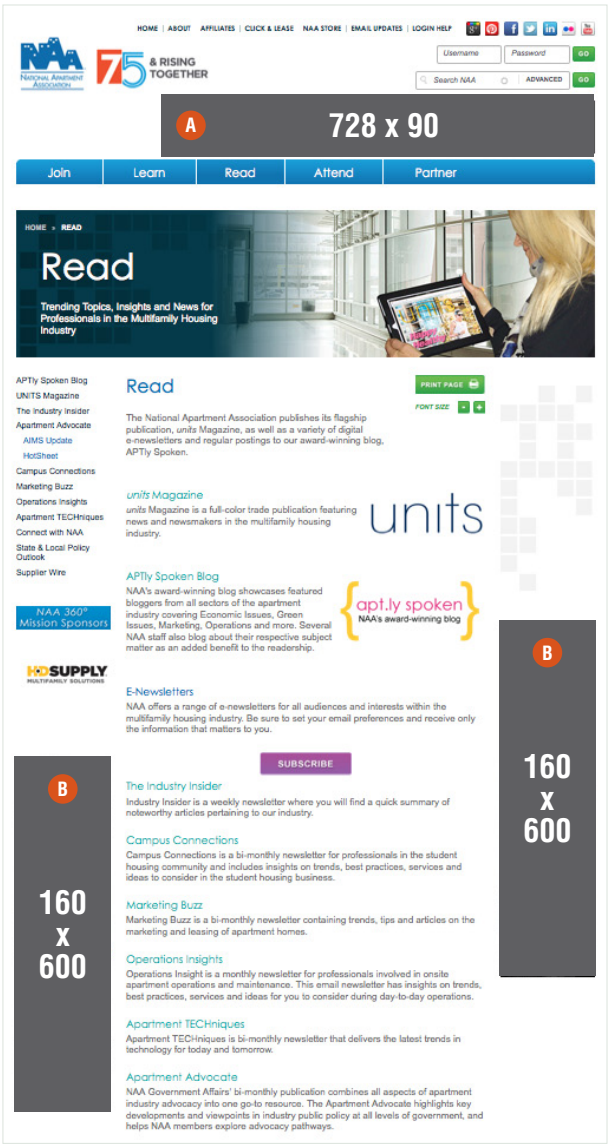
NAA DIGITAL

RATES & SPECS

As of January 1, 2015

NAA Website	Ad Size	CPM
A Leaderboard	728 x 90	$70*
B Wide Skyscraper	160 x 600	$70*

Naahq.org is sold on a cost per thousand (CPM) basis. Ads are run-of-site (except homepage). Minimum $3,500 buy for 50,000 guaranteed impressions. Rates are net.



units Magazine Microsite & E-mail	Ad Size	CPM/Rate
Medium Rectangle (Landing Page)	300 x 250	$70*
C Medium Rectangle (Article Page)	300 x 250	$70*
D Leaderboard (Article Page)	728 x 90	$80*
Promotional Email - Exclusive	160 x 600	$5,500
E Promotional Email - Top	300 x 250	$3,750
Promotional Email - Lower	300 x 250	$3,350

units magazine website is sold on a cost per thousand (CPM) basis. Rates are net.

Advertising Sales: Liz Barrett, National Sales Manager, naa@townsend-group.com or 301-215-6710 Ext.114
Editorial Inquiries: Paul Bergeron, Director of Publications, paul@naahq.org or 703-797-0606

NAA DIGITAL

RATES & SPECS

As of January 1, 2015

Industry Insider	Ad Size	2x
A Top Leaderboard (#1)	650 x 90	$2,500
B Top Story Leaderboard (#2)	650 x 90	$2,000
C Advertiser Content Ad (#1)	Text and image	$2,500
Medium Rectangle (#1 or 2)	300 x 250	$1,600
Advertiser Content Ad (#2)	Text and image	$2,000
Announcement Leaderboard (#3 or 4)	650 x 90	$1,450

Minimum two (2) month buy. Rates are net.

Operation Insights	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	$2,500	$2,250	$2,000
Top Story Leaderboard (#2)	650 x 90	$2,000	$1,800	$1,600
Advertiser Content Ad (#1)	Text and image	$2,000	$1,800	$1,600
Leaderboard (#3)	650 x 90	$1,600	$1,400	$1,280
Advertiser Content Ad (#2)	Text and image	$1,800	$1,620	$1,440
Medium Rectangle (#1 or 2)	300 x 250	$1,000	$900	$800

Minimum two (2) month buy. Rates are net.

