YOUR POWERFUL MARKETING PARTNER

2024 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, local and global affiliates, NAA encompasses over 92,149 members representing more than 11,834,258 apartment homes. 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.

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**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

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

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Advertising Sales and Production Contact

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

### JOB TITLES
- Property Manager: 24%
- Vice President/Corporate Executive: 17%
- Regional Supervisor/Manager (multisite): 12%
- Maintenance Supervisor/Technician: 11%
- Owner: 9%
- Leasing Professional: 4%
- Other: 23%

### WHERE THEY WORK
- Property Management Company: 61%
- Property Owner: 12%
- Independent Rental Owner: 7%
- Developer/Builder/Architect: 2%
- Other: 18%

### TYPE OF PROPERTIES THEY MANAGE
- Market-Rate Apartments: 49%
- Garden Apartments: 44%
- Luxury Apartments: 40%
- Mid-Rise Apartments: 38%
- Affordable Housing: 39%
- High-Rise Apartments: 24%
- Single-Family Home Rentals: 22%
- Senior Housing: 19%
- Condos/Co-Ops/Townhouses: 19%
- Student Housing: 17%
- Military Housing: 2%
- Extended Stay Housing: 2%
- Other: 7%

- Average years in rental housing industry: 18
- Average number of units under management: 4,556
- Employed full-time: 89%
## 2024 Editorial Calendar*

*Editorial calendar is subject to change.

### JANUARY/FEBRUARY
- **Space:** November 25 / **Art:** November 29
- **Mail Date:** December 21

**Feature Focuses Include:**
- 2024 NAA Chairman of the Board
- Executive Perspective: Previewing 2024

### MARCH
- **Space:** January 23 / **Art:** January 30
- **Mail Date:** February 22

**Advocate Show Issue**
- **Feature Focuses Include:**
  - Leasing Season Preview
  - Independent Rental Owners (IROs)

### APRIL
- **Space:** February 26 / **Art:** March 1
- **Mail Date:** March 25

**Feature Focuses Include:**
- Amenities
- Disaster Preparedness and Crisis Management

### MAY
- **Space:** March 25 / **Art:** March 29
- **Mail Date:** April 23

**Feature Focuses Include:**
- Repositioning Best Practices
- Career Development
- Centralization

### JUNE
- **Space:** April 29 / **Art:** May 3
- **Mail Date:** May 28

**Apartmentalize Show Issue**
- **Feature Focuses Include:**
  - Sustainability
  - Resident Retention
  - Community Security

### JULY
- **Space:** May 28 / **Art:** May 31
- **Mail Date:** June 25

**Feature Focuses Include:**
- Financial and Budget Strategies
- Marketing/Social Media Tools

### AUGUST/SEPTEMBER
- **Space:** July 1 / **Art:** July 5
- **Mail Date:** July 30

**Feature Focuses Include:**
- Maintenance and Fall Preparedness
- Student Housing

### OCTOBER
- **Space:** August 26 / **Art:** August 30
- **Mail Date:** September 24

**Feature Focuses Include:**
- Workforce Challenges
- Value-Add Strategies

### NOVEMBER
- **Space:** September 30 / **Art:** October 4
- **Mail Date:** October 29

**NAA Assembly of Delegates Issue**
- **Feature Focuses Include:**
  - NAA IE/IQ
  - Leasing Techniques
  - HR and Workforce Issues

### DECEMBER
- **Space:** October 28 / **Art:** November 1
- **Mail Date:** November 26

**Feature Focuses Include:**
- 2024 In Review
- Ancillary Revenue

### Advertising Sales and Production Contact

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

## Display

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,200</td>
<td>$8,700</td>
<td>$8,300</td>
<td>$7,450</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,600</td>
<td>$5,000</td>
</tr>
<tr>
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<td>$4,900</td>
<td>$4,600</td>
<td>$4,300</td>
<td>$4,000</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$4,500</td>
<td>$4,400</td>
<td>$4,100</td>
<td>$3,750</td>
</tr>
</tbody>
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## MarketPlace

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 Column Horizontal</th>
<th>1 Column Square</th>
<th>1 Column Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.125&quot; x 1&quot;</td>
<td>2.125&quot; x 2.125&quot;</td>
<td>2.125&quot; x 4.375&quot;</td>
</tr>
</tbody>
</table>

