



YOUR  
**POWERFUL**  
MARKETING  
PARTNER

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**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 149 state and local affiliates, NAA encompasses more than 93,000 members representing over 10.4 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. NAA thanks its strategic partners Lowe's, The Home Depot and Yardi.

To learn more, visit [naahq.org](http://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 4

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 10

Keep your brand top-of-mind with NAA's robust digital opportunities: [naahq.org](http://naahq.org), *Partner Perspectives*, NAA e-Newsletters and the *units* e-Table of Contents.

### **NAA Events**

Page 17

Enhance your experience and exposure at leading events in the rental housing industry: Apartmentalize.

### **NAA Partnership Program**

Page 18

Build a winning partnership and access unique opportunities to showcase your products and services to the NAA membership.

# units MAGAZINE READER PROFILE

## Purchasing Power



**82%**

Involvement in purchasing process

Determine the need for purchases	62%
Recommend/select specific products	60%
Establish the budget	57%
Authorize/approve purchases	56%
Establish the specifications for purchases	41%

**\$11.17 MILLION**

Average organizational operating budget represented by the typical reader - FY 2016

**\$2.68 MILLION**

Average dollar volume of products/services recommended, specified or purchased by an organization during the past 12 months

## Products and Services Evaluated, Recommended, Specified or Bought

CATEGORY	IN THE PAST 12 MONTHS	FOR ORGANIZATION	CATEGORY	IN THE PAST 12 MONTHS	FOR ORGANIZATION
Architects and Engineers	16%	26%	Lock Sets/Finished Hardware	46%	64%
Athletic and Exercise Equipment	30%	45%	Mailboxes	30%	51%
Cabinetry	38%	56%	Maintenance Products and Services	54%	70%
Cable/Wi-Fi	36%	53%	Marketing	54%	70%
Collections	34%	51%	Paints and Wall Coverings	52%	68%
Construction/Contractor	43%	59%	Payment Processing	32%	48%
Doors	38%	56%	Pest Control	50%	67%
Employee Training	46%	64%	Plumbing	48%	65%
Exterior Design	26%	43%	Promotional Products	45%	62%
Financial Services	21%	34%	Property Management Software	24%	42%
Fitness Equipment	33%	49%	Resident Package Lockers	15%	23%
Flooring	56%	72%	Resident Screening	37%	55%
HVAC	47%	62%	Shade Structures	16%	30%
Insulation	20%	35%	Staffing	47%	62%
Insurance	29%	42%	Submetering	17%	32%
Key Control/Security	36%	56%	Swimming Pools/Products	36%	50%
Kitchen Equipment and Appliances	49%	66%	Telecommunications/Cable	32%	49%
Laundry Services	30%	49%	Trash/Recycling/Waste Management	43%	60%
Lawn Care/Landscaping	52%	67%	Whirlpools/Tubs/Toilets	30%	47%
Lighting	52%	68%	Yield Management Software	12%	24%

Source: NAA Readership Study, Ruzinsky Research

# units MAGAZINE READER PROFILE

## 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%



**15**  
Average years  
in rental housing  
industry



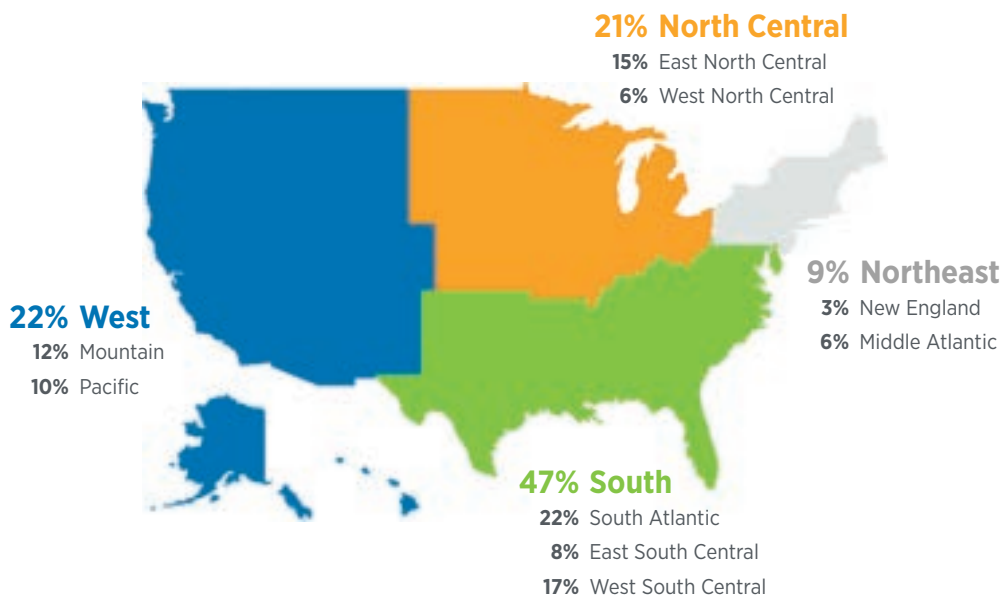
**3,738**  
Average number  
of units under  
management



