YOUR POWERFUL MARKETING PARTNER

2023 Media Guide
ABOUT NAA
The National Apartment Association (NAA) serves as the leading voice and preeminent resource through advocacy, education and collaboration on behalf of the rental housing industry. As a federation of 141 state and local affiliates, NAA encompasses over 92,000 members representing more than 11 million apartment homes globally. NAA believes that rental housing is a valuable partner in every community that emphasizes integrity, accountability, collaboration, community responsibility, inclusivity and innovation.

To learn more, visit naahq.org.

POWER OF NAA
Align your brand with NAA and reach the largest group of influential rental housing professionals in the country.

Integrated Opportunities, Proven Results

units Magazine
Page 3
An award-winning publication, units is the most-read magazine in the rental housing industry and the cornerstone of your integrated advertising plan.

NAA Digital
Page 7
Keep your brand top-of-mind with NAA’s robust digital opportunities: naahq.org, Partner Perspectives, NAA e-Newsletters and the units e-Table of Contents.

NAA Events
Page 15
Enhance your experience and exposure at leading events in the rental housing industry.

NAA Partnership Program
Page 17
Build a winning partnership and access unique opportunities to showcase your products and services to the NAA membership.
units MAGAZINE

The Most Read Magazine in the Rental Housing Industry

Circulation: **72,000**
Total Readers: **180,000**

units is the first publication decision-makers turn to for coverage of the best practices and newest trends in the rental 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 rental housing professionals—guaranteed!

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

Increase your exposure with a digital ad in the units e-TOC email – PAGE 14 –

Popular Topics

- Resident Engagement, Satisfaction and Retention
- Staff Recruitment, Education and Retention
- Property Management Technology
- Legislation, Regulation and Compliance
- Marketing and Leasing
- Amenities and Common Areas
- Maintenance
- Renovation, Restoration and Development
- Career Development
- C-Suite Concerns

Advertising Sales and Production Contact
Kwei Nwaogu
Senior Sales Manager
Advertising@naahq.org
703-797-0651
Professional Activities

**Job Titles**
- Property Manager: 42%
- Owner/President/Principal: 15%
- Regional Supervisor/Manager: 12%
- VP/Corporate Executive: 11%
- Leasing Professional: 4%
- Maintenance Supervisor/Technician: 3%

**Where They Work**
- Property Management Firm: 49%
- Owner Firm: 18%
- Independent Owner: 11%
- Developer/Builder: 2%
- Restorer/Renovator: 1%
- Other: 19%

**Type of Properties They Manage**
- Market-Rate Apartments: 48%
- Garden Apartments: 47%
- Luxury Apartments: 41%
- Affordable Housing: 30%
- High-Rise Apartments: 23%
- Senior Housing: 18%
- Condos/Co-Ops/Townhouses: 15%
- Single-Family Home Rentals: 14%
- Student Housing: 13%
- Military Housing: 4%
- Extended-Stay Housing: 2%
- Other: 5%

Demographics

**Current Work Location**
- **22% West**
  - 12% Mountain
  - 10% Pacific
- **47% South**
  - 22% South Atlantic
  - 8% East South Central
  - 17% West South Central
- **21% North Central**
  - 15% East North Central
  - 6% West North Central
- **9% Northeast**
  - 3% New England
  - 6% Middle Atlantic

**Average Years in Rental Housing Industry**: 15
**Average Number of Units under Management**: 3,738
**Employed Full-time**: 90%