## Premium Placement (non-cancelable)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covers 2, 3 or 4; Page 1, 3, 5, 7, 9, 11, 13 or 15</td>
<td>Call for Pricing</td>
</tr>
</tbody>
</table>

## Special Pieces

<table>
<thead>
<tr>
<th>Special Pieces</th>
<th>Call for Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items such as Cover-tip, Tip-on, Blow-in, Bind-in, Post-it Note, or Belly Band</td>
<td></td>
</tr>
</tbody>
</table>

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. All guaranteed (premium) position sales cannot be canceled or refunded.

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# Advertising Sales and Production Contact

**Kwei Nwaogu, Senior Sales Manager**

Advertising@naahq.org

703-797-0651
Six Opportunities for the Savvy Marketer

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 stories, 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 staffs 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 legislative and regulatory affairs, technology, operations and C-suite concerns. Reserve space in one or all four e-Newsletters.
Page 14.

6) Social Media
Be social and engage with NAA’s over 74,600 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

- **131,188**
  - Average unique monthly visitors

- **211,747**
  - Average monthly page views

- **00:36**
  - Average minutes on website

Traffic stats from January to July 2023

Rates and Specifications

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Size</th>
<th>CPM</th>
</tr>
</thead>
<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>
<td></td>
<td>$3,000/half month; $5000/month</td>
</tr>
<tr>
<td>Industry Intelligence Exclusive Sponsor (see page 19 for details)</td>
<td></td>
<td>$3,100/month</td>
</tr>
<tr>
<td>Interior Pages</td>
<td></td>
<td></td>
</tr>
<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

Advertising Sales and Production Contact

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

- **17,157**
  Circulation
- **18.30%**
  Average open rate
- **3.00%**
  Average click-to-open rate

Traffic stats from January to July 2023

**Rates and Specifications**

- Two sponsor stories 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

---

*Advertising Sales and Production Contact: Kwei Nwaogu, Senior Sales Manager | advertising@naahq.org | 703-797-0651*
Delivered weekly, *The Industry Insider* is NAA’s largest and most frequent member e-Newsletter.

**Quick Stats**

- **23,486** Weekly circulation
- **19.56%** Average open rate
- **5.27%** Average click-to-open rate

Traffic stats from January to July 2023

**Rates and Specifications**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Size</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard (#1)</td>
<td>650 x 90</td>
<td>$2,760</td>
</tr>
<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

Choose Your Reach

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

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.

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

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

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, legislative and regulatory, marketing, operations or C-suite concerns.

Monthly Stats
Stats from January to July 2023

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation</th>
<th>Average Open Rate</th>
<th>Average Click-to-Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>APARTMENT INNOVATIONS</strong></td>
<td>15,177</td>
<td>21.13%</td>
<td>3.24%</td>
</tr>
<tr>
<td><strong>OPERATIONS INSIGHTS</strong></td>
<td>19,293</td>
<td>19.92%</td>
<td>4.23%</td>
</tr>
<tr>
<td><strong>APARTMENT BUSINESS UPDATE</strong></td>
<td>4,954</td>
<td>23.79%</td>
<td>7.40%</td>
</tr>
<tr>
<td><strong>APARTMENT ADVOCATE</strong></td>
<td>20,961</td>
<td>22.66%</td>
<td>7.10%</td>
</tr>
</tbody>
</table>

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

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) Text and image</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>
<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>Advertiser Content Ad (#1) Text and image</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) Text and image</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>
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## Apartment Business Update

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<th>12x</th>
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<tr>
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<td>Top Story Leaderboard (#2)</td>
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<td>$700</td>
</tr>
<tr>
<td>Advertiser Content Ad (#1) Text and image</td>
<td>$900</td>
<td>$800</td>
<td>$700</td>
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<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>
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## Apartment Advocate

<table>
<thead>
<tr>
<th>Ad Size</th>
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<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>Medium Rectangle (#1 or 2)</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$900</td>
</tr>
</tbody>
</table>

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**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
units e-Table of Contents

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

Quick Stats

20,874
Monthly circulation

20.20%
Average open rate

4.48%
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>
</tbody>
</table>

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

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
Enhance Your Exhibit Experience

APARTMENTALIZE
Powered by NAA

Conference Mobile App
Apartmentalize, June 19-21, 2024 in Philadelphia, is the rental housing industry’s largest annual event.