**90%**  
Employed full-time

## Demographics

### CURRENT WORK LOCATION



### GENDER



Source: NAA Readership Study, Ruzinsky Research

# **units** MAGAZINE

## The Most Read Magazine in the Rental Housing Industry

Circulation: **74,000** | Total Readers: **185,000**

*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.**

**84%**

Do not receive other industry magazines

**71%**

Took action after reading *units*

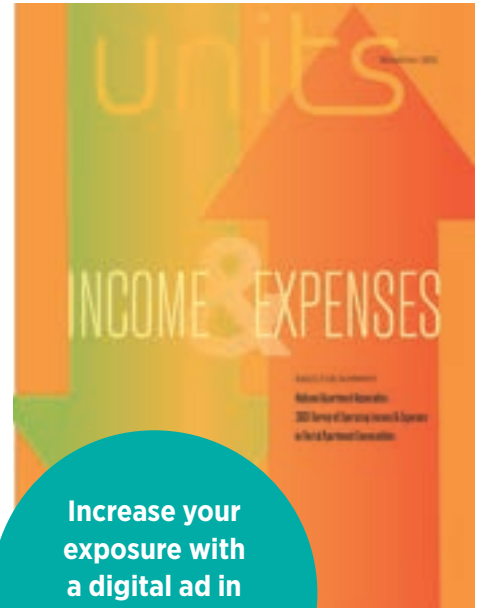
**62%**

Read at least 3 out of 4 issues

### TOP 10 REQUESTED TOPICS

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

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



Increase your exposure with a digital ad in the *units* e-TOC email  
- PAGE 16 -

### Advertising Sales

**Kwei Nwaogu**

Senior Sales Manager

Advertising@naahq.org

703-797-0651

## 2022 Editorial Calendar\*

### JANUARY/FEBRUARY

Space: December 1 / Art: December 6  
Mail Date: December 30

**Feature Focuses Include:**

2022 NAA Chairman of the Board  
Executive Perspective: Previewing 2022

### MARCH

Space: January 24 / Art: February 1  
Mail Date: February 24

**Advocate Show Issue**

**Feature Focuses Include:**

Leasing Season Preview  
Revenue Management  
• Annual Technology Supplement

### APRIL

Space: February 23 / Art: March 4  
Mail Date: March 29

**Feature Focuses Include:**

Outdoor Amenities  
Disaster Preparedness and Crisis Management

### MAY

Space: March 21 / Art: March 25  
Mail Date: April 29

**Feature Focuses Include:**

Repositioning Best Practices  
Career Development

### JUNE

Space: April 20 / Art: May 2  
Mail Date: May 24

**Apartmentalize Show Issue**

**Feature Focuses Include:**

Solving Your Biggest Onsite Challenges  
Resident Retention

### JULY

Space: May 20 / Art: May 30  
Mail Date: June 23

**Feature Focuses Include:**

Common Areas and Amenities  
Marketing Tools & Strategies

### AUGUST/SEPTEMBER

Space: June 22 / Art: June 30  
Mail Date: July 26

**Feature Focuses Include:**

Fall Preparedness  
Student Housing

### OCTOBER

Space: August 22 / Art: August 29  
Mail Date: September 22

**Feature Focuses Include:**

NAA Annual Operating Income & Expenses Survey  
Repositioning Best Practices  
Value-Add Strategies

### NOVEMBER

Space: September 21 / Art: September 26  
Mail Date: October 25

**NAA Assembly of Delegates Issue**

**Feature Focuses Include:**

Leasing Techniques  
HR and Workforce Issues  
• Best of 2021 Supplement

### DECEMBER

Space: October 21 / Art: October 31  
Mail Date: November 25

**Feature Focuses Include:**

2022 In Review  
Ancillary Revenue



Direct mail opportunities are available in each issue.

