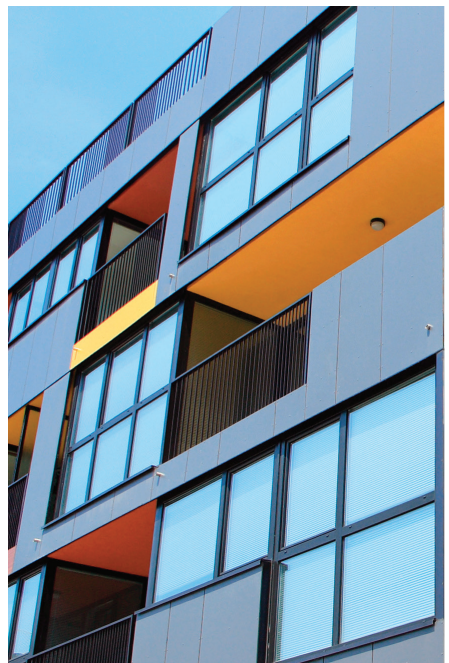


YOUR  
**POWERFUL**  
MARKETING  
PARTNER

**2017 ADVERTISING KIT**



## What Our Members and Advertisers are Saying

“

Advertising with NAA says your company is engaged in the industry. There's value in being part of one of the largest organizations dedicated to apartment housing. People will take a look at that.

**Cindy Clare, CPM**

*President, Kettler Management*

“

Advertising with NAA definitely helps raise awareness of our brand. You get more apartment industry professionals looking at you in *units* Magazine — more than any other magazine I read.

**Tony Sculthorpe, CAS**

*Chief Sales Officer, CSC ServiceWorks*

## POWER OF NAA

Align your brand with NAA and reach the largest group of influential apartment housing professionals in the country.



---

### Integrated Opportunities, Proven Results

#### **units Magazine**

Page 4

An award-winning publication, *units* is the most read magazine in the apartment housing industry and the cornerstone of your integrated advertising plan.

#### **NAA Digital**

Page 10

Keep your brand top-of-mind with NAA's robust digital opportunities: naahq.org, NAA e-Newsletters and the *units* digital edition.

#### **NAA Events**

Page 18

Enhance your experience and exposure at the largest events in the apartment housing industry: NAA's Education Conference & Exposition and NAA's Student Housing Conference & Exposition

#### **NAA Sponsorship Program**

Page 19

Build a winning partnership and access unique opportunities to showcase your products and services to the NAA membership.

# units MAGAZINE READER PROFILE

## Purchasing Power



**82%**

Involvement in purchasing process

|  |     |
|--|-----|
| Determine the need for purchases           | 62% |
| Recommend/select specific products         | 60% |
| Establish the budget                       | 57% |
| Authorize/approve purchases                | 56% |
| Establish the specifications for purchases | 41% |

**\$11.17 MILLION**

Average organizational operating budget represented by the typical reader - FY 2016

**\$2.68 MILLION**

Average dollar volume of products/services recommended, specified or purchased by an organization in the past 12 months

## Products and Services Evaluated, Recommended, Specified or Bought

| CATEGORY                         | IN THE PAST 12 MONTHS | FOR ORGANIZATION | CATEGORY                          | IN THE PAST 12 MONTHS | FOR ORGANIZATION |
|----------------------------------|-----------------------|------------------|-----------------------------------|-----------------------|------------------|
| Architects and Engineers         | 16%                   | 26%              | Lock Sets/Finished Hardware       | 46%                   | 64%              |
| Athletic and Exercise Equipment  | 30%                   | 45%              | Mailboxes                         | 30%                   | 51%              |
| Cabinetry                        | 38%                   | 56%              | Maintenance Products and Services | 54%                   | 70%              |
| Cable/Wi-Fi                      | 36%                   | 53%              | Marketing                         | 54%                   | 70%              |
| Collections                      | 34%                   | 51%              | Paints and Wall Coverings         | 52%                   | 68%              |
| Construction/Contractor          | 43%                   | 59%              | Payment Processing                | 32%                   | 48%              |
| Doors                            | 38%                   | 56%              | Pest Control                      | 50%                   | 67%              |
| Employee Training                | 46%                   | 64%              | Plumbing                          | 48%                   | 65%              |
| Exterior Design                  | 26%                   | 43%              | Promotional Products              | 45%                   | 62%              |
| Financial Services               | 21%                   | 34%              | Property Management Software      | 24%                   | 42%              |
| Fitness Equipment                | 33%                   | 49%              | Resident Package Lockers          | 15%                   | 23%              |
| Flooring                         | 56%                   | 72%              | Resident Screening                | 37%                   | 55%              |
| HVAC                             | 47%                   | 62%              | Shade Structures                  | 16%                   | 30%              |
| Insulation                       | 20%                   | 35%              | Staffing                          | 47%                   | 62%              |
| Insurance                        | 29%                   | 42%              | Submetering                       | 17%                   | 32%              |
| Key Control/Security             | 36%                   | 56%              | Swimming Pools/Products           | 36%                   | 50%              |
| Kitchen Equipment and Appliances | 49%                   | 66%              | Telecommunications/Cable          | 32%                   | 49%              |
| Laundry Services                 | 30%                   | 49%              | Trash/Recycling/Waste Management  | 43%                   | 60%              |
| Lawn Care/Landscaping            | 52%                   | 67%              | Whirlpools/Tubs/Toilets           | 30%                   | 47%              |
| Lighting                         | 52%                   | 68%              | Yield Management Software         | 12%                   | 24%              |