Source: NAA Readership Study, Ruzinsky Research
### 2023 Editorial Calendar

*Editorial Calendar is subject to change.*

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Date</th>
<th>Art Date</th>
<th>Mail Date</th>
<th>Feature Focuses Include</th>
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</thead>
<tbody>
<tr>
<td><strong>JANUARY/FEBRUARY</strong></td>
<td>November 28 / Art: December 2</td>
<td>December 2</td>
<td>December 22</td>
<td>2023 NAA Chairman of the Board</td>
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<tr>
<td></td>
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<td></td>
<td>Executive Perspective: Previewing 2023</td>
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<tr>
<td><strong>MARCH</strong></td>
<td>January 24 / Art: January 30</td>
<td>February 23</td>
<td></td>
<td><strong>Advocate Show Issue</strong></td>
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<td>Feature Focuses Include:</td>
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<td>Leasing Season Preview</td>
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<td>Revenue Management</td>
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<td></td>
<td>• Annual Technology Supplement</td>
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<tr>
<td><strong>APRIL</strong></td>
<td>February 28 / Art: March 3</td>
<td>March 30</td>
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<td>Outdoor Amenities</td>
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<td>Disaster Preparedness and Crisis Management</td>
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<td>April 20</td>
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<td>Repositioning Best Practices</td>
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<td>Career Development</td>
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<tr>
<td><strong>JUNE</strong></td>
<td>April 20 / Art: April 21</td>
<td>May 18</td>
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<td><strong>Apartmentalize Show Issue</strong></td>
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<td>Solving Your Biggest Onsite Challenges</td>
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<td>Resident Retention</td>
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<td>Community Security</td>
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<td>Common Areas and Amenities</td>
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<td>Marketing/Social Media Tools &amp; Strategies</td>
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<td>Student Housing</td>
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<td><strong>OCTOBER</strong></td>
<td>August 21 / Art: August 23</td>
<td>September 21</td>
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<td>Feature Focuses Include:</td>
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<td>NAA Annual Operating Income &amp; Expenses Survey</td>
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<td>Value-Add Strategies</td>
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<tr>
<td><strong>NOVEMBER</strong></td>
<td>September 26 / Art: September 29</td>
<td>October 26</td>
<td>September 29</td>
<td><strong>NAA Assembly of Delegates Issue</strong></td>
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<td>Feature Focuses Include:</td>
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<td>Leasing Techniques</td>
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<td>HR and Workforce Issues</td>
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<td>• Best of 2022 Supplement</td>
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<td></td>
<td>Ancillary Revenue</td>
</tr>
</tbody>
</table>

**Advertising Sales and Production Contact**

Kwei Nwaogu  
Senior Sales Manager  
Advertising@naahq.org  
703-797-0651
### Rates and Specifications

**As of January 1, 2023**

#### Display

<table>
<thead>
<tr>
<th>Four Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
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</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$11,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Full Page</td>
<td>$9,200</td>
<td>$8,700</td>
<td>$8,300</td>
<td>$7,450</td>
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<tr>
<td>1/2 Page</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,600</td>
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<tr>
<td>1/3 Page</td>
<td>$4,900</td>
<td>$4,600</td>
<td>$4,300</td>
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<tr>
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<td>$4,500</td>
<td>$4,400</td>
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#### Display Black & White

<table>
<thead>
<tr>
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<th>3x</th>
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<th>10x</th>
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<td>Full Page</td>
<td>$6,800</td>
<td>$6,450</td>
<td>$6,150</td>
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<td>$3,500</td>
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<tr>
<td>1/3 Page</td>
<td>$2,500</td>
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<tr>
<td>1/4 Page</td>
<td>$2,250</td>
<td>$2,150</td>
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### Marketplace

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<thead>
<tr>
<th>1 Column Horizontal</th>
<th>$250</th>
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<tbody>
<tr>
<td>1 Column Square</td>
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<tr>
<td>1 Column Vertical</td>
<td>$800</td>
</tr>
<tr>
<td>2 Column Horizontal</td>
<td>$900</td>
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#### Premium Placement (non-cancelable)

<table>
<thead>
<tr>
<th>6x</th>
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<tbody>
<tr>
<td>Call for Pricing</td>
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</tbody>
</table>

#### Special Pieces

| Items such as Cover-tip, Tip-on, Blow-in, Bind-in, Post-it Note, or Belly Band | Call for Pricing |

All rates are gross. Other guaranteed positions add 15 percent.

Cancellation Policy: Cancellations or rollovers to a future issue must be received in writing 60 days before space closing date without penalty. Cancellations received within 30 days before space closing deadline will be charged 60 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.