Contact Kwei Nwaogu, Senior Sales Manager at [advertising@naahq.org](mailto:advertising@naahq.org) or 703-797-0651 for information.

# units MAGAZINE

## Special Advertising Opportunities

### Market Place

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

Ad Rates	1x	6x	12x
Per Column Inch	\$235	\$221	\$180

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.

Ask us about sponsored content opportunities in *units*!



### Advertising Sales

**Kwei Nwaogu**, Senior Sales Manager  
advertising@naahq.org | 703-797-0651



# Rates and Specifications

As of January 1, 2022

<b>Four Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>10x</b>
Double Page Spread	\$10,215	-	-	-
Full Page	\$9,120	\$8,680	\$8,240	\$7,435
1/2 Page	\$6,175	\$5,865	\$5,560	\$5,020
1/3 Page	\$4,845	\$4,605	\$4,270	\$3,935
1/4 Page	\$4,490	\$4,360	\$4,100	\$3,735

<b>Premium Placement (non-cancelable)</b>	<b>6x</b>	<b>10x</b>
Cover 2	\$9,890	\$8,905
Cover 3	\$9,890	\$8,905
Cover 4	\$10,140	\$9,125
Page 1, 3, 5, 7, 9, 11, 13 or 15	\$9,235	\$8,320

<b>Black &amp; White</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>10x</b>
Full Page	\$6,790	\$6,445	\$6,135	\$5,515
1/2 Page	\$3,825	\$3,635	\$3,460	\$3,180
1/3 Page	\$2,495	\$2,475	\$2,260	\$2,035
1/4 Page	\$2,240	\$2,125	\$2,025	\$1,830

All rates are gross. Other guaranteed positions add 15 percent.  
Special discounts for 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 and Production Contact

**Kwei Nwaogu**, Senior Sales Manager  
advertising@naahq.org | 703-797-0651

### 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 Horizontal	6.75" x 4.625"
1/2 Page Vertical	3.25" x 9.5"
1/3 Page Horizontal	6.75" x 3.125"
1/3 Page Vertical	2.125" x 9.5"
1/4 Page Horizontal	6.75" x 2.175"

Spreads, tip-ins, inserts, cover sticker and polybagging are available on request. For pricing details, contact Kwei Nwaogu, Senior Sales Manager at advertising@naahq.org or 703-797-0651.

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.

# NAA DIGITAL

## Six Opportunities for the Savvy Marketer

### 1) NAA Website

naahq.org is better than ever with a responsive layout and exciting ad placements. Our popular website attracts on average more than 280,000 average monthly pageviews. Book your schedule today and start generating leads, building awareness and driving customers directly to your company's website.

**Page 11.**

### 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.**

### 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.**

### 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. Reserve space in one or all four e-Newsletters.

**Page 14.**

### 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.**

### 6) Social Media

Be social & engage with NAA's over 60,000 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.**

