# units 2013 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>CLOSING DATES</th>
<th>SPOTLIGHT TOPIC</th>
<th>OTHER FEATURES</th>
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</table>
| **JANUARY** | Ad Space: Dec. 1  
Materials: Dec. 8  
Mails: Jan. 8 | Maintenance Supplies | What’s In & What’s Out in 2013; Preventive Maintenance; Appliances and Laundry Services |
| **FEBRUARY** | Ad Space: Jan. 2  
Materials: Jan. 8  
Mails: Feb. 8 | Student Housing Utility Management; HVAC Systems & Water Heaters | Innovative Hiring Strategies; Student Housing Management; Crime Prevention and Safety; Staff Hiring, Education & Retention; Pest Management Special Section; Bonus Distribution: NAA Student Housing Conference & Exposition |
| **MARCH** | Ad Space: Feb. 1  
Materials: Feb. 8  
Mails: Mar. 8 | Show Preview Technology & Software | Social Media, Internet Marketing, Mobile Marketing; Capital Expenditure Decisions; Property Management Software; Ancillary Revenue Opportunities; Technology Trends Supplement |
| **APRIL** | Ad Space: Mar. 1  
Materials: Mar. 8  
Mails: Apr. 8 | Mobile & Internet Marketing | Green Apartments; Pool Maintenance & Management; Resident & Employee Screening; Exterior Design, Playgrounds, Bark Parks; Bonus Distribution: NAA Green Conference |
| **MAY** | Ad Space: Apr. 1  
Materials: Apr. 8  
Mails: May 8 | Ancillary Revenue; Flooring, Finishing Touches | NAA Education Conference & Exposition Highlights; Repositioning a Property; Security & Key Control |
| **JUNE** | Ad Space: May 1  
Materials: May 8  
Mails: Jun. 8 | Show Issue Lawn Care | NAA Education Conference & Exposition Highlights; Pest Management, Financial Management Tools; Interior Design; Bonus Distribution: NAA Education Conference & Exposition |
| **JULY** | Ad Space: Jun. 1  
Materials: Jun. 8  
Mails: Jul. 8 | Marketing Tools | NAA Education Conference & Exposition Recap; Resident Retention Tools; Common Areas Ideas; Make-Ready & Turn Tips; Curb Appeal |
| **AUGUST** | Ad Space: Jul. 1  
Materials: Jul. 8  
Mails: Aug. 8 | HVAC Systems; Lawn & Landscaping | Creative Marketing Ideas; Tax-Credit & Affordable Housing; Revenue Management Services, Tools & Software; Apartment Career Management & Development; NAA PARAGON Award Winners; Recognizing Industry Excellence |
| **SEPTEMBER** | Ad Space: Aug. 1  
Materials: Aug. 8  
Mails: Sept. 8 | Budget Strategies; Revenue Management | Income & Expenses Survey; Economic Industry Trends; Financing Strategies & Measuring Investments; Financial Services; Acquisition Due Diligence; Web-Based Budgeting; Ancillary Revenue Special Section |
| **OCTOBER** | Ad Space: Sept. 1  
Materials: Sept. 8  
Mails: Oct. 8 | Paint, Floor & Wall Coverings | Repositioning Best Practices; Green Building ROI; Renovation, Restoration, & Development Special Section |
| **NOVEMBER** | Ad Space: Oct. 1  
Materials: Oct. 8  
Mails: Nov. 8 | Billing & Collections | Industry Outlook; Leasing Techniques; Human Resources & Workforce Issues; Marketing to Residents; Bonus Distribution: NAA Assembly of Delegates |
| **DECEMBER** | Ad Space: Nov. 1  
Materials: Nov. 8  
Mails: Dec. 8 | Resident Screening; Specialty Housing; Military, Senior | Student Housing Development; Renters’ & Owners’ Insurance; Telecommunications |

units reserves the right to modify its 2013 editorial calendar without notice.