Apartment TECHniques	Ad Size	2x	6x
Top Leaderboard (#1)	650 x 90	$2,500	$2,250
Top Story Leaderboard (#2)	650 x 90	$2,000	$1,800
Leaderboard (#3)	650 x 90	$1,600	$1,440
Advertiser Content Ad (#1)	Text and image	$2,000	$1,800
Medium Rectangle	300 x 250	$1,000	$900
Advertiser Content Ad (#2)	Text only	$1,000	$900

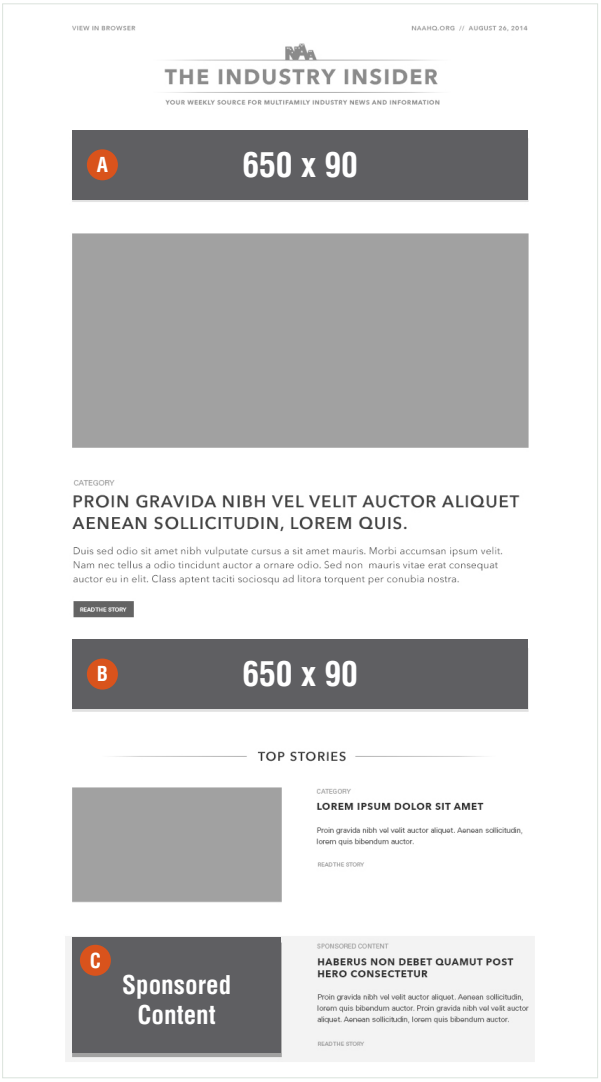
Minimum two (2) month buy. Rates are net.

Marketing Buzz	Ad Size	2x	6x
Top Leaderboard (#1)	650 x 90	$1,800	$1,620
Top Story Leaderboard (#2)	650 x 90	$1,500	$1,350
Medium Rectangle (#1)	300 x 250	$1,200	$1,080
Advertiser Content Ad (#1)	Text only	$1,200	$1,080
Leaderboard (#3)	650 x 90	$1,000	$900
Advertiser Content Ad (#2)	Text only	$1,000	$900
Medium Rectangle (#2)	300 x 250	$900	$810
Leaderboard (#4)	650 x 90	$800	$720

Minimum two (2) month buy. Rates are net.

Campus Connections	Ad Size	2x	6x
Top Leaderboard (#1)	650 x 90	$1,000	$900
Top Story Leaderboard (#2)	650 x 90	$800	$720
Advertiser Content Ad (#1)	Text only	$800	$720
Leaderboard (#3)	650 x 90	$600	$540
Medium Rectangle	300 x 250	$600	$540
Advertiser Content Ad (#2)	Text only	$600	$540
Leaderboard (#4)	650 x 90	$400	$360

Minimum two (2) month buy. Rates are net.



