

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



30,000

Average unique monthly visitors



137,000

Average monthly page views



2.40

Average minutes on website

Rates and Specifications

Ad Type	Ad Size	CPM
Homepage		
Lower Leaderboard	728 x 90	\$85*
Medium Rectangle	300 x 250	\$85*
Interior Pages		
Top or Lower Leaderboard	728 x 90	\$80*
Medium Rectangle	300 x 250	\$80*

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

The screenshot displays the NAA website homepage with the following elements:

- Header:** NAA logo and navigation menu.
- Hero Section:** A large image of a city skyline with a "Market Momentum" article snippet.
- Content Grid:** Multiple article cards with titles like "Share Your Story", "Maximize Your Assets", "Assistance Animals", "Apartment Upgrades that Move the Needle", "NAA Launches Resource Page on Rent Control", "The Quest for Consistency", and "Strategic Alliance Partners".
- Partnerships:** Logos for "units Magazine", "Aptly Spoken", and "NAA Newsletters".
- Ad Section:** A large grey box containing a "728 x 90" ad size specification.
- Join Us in Austin:** A section for a local event with a photo of speakers.
- NOI to the Max:** A section for a national conference.
- Become a Member:** A section for membership benefits.
- Alliance Partners:** Logos for PRO, REALPAGE, YARDI, CSC Services, and ForRent.com.
- Footer:** Member Services, Education & Careers, Meetings & Events, Advocacy, News & Publications, About NAA, and Store links. Contact information for the National Apartment Association is also provided.