Source: NAA Readership Study, Ruzinsky Research, March 2016

# units MAGAZINE READER PROFILE

## Professional Activities

| JOB TITLES                        |     | WHERE THEY WORK          |     |
|-----------------------------------|-----|--------------------------|-----|
| Property Manager                  | 42% | Property Management Firm | 49% |
| Owner/President/Principal         | 15% | Owner Firm               | 18% |
| Regional Supervisor/Manager       | 12% | Independent Owner        | 11% |
| VP/Corporate Executive            | 11% | Developer/Builder        | 2%  |
| Leasing Professional              | 4%  | Restorer/Renovator       | 1%  |
| Maintenance Supervisor/Technician | 3%  | Other                    | 19% |

| TYPE OF PROPERTIES THEY MANAGE |     |                            |     |
|--------------------------------|-----|----------------------------|-----|
| Market-Rate Apartments         | 48% | Condos/Co-Ops/Townhouses   | 15% |
| Garden Apartments              | 47% | Single-Family Home Rentals | 14% |
| Luxury Apartments              | 41% | Student Housing            | 13% |
| Affordable Housing             | 30% | Military Housing           | 4%  |
| High-Rise Apartments           | 23% | Extended-Stay Housing      | 2%  |
| Senior Housing                 | 18% | Other                      | 5%  |



**15**

Average years in apartment industry



**3,738**

Average number of units under operation

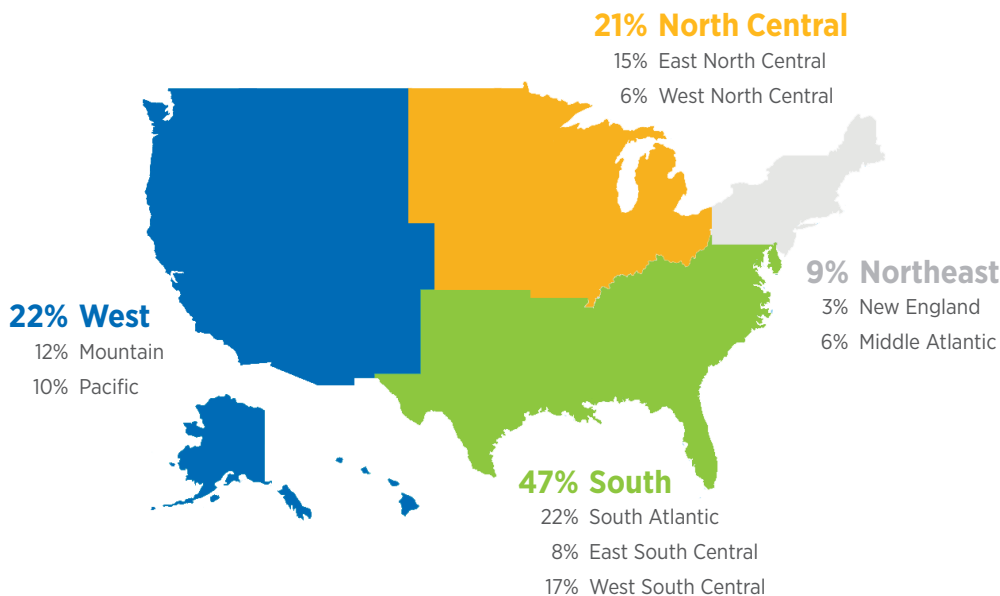


**90%**

Employed full-time

## Demographics

### CURRENT WORK LOCATION



### GENDER



**66% FEMALE**  
**34% MALE**

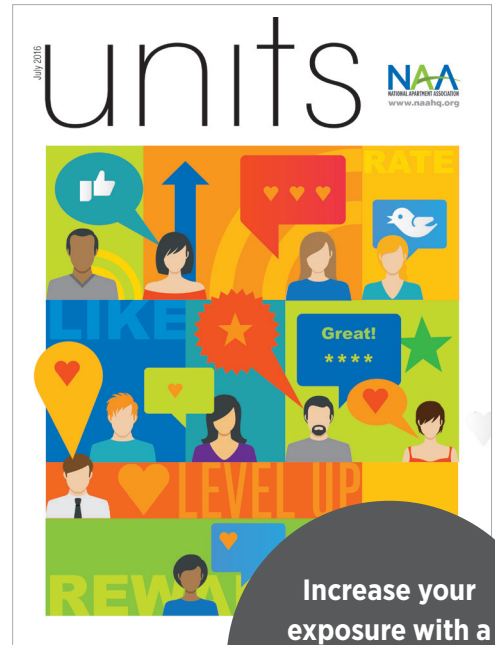
Source: NAA Readership Study, Ruzinsky Research, March 2016

# The Most Read Magazine in the Apartment Industry

Circulation: 79,000 | Total Readers: 268,600



units is the first publication decision-makers turn to for coverage of the best practices and newest trends in the apartment housing industry. Every issue is packed with valuable content that covers all aspects of residential property management and ownership. Advertise in units and you'll reach the largest market of apartment housing professionals—guaranteed!



