

NAA DIGITAL

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

31,000

Circulation

15.9%

Average open rate

11.8%

Average click-to-open rate

MARKETING BUZZ

25,600

Circulation

15.7%

Average open rate

11.1%

Average click-to-open rate

OPERATIONS INSIGHTS

44,000

Circulation

14.9%

Average open rate

13.3%

Average click-to-open rate

CAMPUSCONNEX

3,600

Circulation

23.7%

Average open rate

14.9%

Average click-to-open rate

APARTMENT TECHNIQUES
YOUR SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

Collect Rent by Text
YARDI
LEARN MORE

LEVERAGING BIG DATA IN PROPERTY MANAGEMENT
Big data reports are often presented as the ultimate NAA Education...
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TOP STORES
BEACONS, TEXTING AMONG TOP APARTMENT TECH TRENDS
LEARN MORE

ForRent
90% OF APARTMENT OWNERS USE FORRENT
LEARN MORE

WILLENALS GUIDE TRENDS ON TINY TECH APARTMENTS
LEARN MORE

SPONSORED CONTENT
THE PEOPLE HAVE SPOKEN - ONLINE RENTALS & REVIEWERS ARE KEY!
LEARN MORE

CAMPUS CONNECTIONS
YOUR SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

YARDI Voyager® Student Housing
LEARN MORE

LIFE OF LUXURY IN OFF-CAMPUS HOUSING
An developer of off-campus student housing continues to...
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EXTINGUISH THE BURN FROM STUDENT TURN
LEARN MORE

TOP STORES
LATEST BUZZ ABOUT GUNS ON CAMPUS
LEARN MORE

SPONSORED CONTENT
DO YOU NEED A BOOST? REGISTER TODAY FOR MAXIMIZE!
LEARN MORE

ONLINE REVIEWS ARE CRUCIALLY IMPORTANT IN STUDENT HOUSING
LEARN MORE

Join us June 18-20 in San Francisco
NAA EDUCATION
LEARN MORE

MARKETING BUZZ
YOUR SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

Attract Prospects & Retain Residents
YARDI
LEARN MORE

YIELD: A PROPERTY MANAGER'S NEW ONLINE BFF
Most people equate Yield.com with...
LEARN MORE

SPEND LESS, LEASE MORE.
LEARN MORE

TOP STORES
SEO AUDIT EXPERTS DISCUSS BAC'S, TOOLS AND TIPS
LEARN MORE

Dale Carnegie
Become a Leader Who Inspires and Empowers
LEARN MORE

SPONSORED CONTENT
DO YOU NEED A BOOST? REGISTER TODAY FOR MAXIMIZE!
LEARN MORE

SUSTAINABLY DEVELOPED APARTMENT'S POPULARITY
LEARN MORE

Join us June 18-20 in San Francisco
NAA EDUCATION
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OPERATIONS INSIGHTS
YOUR SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

Automated operations, leasing and vendor management
YARDI
LEARN MORE

PREPARING STAFF AND RESIDENTS FOR PROPERTY TRANSITION
LEARN MORE

How Healthy is Your Property Management Software?
LEARN MORE

TOP STORES
OUTSOURCING ACCOUNTING AND BACK-OFFICE FUNCTIONS
LEARN MORE

SPONSORED CONTENT
ONE-STOP SHOPPING
LEARN MORE

SMART POOL-MAINTENANCE TIPS FOR PROPERTY MANAGERS
LEARN MORE

Join us June 18-20 in San Francisco
NAA EDUCATION
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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

NAA DIGITAL

Targeted e-Newsletters

Rates and Specifications

Apartment Tech	Ad Size	2x	6x	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	2x	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	2x	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

NAA DIGITAL

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



14.6%

Average open rate



10.2%

Average
click-to-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

The screenshot displays the NAA digital e-Newsletter interface. At the top, the NAA logo is followed by the masthead "PARTNER PERSPECTIVES" and the sub-header "BUILDING RENOVATION TRENDS BROUGHT TO YOU BY". Below this is a "LOGO" placeholder. The first sponsored content section is titled "BALANCING ACT" and includes a photograph of a modern door handle. The second sponsored content section is titled "THE QUEST FOR CONSISTENCY" and includes a photograph of a man using a smartphone. A "RELATED NEWS" section follows, featuring two article teasers: "THE NEXT BIG APARTMENT TREND COULD BE UNIVERSAL DESIGN" and "BIG WAVE OF ULTRA-EFFICIENT APARTMENTS COMING IN THE NORTHEAST". At the bottom of the newsletter, there is a "FORWARD TO A FRIEND" button, the NAA logo, the full name "NATIONAL APARTMENT ASSOCIATION", the address "4300 WILSON BLVD, SUITE 400, ARLINGTON, VA 22203", contact information, and social media icons. A footer contains the text "2016 ALL RIGHTS RESERVED."

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

NAA DIGITAL

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



13.1%

Average click-to-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

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: 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



THE INDUSTRY INSIDER

YOUR WEEKLY SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

650 x 90



ADVOCACY


NAA GOES TO THE WHITE HOUSE

NAA President & CEO Bob Pinnegar, CAE, represented the apartment housing industry as part of a group of real estate industry representatives at a meeting on tax policy called by Treasury Secretary Steve Mnuchin at the White House on Monday, July 31, 2017.

[READ MORE](#)

650 x 90

TOP STORIES



PROPERTY MANAGEMENT
THESE ARE THE TOP SOURCES OF ANCILLARY INCOME

Application fees, parking fees and popular rents are popular, but new sources of revenue are emerging.

[READ MORE](#)

SPONSORED CONTENT
THE FUTURE OF THE INTERNET IS HERE.

With a network powered by AT&T Fiber, residents can enhance their online experience with ultra-fast speeds, a reliable connection, and enough bandwidth to support all of their devices.

[LEARN MORE](#)

Advertiser Content

HOMEOWNERSHIP
THE DEATH OF THE 20 PERCENT DOWN PAYMENT

A 20 percent down payment no longer stands between your residents and homeownership, but many of them don't realize this.

[READ MORE](#)

NAA DIGITAL

units e-Table of Contents

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

Quick Stats



44,500

Monthly circulation



19.7%

Average open rate



8.9%

Average
click-to-open rate

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

The screenshot shows the 'units' magazine e-Table of Contents email. At the top, it says 'units' and 'NAA HOME | ARCHIVE' with social media icons. The main content is for July 2017. It features a red cover for 'TECHNOLOGY: BALANCING THE BENEFITS' with a cartoon character. Below the cover, there are two articles: 'For baseball managers, the amount of real-time data available during a game is both exhilarating and insane...' and 'For property managers, they face similar stressful workplace-information overloads...'. A large grey box highlights the ad size '650 x 90'. Below this, there are three featured articles: 'Curb Appeal Awards: A Roundup of This Year's Winners', 'First-Time Finalist Wins 2015 Maintenance Mania® Championship', and 'Yardi Real Estate Solutions'. Each article has a 'READ MORE' button.

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.