NAA DIGITAL

RATES & SPECS

As of January 1, 2015

Specification	naahq.org/ *units* Magazine Microsite	Industry Insider/ NAA E-newsletters
Dimensions (width x depth)	728 x 90 160 x 600 300 x 250	650 x 90 250 x 250 Headline: 60 characters, Body: 160 characters Image: 300 x 155*
Format	JPEG, GIF	JPEG, GIF
File Size	Max 40K	Max 40K
Animation	Three loop maximum	Not accepted
Resolution	72 dpi	72 dpi
Space	Two weeks prior to online date	Two weeks prior to broadcast date
Artwork	Five business days prior to online date	Five business days prior to broadcast date

*Image applies to Advertiser Content Ads in Industry Insider, Operation Insights and Apartment TECHniques (slot #1). Email Liz Barrett for more information at naa@townsend-group.com.

NAA Digital Advertising Policy

NAA reserves the right within its discretion to reject or remove from www.naahq.org any ads for which the advertising materials or the website to which the ad is linked do not comply with its policies, or that in the NAA's sole reasonable judgment, do not comply with any applicable law, regulation or other judicial or administrative order.

If digital advertising materials are not received by the advertising deadline, the NAA will begin to charge the Advertiser on the insertion order start date on a prorated basis based on the full insertion order, excluding portions consisting of performance-based, non- guaranteed inventory, for each full day the advertising materials are not received.

Advertiser may cancel the entire digital insertion order, or any portion thereof, with 14 days' prior written notice to the NAA, without penalty, for any guaranteed deliverable, including, but not limited to, CPM deliverables.

NAA will track delivery through its ad server and, provided that NAA has approved in writing a thirdparty ad server to run on its properties, Advertiser will track delivery through such Third-Party Ad Server. Advertiser may not substitute the specified Third-Party Ad Server for measurement.

The initial invoice will be sent by NAA upon completion of the first month's delivery, or within 30 days of completion of the insertion order, whichever is earlier. Advertiser will make payment 30 days from its receipt of invoice, or as otherwise stated in a payment schedule set forth in the insertion order.

Materials Instructions

Please forward all materials in accordance with the deadline schedule. By signing, the advertiser agrees to abide by all Terms & Conditions as stated in the Advertising Agreement. Please make a copy of this agreement for your records.

Send ad materials, advertising agreements, and insertions orders to

The Townsend Group
2 Wisconsin Circle, Suite 900
Chevy Chase, MD 20815
Tel: 301-215-6710 Ext. 114
Fax: 301-215-7704
naa@townsend-group.com

Advertising Sales: Liz Barrett, National Sales Manager, naa@townsend-group.com or 301-215-6710 Ext.114
Production Contact: Kala Burke, Account Manager, kburke@townsend-group.com or 301-215-6710 Ext.108

NAA EVENTS

THE LARGEST TRADE EVENT IN THE MULTIFAMILY HOUSING INDUSTRY

Expected Attendance: 8,000+

Join us for the 2015 NAA Education Conference & Exposition, June 24–27, at the Mandalay Bay Convention Center in Las Vegas. It's the ultimate networking event experience and the very best place to showcase your company's products and services before key decision-makers. The conference and exposition brings together more than 425 suppliers and 8,000 multifamily housing professionals for four days of the best professional development training in the industry. Become an exhibitor or sponsor today: www.naahq.org/educonf

NATIONAL APARTMENT ASSOCIATION

EDUCATION CONFERENCE & EXPOSITION
LAS VEGAS, NEVADA | JUNE 24-27, 2015

NAA attendees hold senior-level positions and are highly involved in purchasing.

POSITION LEVEL[1]

54% Executive/Senior Level
44% Mid-Level
2% Entry-Level

DEMOGRAPHICS[1]

44 YEARS
Average Age of Attendees

70% Female

NAA EXPOSITION EXPERIENCE[1]

91%
RATED THE EXPOSITION GOOD OR EXCELLENT

63%
MADE OR WILL MAKE A PURCHASE FROM AN EXHIBITOR AFTER THE SHOW

4 HOURS
AVERAGE TIME SPENT IN THE NAA EXHIBIT HALL

PURCHASING POWER[2]

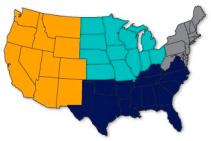
91%
ARE INVOLVED IN THE PURCHASE PROCESS