**units readers are loyal, engaged and look forward to every issue.**

**84%**

do not receive other industry magazines

**71%**

took action after reading units

**62%**

read at least 3 out of 4 issues

Increase your exposure with a digital ad in the units launch email  
- PAGE 17 -

#### TOP 10 REQUESTED TOPICS

1. Preventative Maintenance
2. Make-Ready and Turn Tips
3. Common Area Ideas
4. Resident Retention
5. Interior Design Trends
6. Career Development
7. Social Media
8. Renovation, Restoration and Development
9. Crime Prevention and Safety
10. Staff Hiring, Education, and Retention

#### TOP 5 EDITORIAL DEPARTMENTS

1. Management Insider
2. Marketing Insider
3. Maintenance Insider
4. Next Gen
5. End Points - 10 Things

#### Advertising Sales

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

#### Editorial Inquiries

Paul Bergeron  
Director of Publications  
pbergeron@naahq.org  
703-797-0606

Sources: NAA Readership Study, Ruzinsky Research, March 2016; BPA Brand Report, June 2016

# 2017 Editorial Calendar\*

## JANUARY

Space: December 5 / Art: December 12  
Mail Date: January 12

[NAA Student Housing Conference & Exposition Preview Issue](#)

2017 Chairman of the Board, What's In What's Out 2017, Appliances and Laundry Services, Preventive Maintenance

**Spotlight Topic:** Maintenance Products and Services

- NAA Membership Sticker
- Polybag insert opportunity

## FEBRUARY

Space: January 6 / Art: January 13  
Mail Date: February 9

[NAA Student Housing Conference & Exposition Show Issue](#)

Utility Management, Innovative Hiring Strategies, Student Housing Management, Staff Hiring and Education

**Spotlight Topic:** HVAC Systems and Water Heaters

- Bonus distribution at Conference
- Polybag insert opportunity

## MARCH

Space: February 6 / Art: February 13  
Mail Date: March 9

Social Media and Mobile Marketing, Capital Expenditures, Property Management Software, Revenue Management

**Spotlight Topic:** Technology and Software

- Annual Technology Supplement
- Exclusive polybag insert opportunity

## APRIL

Space: March 6 / Art: March 13  
Mail Date: April 11

[NAA Education Conference & Exposition Preview](#)

Pool Maintenance, Outdoor Amenities, Resident and Employee Screening

**Spotlight Topic:** Landscaping and Lawn Care

- Careers/Recruitment Special Section
- Polybag insert opportunity

## MAY

Space: April 7 / Art: April 13  
Mail Date: May 11

[NAA Education Conference & Exposition Pre-Show Issue](#)

NAA Education Conference Preview, Repositioning, Crime and Key Control

**Spotlight Topic:** Flooring, Finishing Touches

- Amenities Special Section
- Polybag insert opportunity

## JUNE

Space: May 5 / Art: May 12  
Mail Date: June 8

[NAA Education Conference & Exposition Show Issue](#)

NAA Education Conference Highlights, Pest Management, Interior Design, Employee Training

**Spotlight Topic:** Resident Retention

- Bonus distribution at Conference
- Two polybag insert opportunities

## JULY

Space: June 5 / Art: June 12  
Mail Date: July 11

[NAA Education Conference & Exposition Recap Issue](#)

NAA Education Conference Recap, Common Areas, Make-Ready and Turn Tips

**Spotlight Topic:** Resident Marketing Tools & Strategies

- Polybag insert opportunity

## AUGUST

Space: July 7 / Art: July 14  
Mail Date: August 11

Income & Expense Survey, Financing Trends, Utility Management, Acquisition Due Diligence, State of the Nation's Housing

**Spotlight Topic:** Budget Strategies

- NAA Survey of Operating Income & Expenses in Rental Apartment Communities
- Polybag insert opportunity

## SEPTEMBER

Space: August 7 / Art: August 14  
Mail Date: September 12

Creative Marketing, Tax Credit and Affordable Housing, Revenue Management, Apartment Careers

**Spotlight Topic:** Crime Prevention and Safety

- Ancillary Revenue Special Section
- Polybag insert opportunity

## OCTOBER

Space: September 6 / Art: September 13  
Mail Date: October 12

Transit-Oriented Development, Repositioning Best Practices, Sustainable Building ROI

**Spotlight Topic:** Paint, Floor and Wall Coverings

- Renovation and Development Special Section
- Two polybag insert opportunities

## NOVEMBER

Space: October 6 / Art: October 13  
Mail Date: November 9

[NAA Assembly of Delegates Issue](#)

Leasing Techniques, HR and Workforce Issues, Next Generation Leaders, Career Development

**Spotlight Topic:** Billing and Collections

- Bonus distribution at Conference
- Polybag insert opportunity

## DECEMBER

Space: November 6 / Art: November 13  
Mail Date: December 12

Industry Outlook, Student Housing, Renters' and Owners' Insurance, Telecommunications

**Spotlight Topic:** Resident Screening

- Telecommunications/Internet/TV Special Section
- Polybag insert opportunity

# Special Advertising Opportunities

## Technology Supplement

Keep apartment housing professionals up to date with the latest in technology and property management software by promoting your latest products and services. Mailed with the March issue of *units*, this popular desk reference also contains informative articles on today's technology trends. Call today to reserve your space.

