

NAA DIGITAL

www.naahq.org

NAA's official website is one of the most visible and cost-effective ways to market your products and services.

Quick Stats



49,306

Average unique monthly visitors



187,696

Average monthly page views



2.80

Average minutes on website

Traffic stats from January - August 2018

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*

www.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:** "Market Momentum" article with a cityscape background and a "View More" button.
- Content Grid:**
 - Share Your Story:** Article about a property campaign.
 - Maximize Your Assets:** Article about the industry's outlook.
 - Assistance Animals:** Article about emotional support animals.
 - Apartment Upgrades that Move the Needle:** Article about tenant retention.
 - NAA Launches Resource Page on Rent Control:** Article about rent control trends.
 - The Quest for Consistency:** Article about leasing operations.
 - Strategic Alliance Partners:** Section featuring logos for units, Aptly Spoken, and NAA Newsletters.
- Ad Specifications:** A box showing "300 x 250" ad size and "Headline (up to 30 characters)", "Body Copy (up to 180 characters)", and "Exclusive Video Placement".
- Footer:** "Join Us in Austin" section, "Alliance Partners" (Strategic, Premier, Champion), and "Member Services" menu.