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

# 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



**93,780**

Average unique monthly visitors



**274,594**

Average monthly page views



**03:04**

Average minutes on website

Traffic stats from January to September 2021

## Rates and Specifications

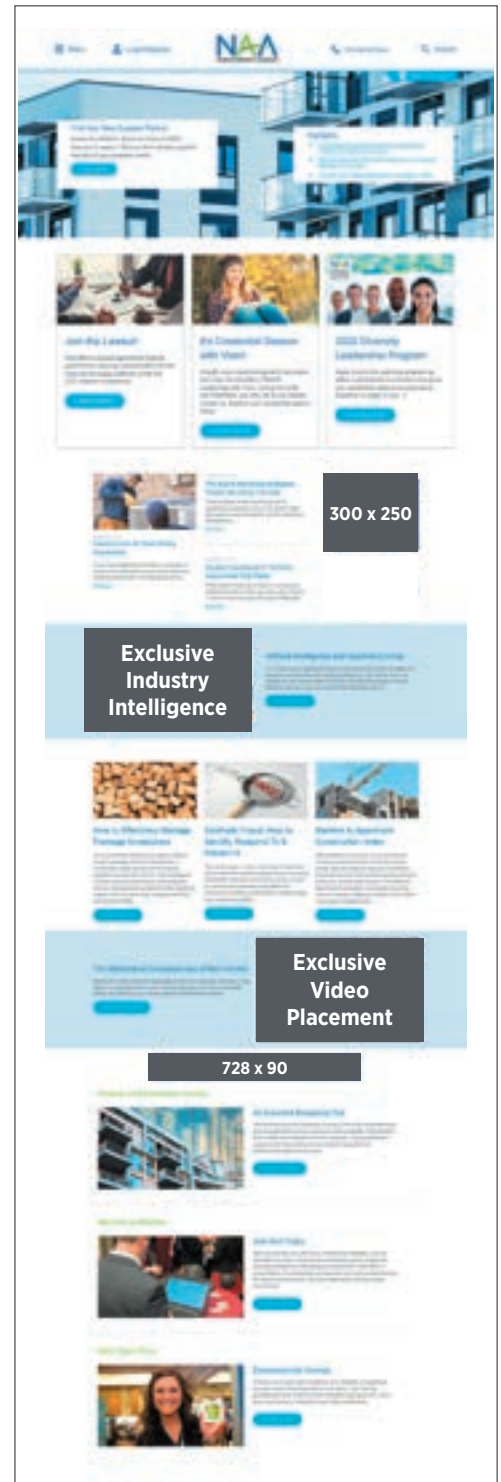
Ad Type	Ad Size	CPM
<b>Homepage</b>		
Lower Leaderboard	728 x 90	\$90*
Medium Rectangle	300 x 250	\$90*
Exclusive Homepage Video	\$2,625/month	
Industry Intelligence Exclusive Sponsor	\$2,900/month	
<b>Interior Pages</b>		
Top or Lower Leaderboard	728 x 90	\$85*
Medium Rectangle	300 x 250	\$85*

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



# NAA DIGITAL

## Partner Perspectives

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



**20,538**

Circulation



**13.13%**

Average open rate



**2.75%**

Average click-to-open rate

Traffic stats from January to September 2021

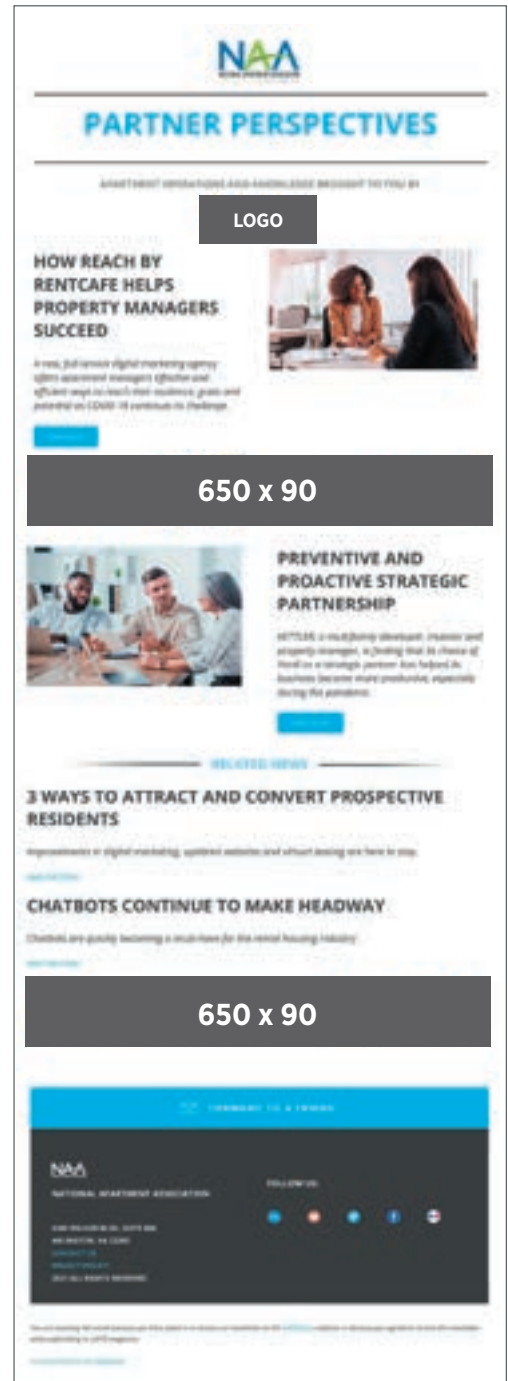
### Rates and Specifications

- 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.