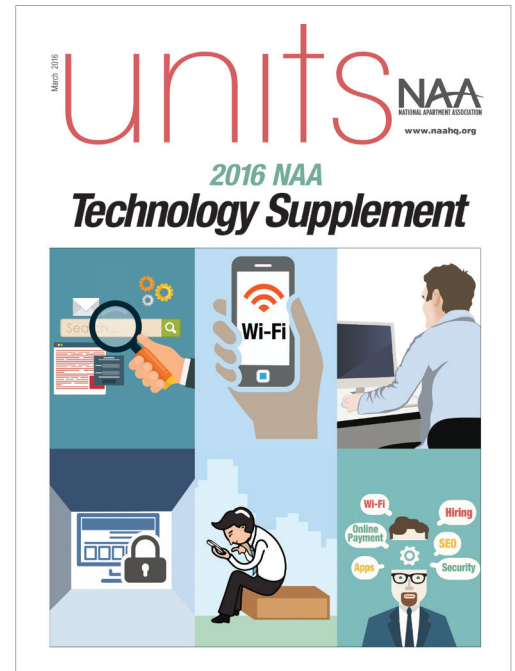
## Special Focus Sections

Special focus sections provide a unique opportunity to advertise your products and services within content-specific editorial. Take advantage of this opportunity if your company aligns with one or more of categories below.

- **NEW!** April Issue – Careers/Recruitment
- **NEW!** May Issue – Amenities
- September Issue – Ancillary Revenue
- October Issue – Renovation, Restoration & Development
- **NEW!** December Issue – Telcommunications/Internet/TV

## Market Place

Cost-efficient and effective, Market Place is a product and services directory featured in every issue of *units*. Apartment housing professionals often use this section to identify companies for RFP distribution. Include your company today.



## Advertising Sales

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

| Ad Rates        | 1x    | 6x    | 12x   |
|-----------------|-------|-------|-------|
| Per Column Inch | \$225 | \$215 | \$175 |

| Ad Dimensions (width x depth) |                           |
|-------------------------------|---------------------------|
| One Column Inch               | 2.375" x 1"               |
| Two Column Inches             | 2.375" x 2" or 4.75" x 1" |
| Three Column Inches           | 2.375" x 3" or 7.25" x 1" |
| Four Column Inches            | 4.75" x 2"                |

Prices per column inch. For total, multiply the net rate, according to number of insertions, by total column inches.



# Rates and Specifications

As of January 1, 2017

| Four Color | 1x      | 3x      | 6x      | 12x     |
|------------|---------|---------|---------|---------|
| Full Page  | \$8,855 | \$8,425 | \$8,000 | \$7,215 |
| 1/2 Page   | \$5,995 | \$5,695 | \$5,395 | \$4,875 |
| 1/3 Page   | \$4,700 | \$4,470 | \$4,245 | \$3,820 |
| 1/4 Page   | \$4,360 | \$4,230 | \$3,980 | \$3,625 |

| Premium Placement (non-cancelable) | 6x      | 12x     |
|------------------------------------|---------|---------|
| Cover 2                            | \$9,600 | \$8,645 |
| Cover 3                            | \$8,965 | \$8,075 |
| Cover 4                            | \$9,845 | \$8,860 |
| Page 1, 3, 5, 7, 9, 11, 13 or 15   | \$8,965 | \$8,075 |

| Black & White | 1x      | 3x      | 6x      | 12x     |
|---------------|---------|---------|---------|---------|
| Full Page     | \$6,590 | \$6,255 | \$5,955 | \$5,355 |
| 1/2 Page      | \$3,715 | \$3,530 | \$3,360 | \$3,030 |
| 1/3 Page      | \$2,420 | \$2,305 | \$2,195 | \$1,975 |
| 1/4 Page      | \$2,175 | \$2,065 | \$1,965 | \$1,775 |

All rates are gross. Other guaranteed positions add 15%.  
 Special discounts for 2017 Exhibitors: May, June, July issues. Call for information.

Cancellation Policy: Cancellations or rollovers to a future issue must be received in writing 30 days before space closing date without penalty. Cancellations received within 30 days before space closing deadline will be charged 30 percent of gross space rate. Cancellations received after deadline will be charged payment in full. Changes or corrections must conform to closing and material deadlines.

## Advertising Sales

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

## Production Contact

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

## Ad Dimensions (width x depth)

|                     |                 |
|---------------------|-----------------|
| Full Page Trim      | 8.25" x 10.875" |
| Full Page Bleed     | 8.5" x 11.125"  |
| Full Page Non-Bleed | 7.75" x 10.375" |
| 1/2 Page Horizontal | 6.875" x 4.625" |
| 1/2 Page Vertical   | 3.25" x 9.5"    |
| 1/3 Page Square     | 4.5" x 4.625"   |
| 1/3 Page Horizontal | 6.875" x 3.125" |
| 1/3 Page Vertical   | 2.125" x 9.5"   |
| 1/4 Page Horizontal | 6.875" x 2.175" |
| 1/4 Page Square     | 3.25" x 3.125"  |

Spreads, tip-ins, inserts, cover sticker and polybagging are available on request. For pricing details, contact Liz Barrett at [naa@townsend-group.com](mailto:naa@townsend-group.com).