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### Display Ad Dimensions (width x depth)

<table>
<thead>
<tr>
<th>Full Page Trim</th>
<th>8.25” x 10.875”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Bleed</td>
<td>8.5” x 11.125”</td>
</tr>
<tr>
<td>Full Page Non-Bleed</td>
<td>7.75” x 10.375”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>6.75” x 4.625”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.25” x 9.5”</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>6.75” x 3.125”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.125” x 9.5”</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>6.75” x 2.175”</td>
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</tbody>
</table>

### Marketplace Ad Dimensions (width x depth)

<table>
<thead>
<tr>
<th>1 Column Horizontal</th>
<th>2.125” x 1”</th>
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</thead>
<tbody>
<tr>
<td>1 Column Square</td>
<td>2.125” x 2.125”</td>
</tr>
<tr>
<td>1 Column Vertical</td>
<td>2.125” x 4.375”</td>
</tr>
<tr>
<td>2 Column Horizontal</td>
<td>4.45” x 2.125”</td>
</tr>
</tbody>
</table>

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

Proofing: 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: Jamie Kuechler, Royle Printing Company, 745 S. Bird Street, Sun Prairie, WI 53590, 608-834-3635, jkuechler@royle.com.

Submitting Artwork: Please e-mail artwork to Kwei Nwaogu at advertising@naahq.org.

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. TIF (minimum 300 dpi 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. Avoid TrueType fonts. NAA and its printer are not responsible for incorrect ads when the advertiser does not submit a SWOP-calibrated color proof. For more information, contact Jamie Kuechler at jkuechler@royle.com.

---

**Advertising Sales and Production Contact**

Kwei Nwaogu, Senior Sales Manager
advertising@naahq.org
703-797-0651
1) naahq.org
Our popular website generates more than 230,000 average monthly pageviews. Book your ad placements today and start generating leads, building awareness and driving customers directly to your company’s website.
Page 11.

2) Partner Perspectives
Targeted to NAA members, the content in the Partner Perspectives e-Newsletter will be driven by you and the topic of your choosing. Take advantage of this valuable opportunity to showcase your products and services to NAA Members. The exclusive advertiser will contribute two interviews or articles, banner ads and recognition as the sole sponsor with a “brought to you by” message and logo under the e-Newsletter masthead.
Page 12.

3) The Industry Insider
The Industry Insider provides rental housing executives and their staff with the most up-to-date information on the apartment industry. Promote and strengthen your brand when you advertise in this popular weekly news source.
Page 13.

4) units e-Table of Contents
This monthly email alerts NAA members to read the new online units magazine content. As the exclusive sponsor, you’ll receive a banner ad and a custom content placement.
Page 16.

5) Targeted e-Newsletters
NAA targeted e-Newsletters provide advertisers an opportunity to pinpoint rental housing professionals with an interest in government affairs, technology, operations or C-suite concerns. Reserve space in one or all four e-Newsletters.
Page 14.

6) Social Media
Be social & engage with NAA’s over 72,000 followers. Share unique information you collect to demonstrate your expertise and gain recognition as a leader in the industry. Followers can view your post and click through to your blog or website to get more information as potential prospects.
Page 20.
NAA DIGITAL

naahq.org

NAA’s official website is one of the most visible and cost-effective ways to market your products and services.

Quick Stats

60,631
Average unique monthly visitors

238,617
Average monthly page views

02:18
Average minutes on website

Traffic stats from January to July 2022

Rates and Specifications

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Size</th>
<th>CPM</th>
</tr>
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<tbody>
<tr>
<td>Homepage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower Leaderboard</td>
<td>728 x 90</td>
<td>$95*</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>$95*</td>
</tr>
<tr>
<td>Exclusive Homepage Video</td>
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<td>$3,000/month</td>
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<tr>
<td>Industry Intelligence Exclusive Sponsor</td>
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<td>$3,100/month</td>
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</table>

<table>
<thead>
<tr>
<th>Interior Pages</th>
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</thead>
<tbody>
<tr>
<td>Top or Lower Leaderboard</td>
<td>728 x 90</td>
<td>$85*</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>$85*</td>
</tr>
</tbody>
</table>

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

Format: JPEG or GIF file; three loop animation; 40 kb max. HTML tags must be SSL compliant and use secure protocol.

Space: Two weeks prior | Artwork: Five business days prior

Ad spaces on the NAA homepage
(marked in red)

Exclusive Industry Intelligence

728 x 90

300 x 250

Exclusive Video Placement

728 x 90

300 x 250

Ad spaces on the NAA homepage
(marked in red)

naahq.org

Advertising Sales and Production Contact
Kwei Nwaogu
Senior Sales Manager
Advertising@naahq.org
703-797-0651

Traffic stats from January to July 2022

728 x 90

300 x 250

Exclusive Video Placement

728 x 90

300 x 250

Exclusive Industry Intelligence

728 x 90

300 x 250

Ad spaces on the NAA homepage
(marked in red)
Partner Perspectives provides a powerful opportunity for industry suppliers like you to own and submit custom content by presenting solutions to industry challenges to be delivered in an NAA branded e-Newsletter. Content should be informative and not promotional in nature.