Limited opportunities available. Call today for a rate quote.

Format: JPEG or GIF file; 40 kb max

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

# NAA DIGITAL


## The Industry Insider

Delivered weekly, *The Industry Insider* is NAA's largest and most frequent member e-Newsletter.

### Quick Stats

 **24,077**  
Weekly circulation

 **14.53%**  
Average open rate

 **8.39%**  
Average click-to-open rate

Stats from January - September 2021

### Rates and Specifications

Ad Type	Ad Size	Monthly Rate
Top Leaderboard (#1)	650 x 90	\$2,760
Top Story Leaderboard (#2)	650 x 90	\$2,205
Advertiser Content Ad (#1)	Text and image	\$2,760
Medium Rectangle (#1 or 2)	300 x 250	\$1,765
Advertiser Content Ad (#2)	Text and image	\$2,205
Advertiser Content Ad (#3)	Text and image	\$1,985
Announcement Leaderboard (#3 or 4)	650 x 90	\$1,600

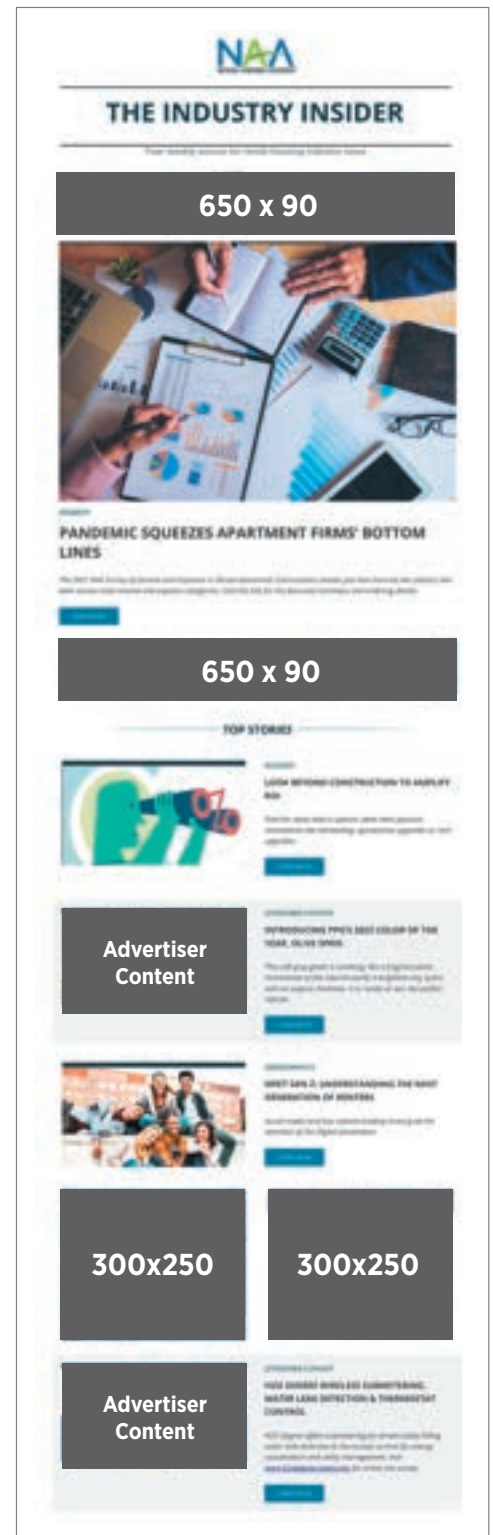
Minimum two month buy. Rates are net.