Process: Web offset, perfect binding  
 Line Screen: 133 lines per inch  
 Color: Four-color process. CMYK only.

Proofing: NAA and its printer are not responsible for incorrect colors when an ad is not accompanied by a SWOP-calibrated color proof. Send proofs to: Royle Printing Company, Attn: Jen Aalsma, 745 South Bird Street, Sun Prairie, WI 53590, Tel: 800-728-7768 Ext.465

Submitting Artwork: Please to e-mail artwork to Kala Burke at [kburke@townsend-group.com](mailto:kburke@townsend-group.com).

File Format: Digital files are required. Preferred format is PDF with all images 300 dpi or higher and all fonts embedded. Please also include crop marks and a minimum of 1/8" bleed. TIF (minimum 300 dpi at 100 percent); Email files that are less than 9MB. Use FTP site or ship files that are greater than 9MB. All required trapping must be included in the file. Graphics for ads must be submitted as final, 300 dpi, CMYK or grayscale TIF files. All fonts must be included. Avoid TrueType fonts. NAA and its printer are not responsible for incorrect ads when the advertiser does not submit a SWOP-calibrated color proof. For more information, contact Jen Aalsma at [jaalsma@royle.com](mailto:jaalsma@royle.com).

## Six Robust Opportunities for the Savvy Marketer

### 1) NAA Website

Naahq.org is better than ever with an all new responsive layout and exciting ad placements. This popular website attracts more than 110,000 average monthly page views. Book your schedule today and start generating leads, building awareness and driving customers directly to your company's website. **Page 11.**

### 2) NAA Resource Center

Previously known as the NAA Buyers Guide, the new NAA Resource Center has expanded to include a robust supplier directory, valuable industry news and engaging advertising opportunities. Extend your reach to apartment housing decision-makers with highly visible positions like premium custom content ads, video and more. **Page 12.**

### 3) Targeted e-Newsletters

NAA targeted e-Newsletters provide advertisers an opportunity to pinpoint apartment housing professionals with an interest in student housing, marketing, technology or operations. Reserve space in one or all four e-Newsletters. **Page 13.**

### 4) *Partner Perspectives*

Targeted to NAA members, the content in the *Partner Perspectives* e-Newsletter will be driven by you and the topic of your choosing. Take advantage of this valuable opportunity to showcase your products and services while generating a substantial quantity of qualified leads. The exclusive advertiser will receive two sponsor interviews or articles, banner ads and recognition as the sole sponsor with a "brought to you by" message and logo under the e-Newsletter masthead. **Page 15.**

### 5) *The Industry Insider*

*The Industry Insider* provides apartment housing executives and their staff with the most up-to-date information on the apartment industry. Promote and strengthen your brand when you advertise in this popular weekly news source. **Page 16.**

### 6) *units* e-Table of Contents

This monthly email alerts NAA members to read the new online *units* Magazine content. As the exclusive sponsor, you'll receive a banner ad and a custom content placement. **Page 17.**