Quick Stats

- **18,955** Circulation
- **20.29%** Average open rate
- **2.91%** Average click-to-open rate

Traffic stats from January to July 2022

Rates and Specifications

- Two sponsor interviews or articles contributed by you
- Two leaderboard ads (650 x 90 each)
- Recognition as the sole sponsor with a “brought to you by” message and logo under the e-Newsletter masthead.

Price: **$15,000**

Limited opportunities available. Call today!

Format: JPEG or GIF file; 40 kb max
Space: One month prior | Artwork: Three weeks prior
Delivered weekly, The Industry Insider is NAA's largest and most frequent member e-Newsletter.

Quick Stats

26,103
Weekly circulation

21.83%
Average open rate

4.33%
Average click-to-open rate

Stats from January - July 2022

Rates and Specifications

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<thead>
<tr>
<th>Ad Type</th>
<th>Ad Size</th>
<th>Monthly Rate</th>
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<tbody>
<tr>
<td>Top Leaderboard (#1)</td>
<td>650 x 90</td>
<td>$2,760</td>
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<tr>
<td>Top Story Leaderboard (#2)</td>
<td>650 x 90</td>
<td>$2,205</td>
</tr>
<tr>
<td>Advertiser Content Ad (#1)</td>
<td>Text and image</td>
<td>$2,760</td>
</tr>
<tr>
<td>Medium Rectangle (#1 or 2)</td>
<td>300 x 250</td>
<td>$1,765</td>
</tr>
<tr>
<td>Advertiser Content Ad (#2)</td>
<td>Text and image</td>
<td>$2,205</td>
</tr>
<tr>
<td>Advertiser Content Ad (#3)</td>
<td>Text and image</td>
<td>$1,985</td>
</tr>
<tr>
<td>Announcement Leaderboard (#3 or 4)</td>
<td>650 x 90</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

Frequency: 4x/month. Minimum two month buy. Rates are net.

Format: JPEG or GIF file; 40 kb max
For Advertiser Content Ads supply a headline (60 characters), body (160 characters) and image (300 x 155).
Space: Two weeks prior  |  Artwork: Five business days prior

Advertising Sales and Production Contact: Kwei Nwaogu, Senior Sales Manager  |  advertising@naahq.org  |  703-797-0651
Ad Retargeting

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time. Keep your message in front of our audience year-round. Boost your event impact by reaching attendees before, during and after the event. Analyze your results using real-time data & analytics to track performance and optimize your ROI.

Retargeting Process

- **Step 1**: Internet users visit the NAA website
- **Step 2**: The user exits the NAA website
- **Step 3**: Website visitor sees your ad wherever they go online.
- **Step 4**: Visitor clicks your ad and visits your website or landing page.

Choose Your Reach

Get started by choosing your campaign. Start dates are flexible based on your needs, and ad view totals are guaranteed.

- **BASIC**
  - **$5000**
  - **VIEWS**: 100,000
  - **DURATION**: 1 Month

- **STANDARD**
  - **$12000**
  - **VIEWS**: 300,000
  - **DURATION**: 3 Months

- **PREMIUM**
  - **$21000**
  - **VIEWS**: 600,000
  - **DURATION**: 6 Months

Format: PNG, JPEG or GIF file; 200 mb max (uploaded to Feathr)
Ads must match pixel dimensions exactly for launch

How does it work?

Ad Retargeting uses simple Javascript code to identify visitors of naahq.org and reach them with ads wherever they go online. By showing relevant, targeted ads to past naahq.org visitors, you increase brand awareness and drive online engagement with your ideal customer.

Reporting

Track campaign results in real-time with a live, shareable report which includes:
- Number of impressions
- Clicks
- Geographical Locations

Optimize your spend: A/B test different ad designs, messages and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.

Universal Ad Sizes

All of the sizes listed below are available. You may provide ads in any size(s) you prefer.

