

NAA DIGITAL

Targeted e-Newsletters

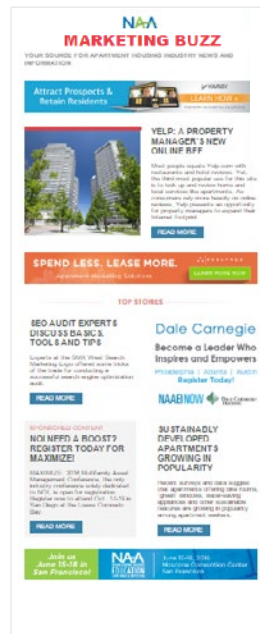
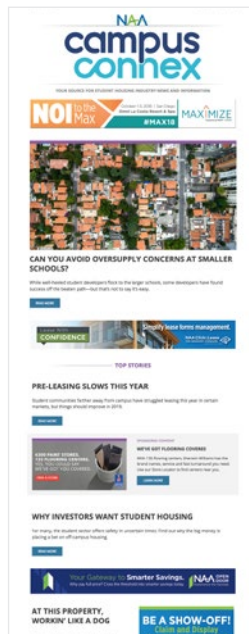
NAA's targeted e-Newsletters make it easy to pinpoint apartment professionals with an interest in technology, student housing, marketing or operations.



Monthly Stats

APARTMENT TECHNOLOGY	25,772 Circulation	13.1% Average open rate	5.6% Average click-to-open rate
MARKETING BUZZ	21,106 Circulation	12.7% Average open rate	8.07% Average click-to-open rate
OPERATIONS INSIGHTS	37,710 Circulation	14.5% Average open rate	13.9% Average click-to-open rate
CAMPUSCONNEX	3,058 Circulation	18.6% Average open rate	12.3% Average click-to-open rate

Stats from January - August 2018



Advertising Sales and Production Contact: Dave Evans, Director of Advertising, advertising@naahq.org or 770-576-2610

Targeted e-Newsletters

Rates and Specifications

Apartment Technology	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 and Apartment Business Update	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 and Production Contact

Dave Evans
Director of Advertising
advertising@naahq.org
770-576-2610

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



30,600

Circulation



12.1%

Average open rate



7.0%

Average
click-to-open rate

Traffic stats from January - August 2018

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 shows the NAA Partner Perspectives e-newsletter interface. At the top is the NAA logo and the title "PARTNER PERSPECTIVES". Below this is a sub-header "BUILDING RENOVATION TRENDS BROUGHT TO YOU BY" followed by a "LOGO" placeholder. The main content area features two sponsored articles. The first, "BALANCING ACT", includes a photo of a door handle and a "READ MORE" button. The second, "THE QUEST FOR CONSISTENCY", includes a photo of a man looking at a smartphone and another "READ MORE" button. A "650 x 90" ad size indicator is shown between the articles. Below the articles is a "RELATED NEWS" section with two article teasers: "THE NEXT BIG APARTMENT TREND COULD BE UNIVERSAL DESIGN" and "BIG WAVE OF ULTRA-EFFICIENT APARTMENTS COMING IN THE NORTHEAST", each with a "READ THE STORY" link. At the bottom of the newsletter 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, social media icons, and a copyright notice: "2016 ALL RIGHTS RESERVED."

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NAA DIGITAL

The Industry Insider

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

Quick Stats



39,111

Weekly circulation



13.47%

Average open rate



10.8%

Average
click-to-open rate

Stats from January - August 2018

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 and Production Contact: Dave Evans, Director of Advertising, advertising@naahq.org or 770-576-2610



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

Advertiser Content

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



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



37,943

Monthly circulation



15.5%

Average open rate



9.0%

Average
click-to-open rate

Stats from January - August 2018

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 features the 'units' logo and navigation links for 'NAA HOME' and 'ARCHIVE'. Below this is a featured article titled 'July 2017' with a red cover image. The article text discusses baseball managers and real-time data, and property managers and workplace information overloads. A large grey box highlights the ad size '650 x 90'. Below this is a 'FEATURES' section with three 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 includes a small image and a 'Read More' button. At the bottom, there is an 'Advertiser Content' section with 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 Dave Evans, Director of Advertising, advertising@naahq.org or 770-576-2610 for pricing details.