**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

## Naahq.org

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

### Quick Stats



**27,000**

Average unique monthly visitors



**110,000**

Average monthly page views



**FOUR**

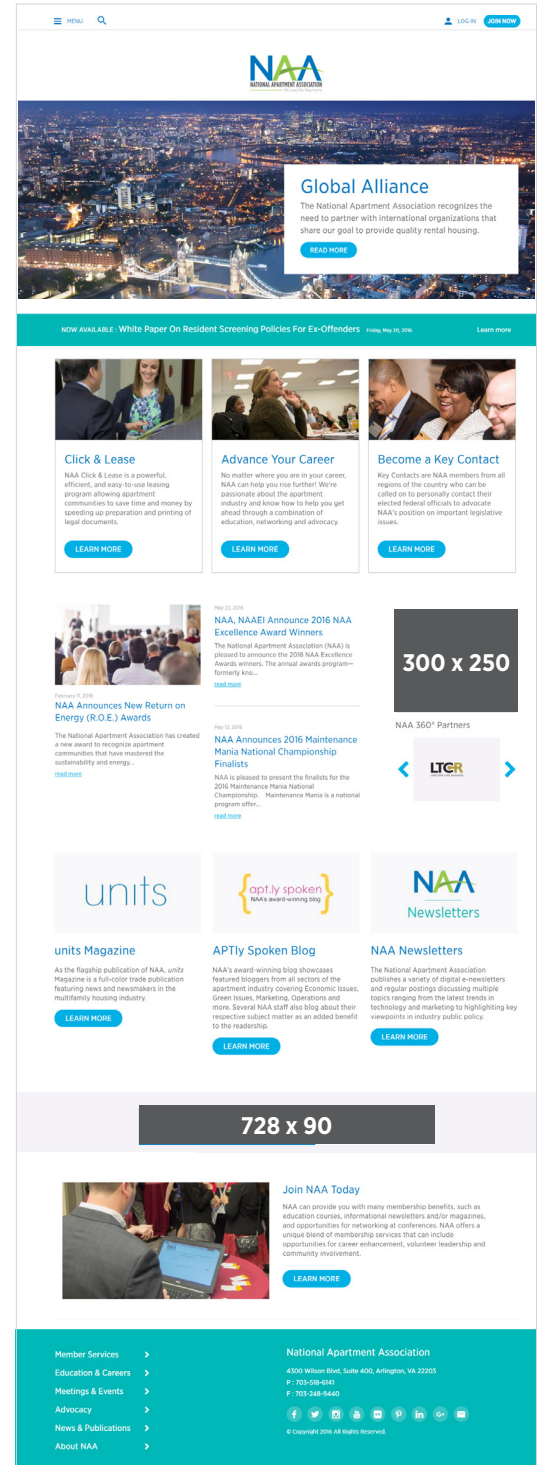
Average minutes on website

### Rates and Specifications

| Ad Type                  | Ad Size   | CPM   |
|--------------------------|-----------|-------|
| <b>Homepage</b>          |           |       |
| Lower Leaderboard        | 728 x 90  | \$85* |
| Medium Rectangle         | 300 x 250 | \$85* |
| <b>Interior Pages</b>    |           |       |
| Top or Lower Leaderboard | 728 x 90  | \$80* |
| Medium Rectangle         | 300 x 250 | \$80* |

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 Space: Two weeks prior | Artwork: Five business days prior



# NAA DIGITAL

## NAA Resource Center

naaresourcecenter.org

The new NAA Resource Center is a treasure trove of industry content, videos and supplier information. Upgrade your listing today to increase your exposure.

### Rates and Specifications

| Home Page                     | Ad Size                 | Rate          |
|-------------------------------|-------------------------|---------------|
| Exclusive Peel-Back Ad        | 510 x 510*              | \$12,000/year |
| Leaderboard (Top and Bottom)  | 728 x 90                | \$5,040/year  |
| Medium Rectangle 1            | 300 x 250               | \$5,040/year  |
| Medium Rectangle 2            | 300 x 250               | \$4,740/year  |
| Medium Rectangle 3            | 300 x 250               | \$4,440/year  |
| Medium Rectangle 4            | 300 x 250               | \$4,020/year  |
| Top Video                     | Call for specs          | \$1,020/month |
| Lower Video                   | Call for specs          | \$600/month   |
| Featured Content (with image) | 248 x 138 +<br>25 words | \$1,260/month |
| Featured Content (no image)   | 25 words                | \$780/month   |
| Product Showcase              | 120 x 300               | \$540/month   |

| Interior Pages                 | Size           | Rate         |
|--------------------------------|----------------|--------------|
| Exclusive Category Leaderboard | 728 x 90       | \$3,000/year |
| Medium Rectangle 1             | 300 x 250      | \$2,700/year |
| Medium Rectangle 2             | 300 x 250      | \$2,520/year |
| Medium Rectangle 3             | 300 x 250      | \$2,280/year |
| Medium Rectangle 4             | 300 x 250      | \$2,040/year |
| Priority Listing 1             | 200 x 100 logo | \$2,520/year |
| Priority Listing 2             | 200 x 100 logo | \$1,260/year |
| Priority Listing 3             | 200 x 100 logo | \$1,020/year |
| Enhanced Listing               | 200 x 100 logo | \$660/year   |



Rates are net. Format: JPEG or GIF file; 40 kb max (except peel-back ad which requires PNG or animated PNG file)

Space/Artwork: Ten business days prior to start of campaign

# 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.

### Quick Stats

#### BI-MONTHLY

#### APARTMENT TECHNIQUES

**31,000**

Circulation

**15.5%**

Average open rate

**11.6%**

Average click-to-open rate

#### CAMPUS CONNECTIONS

**3,500**

Circulation

**24.4%**

Average open rate

**17.3%**

Average click-to-open rate

#### MARKETING BUZZ

**26,000**

Circulation

**16.3%**

Average open rate

**16.1%**

Average click-to-open rate

#### MONTHLY

#### OPERATIONS INSIGHTS

**47,000**

Circulation

**15.2%**

Average open rate

**14.7%**

Average click-to-open rate

**APARTMENT TECHNIQUES**  
YOUR SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

Collect Rent by Text

LEVERAGING BIG DATA IN PROPERTY MANAGEMENT

TOP STORES

REASONING, TEXTING AMONG TOP APARTMENT TECH FRIENDS

90% OF PROPERTY MANAGERS USE ONLINE RENTALS & REVIEWS AS KEY

**CAMPUS CONNECTIONS**  
YOUR SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

YARDI Voyager Student Housing

LIFE OF LUXURY IN OFF-CAMPUS HOUSING

EXTINGUISH THE BURN FROM STUDENT TURN

LATEST BUZZ ABOUT GUNS ON CAMPUS

NO NEED A BOOST? REGISTER TODAY FOR MAXIMIZE!

ONLINE REVIEWS ARE CRUCIALLY IMPORTANT IN STUDENT HOUSING

You're going to Feel Right at Home.

**MARKETING BUZZ**  
YOUR SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

Attract Prospects & Retain Residents

YIELD: A PROPERTY MANAGER'S NEW ONLINE BFF

SPEND LESS. LEASE MORE.

SEO AUDIT EXPERTS DISCUSS BAC'S, TOOL & TIP

Dale Carnegie

SUSTAINABLY DEVELOPED APARTMENT'S GROWING IN POPULARITY

Join us June 18-19 at Sun Francisco

**OPERATIONS INSIGHTS**  
YOUR SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

Assessing operations, investing and vendor management

PREPARING STAFF AND RESIDENTS FOR PROPERTY TRANSITION

How Healthy is Your Property Management Software?