71%
OWN OR MANAGE OVER 500 UNITS

JOB/FUNCTION[2]

17% Owner/President/Principal
28% Vice President/Corporate Executive
10% Property Manager
19% Regional Supervisor/Manager (multi-site)
2% Maintenance Professional
1% Leasing Professional
23% Other

LOCATION[2]



16% Midwest
33% West
11% Northeast
40% South

Sources: 2014 NAA Education Conference & Exposition Attendee Survey[1]; 2014 NAA Education Conference & Exposition Registration Demographics[2]

NAA EVENTS

SOLIDIFY YOUR POSITION IN THE MARKETPLACE

NATIONAL APARTMENT ASSOCIATION

EDUCATION CONFERENCE & EXPOSITION
LAS VEGAS, NEVADA | JUNE 24-27, 2015

Sponsorships

Build Value. Build Relationships. Build Your Brand.

At NAA, we offer myriad ways to build your brand, but only one event allows you to showcase your products and services in front of more than 8,000 multifamily housing professional who have superior buying power and decision-making authority.

Extra exposure before, during, and after the 2015 NAA Education Conference & Exposition will increase your ROI and drive additional, quality traffic to your booth. It will provide you more opportunities to engage with loyal and interested industry professionals, obtain quality leads, and build relationship with customers who are looking for the right company to partner with.

We have created a program of affordable sponsorship options — available exclusively to our exhibitors!

We have a robust list of single item sponsorships to meet a variety of business objectives and budgets. Starting at $5,000, you can consider branding and engagement activities to make the impact and connections you want.

Exhibits & Sponsorship
Sharon Salang
Manager, Business Development & Sales
sharon@naahq.org
703-797-0663

NAA EVENTS

ENHANCE YOUR NAA EXHIBIT EXPERIENCE

NATIONAL APARTMENT ASSOCIATION

EDUCATION CONFERENCE & EXPOSITION
LAS VEGAS, NEVADA | JUNE 24-27, 2015

Print

Program & Exhibitor Guide

Space/Art: April 30, 2015

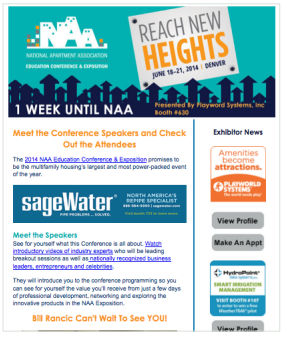
More than 8,000 Las Vegas attendees will receive their Program Guide at registration and will depend on it for the schedule, exhibitor listings, maps and more. Combine this opportunity with digital advertising to enhance your brand and booth traffic. Space is limited.

NAA Today Show Daily

Space/Art: June 1, 2015

The *NAA Today* covers the events at the 2015 NAA Education Conference & Exposition and provides thoughtful trend articles that make it a "must read" for attendees. Distributed in high-traffic areas of the Mandalay Bay Convention Center for greatest exposure. Don't miss out on this opportunity!

Digital



NAA Countdown E-newsletters

Call for Availability

Get early exposure with your target audience by advertising in the Countdown E-Newsletter that goes out to more than 54,000 national multifamily leaders (prospective and current attendees). Limited opportunities available.

Online Enhancement Packages

Call for Availability

Make it easy for attendees to find you by upgrading your exhibitor listing to include video, or banner advertising. Enhance your NAA Education Conference & Exposition listing today! Upgrades start at just $799 (see page 16).

Visit naae15.mapyourshow.com to see what myNAA Planner is all about.

Advertising Sales: Liz Barrett, National Sales Manager, naa@townsend-group.com or 301-215-6710 Ext.114
Production Contact: Kala Burke, Account Manager, kburke@townsend-group.com or 301-215-6710 Ext.108

NAA EVENTS

RATES & SPECS

As of January 1, 2015

NATIONAL APARTMENT ASSOCIATION

EDUCATION CONFERENCE & EXPOSITION
LAS VEGAS, NEVADA | JUNE 24-27, 2015

Program & Exhibitor Guide	Ad Size	Rate
Cover 4	TBD	$5,500
Cover 2 or 3	TBD	$4,400
Full Page	TBD	$3,850
Half Page	TBD	$2,200

Ad sizes to be determined.

