Targeted e-Newsletters

NAA's targeted e-Newsletters make it easy to pinpoint apartment professionals with an interest in technology, student housing, marketing or operations.

Monthly Stats

APARTMENT TECH

MARKETING BUZZ

OPERATIONS INSIGHTS

CAMPUSCONNEX

31,000

Circulation

25,600

Circulation

44,000

Circulation

3,600

Circulation

15.9%

Average open rate

15.7%

Average open rate

14.9%

Average open rate

23.7%

Average open rate

11.8%

Average click-to-open rate

11.1%

Average click-to-open rate

13.3%

Average click-to-open rate

14.9%

Average click-to-open rate









Advertising Sales: Liz Barrett, National Sales Manager, naa@townsend-group.com or 202-367-1231 Production Contact: Kala Burke, Senior Account Manager, kburke@townsend-group.com or 202-367-2488

Targeted e-Newsletters

Rates and Specifications

Apartment Tech	Ad Size	2 x	6 x	12x
Top Leaderboard (#1)	650 x 90	\$2,625	\$2,365	\$2,105
Top Story Leaderboard (#2)	650 x 90	\$2,100	\$1,890	\$1,680
Leaderboard (#3)	650 x 90	\$1,680	\$1,510	\$1,345
Advertiser Content Ad (#1)	Text and image	\$2,100	\$1,890	\$1,680
Medium Rectangle	300 x 250	\$1,050	\$945	\$840
Advertiser Content Ad (#2)	Text only		\$1,050	\$935
CampusConnex	Ad Size	2 x	6x	12x
Top Leaderboard (#1)	650 x 90	\$1,050	\$945	\$850
Top Story Leaderboard (#2)	650 x 90	\$840	\$755	\$680
Advertiser Content Ad (#1)	Text only	\$840	\$755	\$680
Leaderboard (#3)	650 x 90	\$840	\$755	\$680
Medium Rectangle	300 x 250	\$630	\$565	\$510
Advertiser Content Ad (#2)	Text only	\$630	\$565	\$510
Leaderboard (#4)	300 x 250	\$420	\$380	\$340
Marketing Buzz	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$1,890	\$1,700	\$1,515
Top Story Leaderboard (#2)	650 x 90	\$1,575	\$1,420	\$1,265
Medium Rectangle (#1)	300 x 250	\$1,260	\$1,135	\$1,010
Advertiser Content Ad (#1)	Text only	\$1,260	\$1,135	\$1,010
Leaderboard (#3)	650 x 90	\$1,050	\$945	\$840
Advertiser Content Ad (#2)	Text only	\$1,050	\$945	\$840
Medium Rectangle (#2)	300 x 250	\$945	\$850	\$755
Leaderboard (#4)	650 x 90	\$840	\$755	\$670
Operation Insights	Ad Size	2 x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,625	\$2,365	\$2,100
Top Story Leaderboard (#2)	650 x 90	\$2,100	\$1,890	\$1,680
Advertiser Content Ad (#1)	Text and image	\$2,100	\$1,890	\$1,680
Leaderboard (#3)	650 x 90	\$1,680	\$1,470	\$1,345
Advertiser Content Ad (#2)	Text and image	\$1,890	\$1,700	\$1,510
Medium Rectangle (#1 or 2)	300 x 250	\$1,050	\$945	\$840

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.

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

Liz Barrett National Sales Manager naa@townsend-group.com or 202-367-1231

Production Contact

Kala Burke Senior Account Manager kburke@townsend-group.com or 202-367-2488

Partner Perspectives

Partner Perspectives provides a powerful opportunity for industry suppliers like you to own and submit custom content to be delivered in an NAA branded e-Newsletter.

Quick Stats



36,700 Circulation



Average open rate



Rates and Specifications

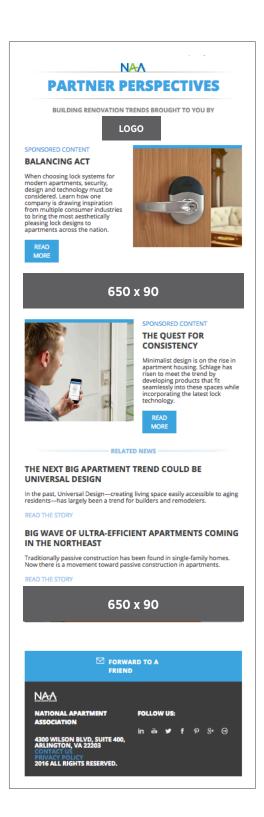
As the exclusive advertiser, you'll receive:

- Two sponsor interviews or articles
- 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



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The Industry Insider

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

Quick Stats



45,900 Weekly circulation



13.8% Average open rate



Rates and Specifications

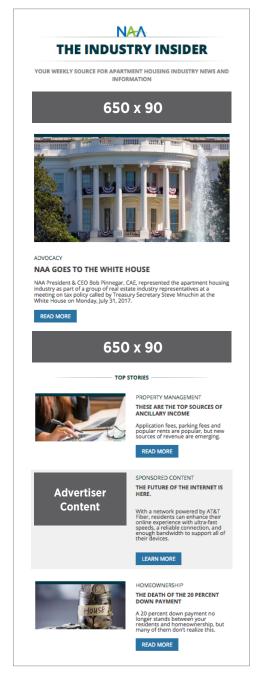
Ad Type	Ad Size	Monthly Rate
Top Leaderboard (#1)	650 x 90	\$2,625
Top Story Leaderboard (#2)	650 x 90	\$2,100
Advertiser Content Ad (#1)	Text and image	\$2,625
Medium Rectangle (#1 or 2)	300 x 250	\$1,680
Advertiser Content Ad (#2)	Text and image	\$2,100
Announcement Leaderboard	650 x 90	\$1,525
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Minimum 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



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units e-Table of Contents

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

Quick Stats







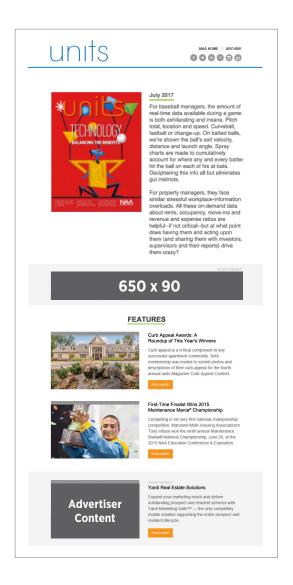
Rates and Specifications

Ad Type	Ad Size	1x
Exclusive Sponsorship	650 x 90 plus text and image	\$6,000

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 Liz Barrett at naa@townsend-group.com or 202-367-1231 for pricing details.