OUTSOURCING ACCOUNTING AND BACK-OFFICE FUNCTIONS

SMART POOL-MAINTENANCE TIPS FOR PROPERTY MANAGERS

You're going to Feel Right at Home.

**Advertising Sales:** Liz Barrett, National Sales Manager, [naa@townsend-group.com](mailto:naa@townsend-group.com) or 202-367-1231

**Production Contact:** Kala Burke, Senior Account Manager, [kburke@townsend-group.com](mailto:kburke@townsend-group.com) or 202-367-2488

# Targeted e-Newsletters

## Rates and Specifications

| Apartment TECHniques       | Ad Size        | 2x      | 6x      |
|----------------------------|----------------|---------|---------|
| Top Leaderboard (#1)       | 650 x 90       | \$2,625 | \$2,365 |
| Top Story Leaderboard (#2) | 650 x 90       | \$2,100 | \$1,890 |
| Leaderboard (#3)           | 650 x 90       | \$1,680 | \$1,510 |
| Advertiser Content Ad (#1) | Text and image | \$2,100 | \$1,890 |
| Medium Rectangle           | 300 x 250      | \$1,050 | \$945   |
| Advertiser Content Ad (#2) | Text only      | \$1,050 | \$945   |

| Campus Connections   | Ad Size                       | 1x      |
|----------------------|-------------------------------|---------|
| Exclusive Advertiser | 650 x 90, plus text and image | \$2,500 |

| Marketing Buzz             | Ad Size   | 2x      | 6x      |
|----------------------------|-----------|---------|---------|
| Top Leaderboard (#1)       | 650 x 90  | \$1,890 | \$1,700 |
| Top Story Leaderboard (#2) | 650 x 90  | \$1,575 | \$1,420 |
| Medium Rectangle (#1)      | 300 x 250 | \$1,260 | \$1,135 |
| Advertiser Content Ad (#1) | Text only | \$1,260 | \$1,135 |
| Leaderboard (#3)           | 650 x 90  | \$1,050 | \$945   |
| Advertiser Content Ad (#2) | Text only | \$1,050 | \$945   |
| Medium Rectangle (#2)      | 300 x 250 | \$945   | \$850   |
| Leaderboard (#4)           | 650 x 90  | \$840   | \$755   |

| 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

## 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



**38,000**

Circulation



**14.1%**

Average open rate



**12.9%**

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 shows the NAA Partner Perspectives e-newsletter layout. At the top is the NAA logo and the title "PARTNER PERSPECTIVES". Below this is a sub-header "BUILDING MAINTENANCE TRENDS BROUGHT TO YOU BY" followed by a "LOGO" placeholder. The main content area features two sponsored content blocks. The first is titled "HOW TO MAKE RENOVATIONS EASIER" and includes a photo of a kitchen renovation. The second is titled "LEARNING THE INDUSTRY'S NEEDS" and includes a photo of a construction worker. Below these is a "RELATED NEWS" section with two articles: "PROPERTY MANAGERS CAN PROSPER IN BOOM AND BUST INDUSTRY CYCLES" and "4 TIPS FOR BETTER BUDGETING". At the bottom is another article titled "VENDOR NETWORKS HELP VENDORS AND PROPERTY MANAGERS". A large black box with the text "650 x 90" is overlaid on the right side of the newsletter preview.

**Advertising Sales:** Liz Barrett, National Sales Manager, [naa@townsend-group.com](mailto:naa@townsend-group.com) or 202-367-1231

**Production Contact:** Kala Burke, Senior Account Manager, [kburke@townsend-group.com](mailto: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



**48,000**

Weekly circulation



**14.6%**

Average open rate



**12%**

Average  
click-to-open rate

### Rates and Specifications

| Ad Type                    | Ad Size        | 2x      |
|----------------------------|----------------|---------|
| 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 (2) issue 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](mailto:naa@townsend-group.com) or 202-367-1231

**Production Contact:** Kala Burke, Senior Account Manager, [kburke@townsend-group.com](mailto:kburke@townsend-group.com) or 202-367-2488

**NAA**  
**THE INDUSTRY INSIDER**  
YOUR WEEKLY SOURCE FOR MULTIFAMILY INDUSTRY NEWS AND INFORMATION

**650 x 90**



LEAD STORY


**WHY HUD IS UPDATING THE FAIR HOUSING ACT**

New provisions in the Fair Housing Act will require more stringent reporting of neighborhood integration to better enforce the act's regulations, intended to provide access to better schooling and quality of life.

[READ MORE](#)

**650 x 90**

**TOP STORIES**



**MARKET TRENDS**  
**WHICH MARKETS HAVE THE HIGHEST RENT GROWTH?**

Job growth and pent-up demand continue to drive rent growth, especially as millennials begin to look for their own housing. See which markets are performing the best — and which are not.

[READ MORE](#)

**Advertiser Content**

**SPONSORED CONTENT**  
**BYE BYE MILLENNIALS, HELLO GENERATION Z**

The popular session, "Bye Bye Millennials, Hello Generation Z,"—one of more than 65 presented in Las Vegas during the 2015 NAA Education Conference & Exposition—revealed to attendees that these new kids on the block are already affecting the way you market and lease.