<table>
<thead>
<tr>
<th>Recommended</th>
<th>Auxiliary</th>
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<tbody>
<tr>
<td>728 x 90</td>
<td>970 x 250</td>
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<tr>
<td>300 x 250</td>
<td>300 x 600</td>
</tr>
<tr>
<td>180 x 150</td>
<td>320 x 250</td>
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<tr>
<td>160 x 600</td>
<td>200 x 1050</td>
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<tr>
<td></td>
<td>970 x 90</td>
</tr>
</tbody>
</table>

Advertising Sales and Production Contact: Kwei Nwaogu, Senior Sales Manager | advertising@naahq.org | 703-797-0651
NAA DIGITAL

Targeted e-Newsletters

NAA’s targeted e-Newsletters make it easy to pinpoint apartment professionals with an interest in technology, government affairs, marketing, operations or C-suite.

### Monthly Stats

*Stats from January - July 2022*

<table>
<thead>
<tr>
<th>E-Newsletter</th>
<th>Circulation</th>
<th>Average Open Rate</th>
<th>Average Click-to-Open Rate</th>
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</thead>
<tbody>
<tr>
<td>Apartment Innovations</td>
<td>16,889</td>
<td>23.46%</td>
<td>3.46%</td>
</tr>
<tr>
<td>Operations Insights</td>
<td>18,676</td>
<td>22.65%</td>
<td>3.60%</td>
</tr>
<tr>
<td>Apartment Business Update</td>
<td>5,566</td>
<td>25.83%</td>
<td>6.90%</td>
</tr>
<tr>
<td>Apartment Advocate</td>
<td>22,004</td>
<td>25.53%</td>
<td>6.86%</td>
</tr>
</tbody>
</table>

NAA’s targeted e-Newsletters make it easy to pinpoint apartment professionals with an interest in technology, government affairs, marketing, operations or C-suite.

Advertising Sales and Production Contact: Kwei Nwaogu, Senior Sales Manager | advertising@naahq.org | 703-797-0651
## Rates and Specifications

### Apartment Innovations

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>2x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard (#1)</td>
<td>$2,800</td>
<td>$2,500</td>
<td>$2,200</td>
</tr>
<tr>
<td>Top Story Leaderboard (#2)</td>
<td>$2,200</td>
<td>$2,000</td>
<td>$1,800</td>
</tr>
<tr>
<td>Leaderboard (#3)</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Advertiser Content Ad (#1)</td>
<td>$2,200</td>
<td>$2,000</td>
<td>$1,800</td>
</tr>
<tr>
<td>Medium Rectangle (#1 or 2)</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$900</td>
</tr>
</tbody>
</table>

### Operation Insights

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>2x</th>
<th>6x</th>
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<tbody>
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<td>Top Leaderboard (#1)</td>
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</tr>
<tr>
<td>Top Story Leaderboard (#2)</td>
<td>$2,200</td>
<td>$2,000</td>
<td>$1,800</td>
</tr>
<tr>
<td>Advertiser Content Ad (#1)</td>
<td>$2,200</td>
<td>$2,000</td>
<td>$1,800</td>
</tr>
<tr>
<td>Leaderboard (#3 or #4)</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Advertiser Content Ad (#2)</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
</tr>
<tr>
<td>Medium Rectangle (#1 or 2)</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$900</td>
</tr>
</tbody>
</table>

### Apartment Business Update

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>2x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard (#1)</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$900</td>
</tr>
<tr>
<td>Top Story Leaderboard (#2)</td>
<td>$900</td>
<td>$800</td>
<td>$700</td>
</tr>
<tr>
<td>Advertiser Content Ad (#1)</td>
<td>$900</td>
<td>$800</td>
<td>$700</td>
</tr>
<tr>
<td>Leaderboard (#3)</td>
<td>$850</td>
<td>$750</td>
<td>$700</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$700</td>
<td>$600</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Apartment Advocate

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>2x</th>
<th>6x</th>
<th>12x</th>
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<tr>
<td>Top Leaderboard (#1)</td>
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<td>$2,200</td>
</tr>
<tr>
<td>Top Story Leaderboard (#2)</td>
<td>$2,200</td>
<td>$2,000</td>
<td>$1,800</td>
</tr>
<tr>
<td>Leaderboard (#3)</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Medium Rectangle (#1 or 2)</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$900</td>
</tr>
</tbody>
</table>

**Tip:** Get even more results with Advertiser Content Ads, which blend seamlessly with NAA’s engaging editorial content. Now available in all NAA e-Newsletters except Apartment Advocate.