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>Exclusive Sponsorship</td>
<td>$35,000</td>
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<tr>
<td>Banner Ad Only</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

This will include:
• Banner Ads
• Push Notifications
• Logo placement on the app splash page and app email communication to attendees

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
• 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 Philadelphia. 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 for Partners and NSC Members. For details, please email exhibits@naahq.org.
# Apartmentalize Listing Options

## Features:

<table>
<thead>
<tr>
<th></th>
<th>Level 2</th>
<th>Level 1</th>
<th>Basic</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CONTACT INFO &amp; DESCRIPTION</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>PRODUCT</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CATEGORIES</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>ACCESS TO LEADS</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>LOGO DISPLAY</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>APPOINTMENT SCHEDULING TOOL</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>PRIORITY PLACEMENT IN SEARCH RESULTS</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>FEATURED EXHIBITOR LISTING</td>
<td>x4</td>
<td>x4</td>
<td>x2</td>
</tr>
<tr>
<td>GALLERY WITH IMAGES AND DESCRIPTIONS</td>
<td>x4</td>
<td>x4</td>
<td>x4</td>
</tr>
<tr>
<td>GALLERY WITH VIDEOS</td>
<td>x2</td>
<td>x4</td>
<td>x4</td>
</tr>
<tr>
<td>SPECIAL OFFERS</td>
<td>x1</td>
<td>x2</td>
<td>x4</td>
</tr>
<tr>
<td>VIRTUAL BUSINESS CARDS</td>
<td>x2</td>
<td>x2</td>
<td>x1</td>
</tr>
<tr>
<td>COLLATERAL</td>
<td>x8</td>
<td>x4</td>
<td>x4</td>
</tr>
<tr>
<td>(press releases, brochures, case studies, white papers)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Feedback:

<table>
<thead>
<tr>
<th>SHOW APP TRAFFIC STATS FROM APARTMENTALIZE 2023</th>
<th>NUMBER OF EXHIBITORS</th>
<th>AVERAGE VIEWS</th>
<th>% CHANGE VIEWS COMPARED TO BASIC</th>
<th>AVG ADDED TO AGENDA</th>
<th>% CHANGE AGENDA COMPARED TO BASIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Listing</td>
<td>446</td>
<td>84</td>
<td>-</td>
<td>19</td>
<td>-</td>
</tr>
<tr>
<td>Level 1</td>
<td>138</td>
<td>119</td>
<td>43%</td>
<td>29</td>
<td>51%</td>
</tr>
<tr>
<td>Level 2</td>
<td>60</td>
<td>374</td>
<td>345%</td>
<td>80</td>
<td>317%</td>
</tr>
</tbody>
</table>

**Purchasing Contact**

Mark Wilson  
*Exhibit Sales Manager*  
mwilson@naahq.org  
703-576-0031
NAA EVENTS

Enhance Your Advocacy Reach

Conference Mobile App
Taking place March 12-13 in Washington, D.C., 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>
<thead>
<tr>
<th>Ad Type</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Conference App</td>
<td>$2,500</td>
</tr>
<tr>
<td>Banner Ad Only</td>
<td>$1,200</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

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 co-brand 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.

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 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.

Market Insight Display
$6,600
This opportunity provides members a chance to showcase their industry knowledge and expertise on a national platform. By sharing information that delves into specific topics or challenges within rental housing, participants can establish themselves as thought leaders in the field. The white paper will be featured on the NAA website, accompanied with a promotion of a leaderboard or medium rectangle ad placement within the homepage or interior pages to direct traffic to the document for a month. Sponsors will demonstrate their expertise and gain exposure through an easily accessible and informative format. While not only offering visibility and recognition but also the opportunity to add to the industry. Exclusive to one sponsor per month.

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 74,600 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.
• Limited to two (2) posts 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 posts 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 posts, 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 to get started today.

**All packages include the option to geotarget posts for an additional cost of $600/location.
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833-86-MYNA

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