NAA Today	Ad Size	Rate
Full Page	10.25" x 14"	$4,400
Half Page (Vertical)	5" x 14"	$3,000
Half Page (Horizontal)	10.25" x 7"	$3,000

Ads do not bleed.

Countdown E-newsletter Options

Premier Exhibitor Listing ($950/email)

- Premier Exhibitor designation with company name and booth # in header
- 125x125 company logo/banner with button links on right-hand column of email
- Exhibitor listing with 75-word description at the bottom of the email
- Featured Exhibitor designation in the onsite *NAA Today* (Thursday & Friday only)

Basic Listing ($550/email)

- 125x125 company logo/banner with button links on right-hand column of email

Basic Listing Upgrade (Add $200)

- Additional banner placed in-between sections of the email in the main body
- Featured Exhibitor designation in *NAA Today* (Thursday & Friday only)

Rates are net.

Online Enhancement Packages

Level 1 ($500 value) – Complimentary with NAA booth purchase

- Access to sales leads and data generated from your listing (limit of 25)
- Display of your company name, booth number, address, phone/fax, email address, website and description
- Display of your company logo or trademark, press releases and up to three (3) product categories
- Ability to display two image/text panels
- Ability to set up appointment times online so attendees can schedule meetings with you

Level 2 (Add $799)

Level 1 features, plus:

- Unlimited sales leads and data generated from your listing
- One interactive product display panel for multimedia
- A highlighted corner peel graphic on your booth on the floorplan
- Priority placement on the show website search results
- Upload an image for the NAA Online Product Gallery
- Display of 2 additional product categories (5 total)
- Company logo or trademark printed next to company listing in onsite Program & Exhibitor Guide
- Inclusion in the Featured Exhibitor search

Rotating Banner Ad ($1,695)

Level 2 features, plus:

- 360 x 45 pixel banner on the online floor plan application (three ads per spot)
- Banner will follow attendees around throughout the online application

Product Category Banner ($1,695)

Level 2 features, plus:

- 180 x 150 pixel banner on three product categories of your choice
- Your listing will be at the very top of the category search results

NAA Exposition Hall Banner ($1,695)

Level 2 features, plus:

- 250 x 250 pixel banner on the online exhibit hall
- Your brand will own the entire online exhibit hall

myNAA Banner ($2,295)

Level 2 features, plus:

- 900 x 80 pixel banner on the Welcome Screen of the floor plan
- Your Brand will own the entire online floor plan

Advertising Sales: Liz Barrett, National Sales Manager, naa@townsend-group.com or 301-215-6710 Ext.114
Production Contact: Kala Burke, Account Manager, kburke@townsend-group.com or 301-215-6710 Ext.108

NAA EVENTS

THE PREMIER EVENT IN THE STUDENT HOUSING INDUSTRY

Expected Attendance: 900+

Join us for the NAA Student Housing Conference & Exposition, Feb. 17–18, 2015 at the ARIA Resort in Las Vegas. Off-campus student housing is one of the apartment industry's most important niche markets. As providers of and suppliers to student housing, we are in the unique position of continuing to grow this dynamic market. Capture the attention of your market and boost your company's profile by becoming an exhibitor or sponsor today: www.naahq.org/shc

NAA STUDENT HOUSING CONFERENCE & EXPOSITION
FEB. 17–18, 2015 | ARIA RESORT | LAS VEGAS

Sponsorships

Strengthen Your Show Presence

Increase your ROI with exciting sponsorship opportunities that will enhance your visibility at the 2015 NAA Student Housing Conference & Exposition. Choose from a variety of sponsorship options to fit your budget!

Exhibitor Passport Program

Guaranteed Traffic to Your Booth

Participate in NAA's Exhibitor Passport Program and have attendees stop by your booth to fill your companies square in the passport. Once attendee has visited all participating exhibitors' booths they are entered to win prizes.

This is your chance to connect with attendees and make sure you are on their list of must-see exhibitors before they arrive at the show and you can continue to stay in contact with them during and after the Expo.