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

Format: JPEG or GIF file; 40 kb max

Advertiser Content Ads:
- Headline: 60 characters
- Body: 160 characters
- Image: 300 x 155

Space: Two weeks prior
Artwork: Five days prior

**Advertising Sales and Production Contact**

**Kwei Nwaogu**
Senior Sales Manager
Advertising@naahq.org
703-797-0651
This monthly email alerts NAA members to read the new online *units* Magazine content.

**Quick Stats**

- **23,201** Monthly circulation
- **22.44%** Average open rate
- **3.74%** Average click-to-open rate

Stats from January to July 2022

**Rates and Specifications**

<table>
<thead>
<tr>
<th>Exclusive Sponsorship</th>
<th>Ad Size</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Leaderboard Ad</td>
<td>650 x 90</td>
<td>$6,180</td>
</tr>
<tr>
<td>• Advertiser Content:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Headline: 60 characters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Body: 160 characters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Image: 300 x 155</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Format: JPEG or GIF file; 40 kb max;
Headline: 60 characters; Image: 300 x 183
Space: Two weeks prior  |  Artwork: Five business days prior

**Advertising Sales and Production Contact**

Kwei Nwaogu
Senior Sales Manager
Advertising@naahq.org
703-797-0651
APARTMENTALIZE
Powered by NAA

Conference Mobile App
Apartmentalize takes place June 7-9 in Atlanta for the industry’s largest rental housing event. NAA’s top priority continues to be the safety of staff, exhibitors and attendees.

Our mobile event app helps you reach your target audience in a convenient, personal way. This custom-designed mobile app puts comprehensive event information in attendees’ hands before, during, and after the event.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Conference App</td>
<td>$5,500</td>
</tr>
<tr>
<td>Banner Ad Only</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

myNAA Planner Online Directory

<table>
<thead>
<tr>
<th>Advertising Opportunities</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image on Directory Home Page (360x300)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Exclusive Online Hall Sponsorship Image (1456x180)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Show Highlight Sponsorship (21 Slots Available)</td>
<td>$500</td>
</tr>
<tr>
<td>Product Category Sponsorship - #1 Listing in Category (640x100)</td>
<td>$500</td>
</tr>
</tbody>
</table>

Format: JPEG or GIF file; 40 kb max; Headline: 60 characters; Body: 160 characters; Image: 300 x 183
Space: Two weeks prior | Artwork: Five business days prior

Before the event, attendees will be using this app to plan their experience:
- To look up who is attending and exhibiting.
- To build a personalized event agenda.
- To start making connections with others through the news feed and photo gallery.

During the event, attendees will be pulling up this app multiple times to:
- Check session locations and times.
- Reference venue maps and make sure they’re in the right place.
- See what others are saying about the experience.

After the event, attendees and exhibitors will continue to open this app to:
- Reference the information of contacts made
- Review notes, and reminisce over photos.

Exclusive Video Content

TV In-Booth Interview
Apartmentalize will be seen far and wide during and after Atlanta. Be part of the coverage! The TV crew will come to your booth and film up to a 2-minute in-booth interview. Your interview will be conducted by the TV producers, edited so it’s TV ready, then posted on NAA’s YouTube page and given to you for future use.
Call for pricing.

Sponsorship opportunities are available for Apartmentalize and other NAA events and programs. For details, please email sponsorship@naahq.org.
NAA EVENTS

Enhance Your Advocacy Reach

Conference Mobile App
Taking place March 28-29 in Washington, DC, Advocate is NAA’s annual advocacy conference. Industry leaders will come together to share their stories, perspectives and expertise with legislators on Capitol Hill to influence policies affecting the industry.

The conference mobile app will help you reach attendees and put comprehensive event information in their hands before, during and after the event.

<table>
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Sponsorship opportunities are available for Advocate and other NAA events and programs. For details, please email sponsorship@naahq.org.
NAA PARTNERSHIP PROGRAM

Let’s Build a Winning Relationship

This exciting partnership program combines NAA’s powerful brand name and impressive track record with yours. Unlike pre-packaged marketing programs, NAA’s Partnership Program is exclusive, highly flexible and very customizable.