[READ MORE](#)



# units e-Table of Contents

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

## Quick Stats



**48,000**  
Monthly circulation



**22.3%**  
Average 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: 5 words;  
 Body: 25-20 words; Image: 300 x 183  
 Space: Two weeks prior | Artwork: Five business days prior

The screenshot shows the layout of the 'units' magazine email. At the top, it says 'units' and 'AUGUST 2015'. Below that is a featured article about 'Thirty Oaks' in San Antonio. There's a 'Watch August UNITS in a Minute!' video thumbnail. A signature for Lauren Boston is visible. A large dark box contains the text '650 x 90'. Below that 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 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](mailto:naa@townsend-group.com) or 202-367-1231 for pricing details.

# NAA EVENTS

## Enhance Your Exhibit Experience



### Program & Exhibitor Guide

Space/Artwork: May 22, 2017

More than 10,000 attendees will receive their Program & Exhibitor Guide at registration for the 2017 NAA Education Conference & Exposition, June 21-24, 2017 in Atlanta. They will depend on it for the schedule, exhibitor listings, maps and more. Combine this opportunity with digital advertising to enhance your brand and booth traffic. Space is limited.

---

### Rates and Specifications

| Ad Position   | Ad Size      | Rate    |
|---------------|--------------|---------|
| Cover 4       | 6.5" x 9.25" | \$5,500 |
| Cover 2 or 3  | 6.5" x 9.25" | \$4,400 |
| Section Tabs* | 6.5" x 9.25" | \$4,100 |
| Full Page     | 6.5" x 9.25" | \$3,850 |
| Half Page     | 6.5" x 4.5"  | \$2,200 |

\* Tabs: General Info; Conference Programming; NAA Exposition; NAA



### Program & Exhibitor Guide

Space/Artwork: January 20, 2017

The NAA Student Housing Conference takes place February 14-15, 2017 in Chicago. The Program & Exhibitor Guide is a valuable resource for attendees and offers a complete listing of exhibitors, education sessions, speaker profiles, maps and much more. The Program Guide will also be posted on the NAA website one week before the event, providing additional exposure for your ad.

---

### Rates and Specifications

| Ad Position   | Ad Size       | Rate    |
|---------------|---------------|---------|
| Cover 4       | 5.25" x 8.5"  | \$1,500 |
| Cover 2 or 3  | 5.25" x 8.5"  | \$1,200 |
| Section Tabs* | 5.25" x 8.5"  | \$1,000 |
| Full Page^    | 5.25" x 8.5"  | \$750   |
| Half Page^    | 5.25" x 4.25" | \$500   |

\* Tabs: Conference Info; Tues Highlights; Wed Highlights; NAA Exposition

^ Ads are placed randomly and do not bleed

**Advertising Sales:** Liz Barrett, National Sales Manager, [naa@townsend-group.com](mailto:naa@townsend-group.com) or 202-367-1231

**Production Contact:** Kala Burke, Senior Account Manager, [kburke@townsend-group.com](mailto:kburke@townsend-group.com) or 202-367-2488

## NAA SPONSORSHIP PROGRAM

# Let's Build a Winning Relationship

We're excited to introduce a new, high-value marketing program that combines NAA's powerful brand name and impressive track record with yours. Unlike pre-packaged marketing programs, NAA's Sponsorship Program is exclusive, highly flexible and very personal. Your sponsorship investment includes two elements:

- 1) **Sponsorship Rights Fee** allows you to cobrand with NAA and activates the benefits to your sponsorship
- 2) **Customized Credit** allows you to choose how to activate and promote your brand

For more information and pricing details, please contact Sharon Salang at [ssalang@naahq.org](mailto:ssalang@naahq.org) or 703-797-0663.



---

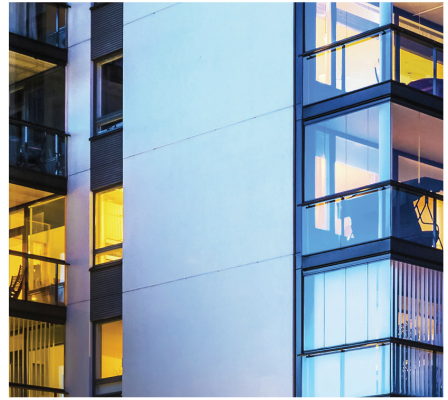
## NATIONAL SUPPLIERS COUNCIL

# Get Access to Exclusive Benefits

NAA established the National Suppliers Council (NSC) to continue the development of a strong relationship between the apartment housing industry and national businesses that supply goods and services to the apartment industry. Prior to becoming an NSC member, you must become a member of a state or local apartment association. Join today for just \$1,700 per year.

Visit [naahq.org/nsc](http://naahq.org/nsc) for more information.





### **Advertising Sales**

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

### **Exhibits & Sponsorship**

Sharon Salang  
Manager, Business  
Development & Sales  
ssalang@naahq.org  
703-797-0663

### **Editorial Inquiries**

Paul Bergeron  
Director of Publications  
pbergeron@naahq.org  
703-797-0606

### **NAA Headquarters**

4300 Wilson Blvd  
Suite 400  
Arlington, VA 22203  
703-518-6141