Exhibits & Sponsorship
Sharon Salang
Manager, Business Development & Sales
sharon@naahq.org
703-797-0663

NAA EVENTS

INCREASE YOUR EXPOSURE

STUDENT HOUSING CONFERENCE & EXPOSITION
FEB. 17–18, 2015 | ARIA RESORT | LAS VEGAS

Print

Program & Exhibitor Guide

Space/Art: January 20, 2015

The NAA Student Housing Conference & Exposition Onsite Program & Exhibitor Guide is a valuable resource for conference attendees. The guide is given to each registrant, and offers a complete listing of exhibitors, education sessions, speaker profiles, floor plan, maps, ads and much more. The Program Guide will also be posted on the NAA website one week before the event, providing additional exposure for your ad.

Position	Ad Size	Rate
Cover 4	5" x 9"	$1,500
Cover 2 or 3	5" x 9"	$1,200
Section Tab Divider (5 available)	5" x 9"	$1,000
Full Page*	5" x 9"	$750
Half Page*	2.5" x 4.5"	$500

*Ads are placed randomly in guide

Digital

Attendee E-newsletters

Call for Availability

Reach student housing professionals before and after the conference by advertising in the NAA pre- and post-event e-newsletters. NAA will send three pre-event mobile-friendly issues and one (1) post-event issue to prospective and past attendees and current registrants. Content will include event highlights and exhibitor advertising that will drive web traffic to your booth description.

Listing Options	Benefits
Premier Exhibitor Listing $650/email	• Premier Exhibitor designation, company and booth # in header • 125x125 logo with button links on right-hand column • Exhibitor listing with 75-word description at bottom of email
Basic Listing $250/email	• 125x125 logo with button links on right-hand column
Basic Listing Upgrade Add $150	• Additional banner placed between sections in main body of email

Rates are net.

Advertising Sales: Liz Barrett, National Sales Manager, naa@townsend-group.com or 301-215-6710 Ext.114
Production Contact: Kala Burke, Account Manager, kburke@townsend-group.com or 301-215-6710 Ext.108

NAA 360°

ELEVATE YOUR BRAND

NAA 360° is a sponsorship recognition program designed to provide NAA Supplier Partners with enhanced, year-round, multiplatform programs that deliver exceptional recognition and ROI.

Supplier-partners who participate in *NAA 360°* can combine points earned from exhibiting, advertising, sponsorships and other categories to achieve the level of *NAA 360°* Mission Sponsor or *NAA 360°* Partner. Both levels offer unparalleled benefits. Contact Sharon Salang at sharon@naahq.org or visit www.naahq.org/partner/sponsor for complete information.

NAA 360° Partners

REALPAGE Outperform

YARDI

THE HOME DEPOT PRO

As of March 1, 2015

NAA 360° Mission Sponsors

APPLIANCE WAREHOUSE

Coinmach

HD SUPPLY FACILITIES MAINTENANCE MULTIFAMILY SOLUTIONS

LOWE'S ProServices

RentPath

SHERWIN WILLIAMS

Wilmar Our Focus Is Your Advantage.

As of March 1, 2015

NATIONAL SUPPLIERS COUNCIL

GET ACCESS TO EXCLUSIVE BENEFITS

The NAA created the National Suppliers Council (NSC) in 1979 to continue the development of a strong relationship between the multifamily housing industry and national businesses and corporations that supply goods and services to the apartment industry. Prior to becoming an NSC member, you must become a member of NAA through your local affiliate. Join today for just $1,700 per year. Visit www.naahq.org/nsc for more information.

NAA BUILDING PARTNERSHIPS NSC National Suppliers Council

Membership Benefits

units Magazine

- *units* introductory article
- Company listing in the NSC Directory of products and services
- Subscription to *units* Magazine

NAA Online Buyer's Guide

- Company listing in the NSC Members section of the buyer's guide along with NSC Partner logo and designation in your profile

NAA Commitee Involvement

- Opportunity to serve as NAA committee liaisons

NAA Education Conference & Exposition and NAA Student Housing Conference & Exposition

- Priority booth selection
- Additional recognition on the trade show floor and in conference materials
- Receive NAA pre-show and post-show attendee mailing list free of charge

NAA Mailing List

- Opportunity to rent the NAA Mailing List for an additional fee

2015 Executive Commitee

Chair
Tony Sculthorpe
Coinmach

Vice Chair
Charles Stroud
Appliance Warehouse

Secretary
Michelle Childers
Apartment Finder

Past Chair
Pete Regules
CORT

America's leading advocate for quality rental housing.

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