Your sponsorship investment includes two elements:

1) **Partnership Rights Fee** allows you to cobrand with NAA and activates the benefits of your sponsorship

2) **Customized Credit** allows you to choose how to activate and promote your brand

For more information and pricing details, please email [sponsorship@naahq.org](mailto:sponsorship@naahq.org).

NATIONAL SUPPLIERS COUNCIL

Get Access to Exclusive Benefits

The National Suppliers Council (NSC) is a prestigious network of suppliers within NAA, providing access to business opportunities, networking and professional growth. NSC membership includes valuable benefits to help you grow your business at Apartmentalize and all year long.

Join today!
Visit [naahq.org/nsc](http://naahq.org/nsc) for more information.
NAA ADDITIONAL PRODUCT OFFERINGS

NAA is pleased to announce the availability of three products that provide you the opportunity to build your brand and increase market awareness within the rental housing industry.

ApartmentVision
$6,600
NAA’s supplier webinar series, ApartmentVision, provides suppliers the opportunity to present their expertise to property management industry representatives in a compelling and informative way. Webinars are a powerful way to present a solution to a common problem in the industry and develop brand awareness for attendees who may be charged with trying to solve it while interacting with them. NAA’s Education Institute will host the live webinar as well as work with you on content to achieve your goals. Our webinar platform reports on registrants and attendees and measures engagement levels. In addition, NAA will create awareness by posting webinars on a schedule on our website and in Industry Insider and promote it via social media.

Industry Intelligence
$3,100/month
Take the opportunity to share industry-related data, such as a metric or statistic you collect, on NAA’s website to recognize an industry trend. Displayed prominently with your company logo, it will also include a link to direct visitors to the “Partner Perspectives” section on our website with more information on your data. Your company logo will be featured again here and will include a link to your website. Exclusive to one sponsor per month.

Interested?
Contact advertising@naahq.org to get started on these opportunities or to discuss other advertising and sponsorships available.
NAA SOCIAL MEDIA

Social Media Ad Posts

NAA is offering suppliers the opportunity to post relevant and targeted content on our social media.

Direct Engagement with NAA Members
As an industry supplier, you will have the opportunity to directly engage with NAA’s over 72,000 followers. Share unique information you collect to demonstrate your expertise and gain recognition as a leader in the industry. Followers can view your post and click through to your blog or website to get more information as potential prospects.

- Limit on two (2) posts can be purchased per month
- NAA reserves the right to approve or decline all content prior to publishing
- Sponsor is asked to provide value through useful content
- Opportunity cannot be taken advantage of during the week of any NAA events
- NAA will include a ‘boost’ post on Facebook for sponsor

**Option 1**

**Limit to one sponsor per quarter**

3 mo. Subscription model ($5,500):
- 2 weeks lead time to review/approve posts
- Posting dates are at NAA’s discretion
- Blackout dates: Week of all major conferences
- Up to two Tweets per week, for any six weeks of the 3 months
- Six tweets Total
- Four Facebook posts with $100 boost, throughout 3 months
- Original product is two per month
- Typically only two boosts
- One Instagram post, per 4-week period

*Blackout dates: Weeks of all major conferences*

**Option 2**

**Limit to one sponsor per month**

Per Package Model ($3,250):
- Blackout dates: Weeks of all major conferences
- Not available for the month of June
- Limit to one sponsor per month, except June
- During any given month, there should only be the 1-month package or sponsored posts available. Not both. First-come, first-serve
- Four Tweets, per 4-week period
- Two Facebook posts with $100 boost, per 4-week period ($1,000 value)
- One Instagram post, per 4-week period

**Option 3**

**Limit to one sponsor per month**

Facebook Package ($1,100):
- Two Facebook posts with $100 boost

*Blackout dates: Weeks of all major conferences*

**All packages include the option to geotarget posts for an additional cost of $600/location.**

Interested?
Contact advertising@naahq.org to get started today.
National Apartment Association
4300 Wilson Blvd., Ste. 800
Arlington, VA 22203
833-86-MYNAAN

Advertising Sales
Kwei Nwaogu
Senior Sales Manager
advertising@naahq.org
703-797-0651

Exhibits
Mark Wilson
Exhibit Sales Manager
exhibits@naahq.org
703-576-0031

Partnerships
Priscilla Mejia
Account Manager
sponsorship@naahq.org
703-797-0606