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



# 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

#### APARTMENT INNOVATIONS

**18,159**

Circulation

**14.42%**

Average open rate

**4.05%**

Average click-to-open rate

#### OPERATIONS INSIGHTS

**22,845**

Circulation

**13.77%**

Average open rate

**5.73%**

Average click-to-open rate

#### APARTMENT BUSINESS UPDATE

**6,046**

Circulation

**20.37%**

Average open rate

**8.88%**

Average click-to-open rate

#### APARTMENT ADVOCATE

**23,684**

Circulation

**17.68%**

Average open rate

**11.09%**

Average click-to-open rate

Stats from January to September 2021



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

## Targeted e-Newsletters

### Rates and Specifications

Apartment Innovations	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,760	\$2,490	\$2,210
Top Story Leaderboard (#2)	650 x 90	\$2,205	\$1,985	\$1,765
Leaderboard (#3)	650 x 90	\$1,765	\$1,585	\$1,765
Advertiser Content Ad (#1)	Text and image	\$2,205	\$1,985	\$1,765
Medium Rectangle (#1 or 2)	300 x 250	\$1,100	\$1,000	\$890

Operation Insights	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,760	\$2,485	\$2,215
Top Story Leaderboard (#2)	650 x 90	\$2,205	\$2,485	\$1,765
Advertiser Content Ad (#1)	Text and image	\$2,205	\$1,985	\$1,765
Leaderboard (#3 or #4)	650 x 90	\$1,765	\$1,545	\$1,415
Advertiser Content Ad (#2)	Text and image	\$1,985	\$1,785	\$1,590
Medium Rectangle (#1 or 2)	300 x 250	\$1,100	\$1,000	\$890

Apartment Business Update	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$1,100	\$1,000	\$895
Top Story Leaderboard (#2)	650 x 90	\$890	\$795	\$715
Advertiser Content Ad (#1)	Text and image	\$890	\$795	\$715
Leaderboard (#3)	650 x 90	\$890	\$795	\$715
Medium Rectangle	300 x 250	\$660	\$595	\$535

Apartment Advocate	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,760	\$2,490	\$2,210
Top Story Leaderboard (#2)	650 x 90	\$2,205	\$1,985	\$1,765
Leaderboard (#3)	650 x 90	\$1,765	\$1,585	\$1,765
Medium Rectangle (#1 or 2)	300 x 250	\$1,100	\$1,000	\$890

**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

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#### Advertising Sales and Production Contact

**Kwei Nwaogu**

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

# NAA DIGITAL

## units e-Table of Contents

This monthly email alerts NAA members to read the new online *units* Magazine content.

### Quick Stats



**22,952**

Monthly circulation



**15.38%**

Average open rate



**4.45%**

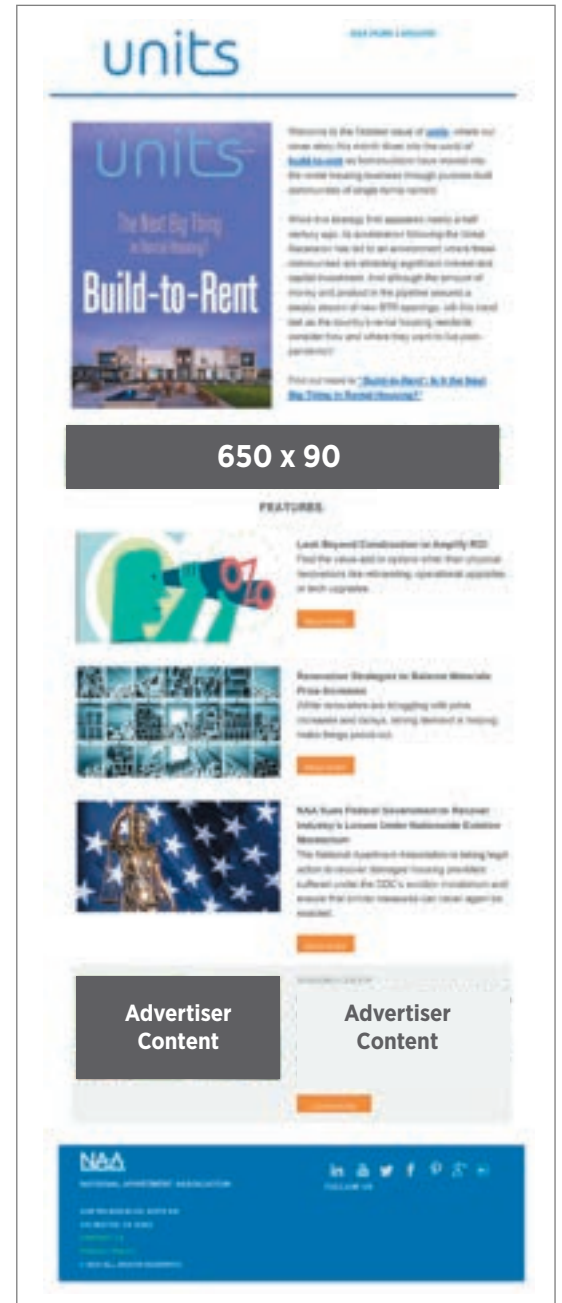
Average  
click-to-open rate

Stats from January to September 2021

### Rates and Specifications

Ad Type	Ad Size	1x
Exclusive Sponsorship	650 x 90 plus text and image	\$6,180

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



## NAA RESEARCH SERVICES

Are NAA members familiar with your brand? Do they have positive opinions about your products and services? Where and how are they spending their annual budgets in your product category?

Explore these topics and more with NAA's Research Services. We'll work with you on the survey questions, manage the deployment process and provide a thorough summary of research findings at the conclusion of the study.

Take advantage of this valuable opportunity. contact Kwei Nwaogu, Senior Sales Manager at advertising@naahq.org or 703-797-0651.



## NAA EVENTS

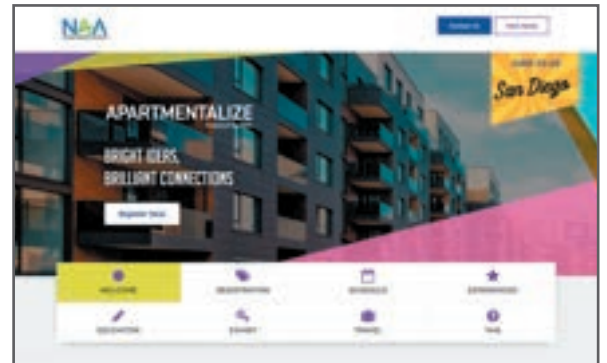
# Enhance Your Exhibit Experience

## APARTMENTALIZE

Powered by NAA

### Conference Mobile App

Apartmentalize takes place June 22-24, in San Diego for the industry's largest rental housing event. NAA's top priority continues to be the safety of staff, exhibitors and attendees. Current safety protocols are set forth by the California Department of Public Health. NAA will notify all Apartmentalize participants if/when there are any changes to safety protocols.



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.

### Before their 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.

## 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).



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## NATIONAL SUPPLIERS COUNCIL

### Get Access to Exclusive Benefits

NAA established the National Suppliers Council (NSC) to continue developing strong relationships between the national businesses that supply industry related goods and services and rental housing professionals. Prior to becoming an NSC member, you must become a member of a state or local apartment association. Join today for just \$1,700 per year.

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**

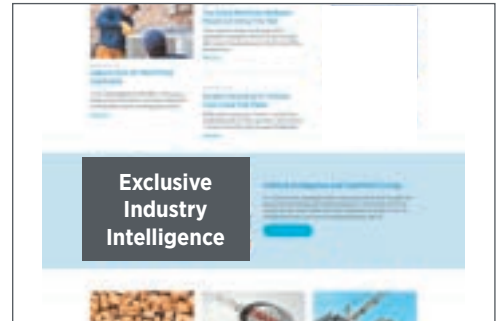
NAA's supplier webinar series, ApartmentVision, provides suppliers the opportunity to present their expertise to property management industry representatives in a compelling and informative way. Webinars are a powerful way to present a solution to a common problem in the industry and develop brand awareness 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.

*\*inquire about reduced rate for summer months*

## Industry Intelligence

**\$2,900/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](mailto:advertising@naahq.org) to get started on these opportunities or to discuss other advertising and sponsorships available.**

## NAA SOCIAL MEDIA

# Social Media Ad Posts



30,878  
followers



22,124  
followers



7,768  
followers

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 60,000 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**

### Interested?

Contact [advertising@naahq.org](mailto:advertising@naahq.org)  
to get started today.

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





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