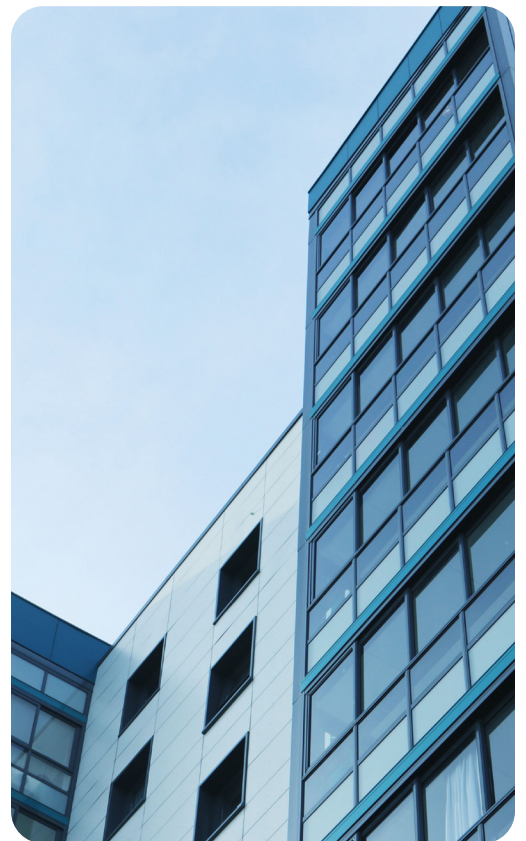




# YOUR **POWERFUL** MARKETING PARTNER



2023 Media Guide

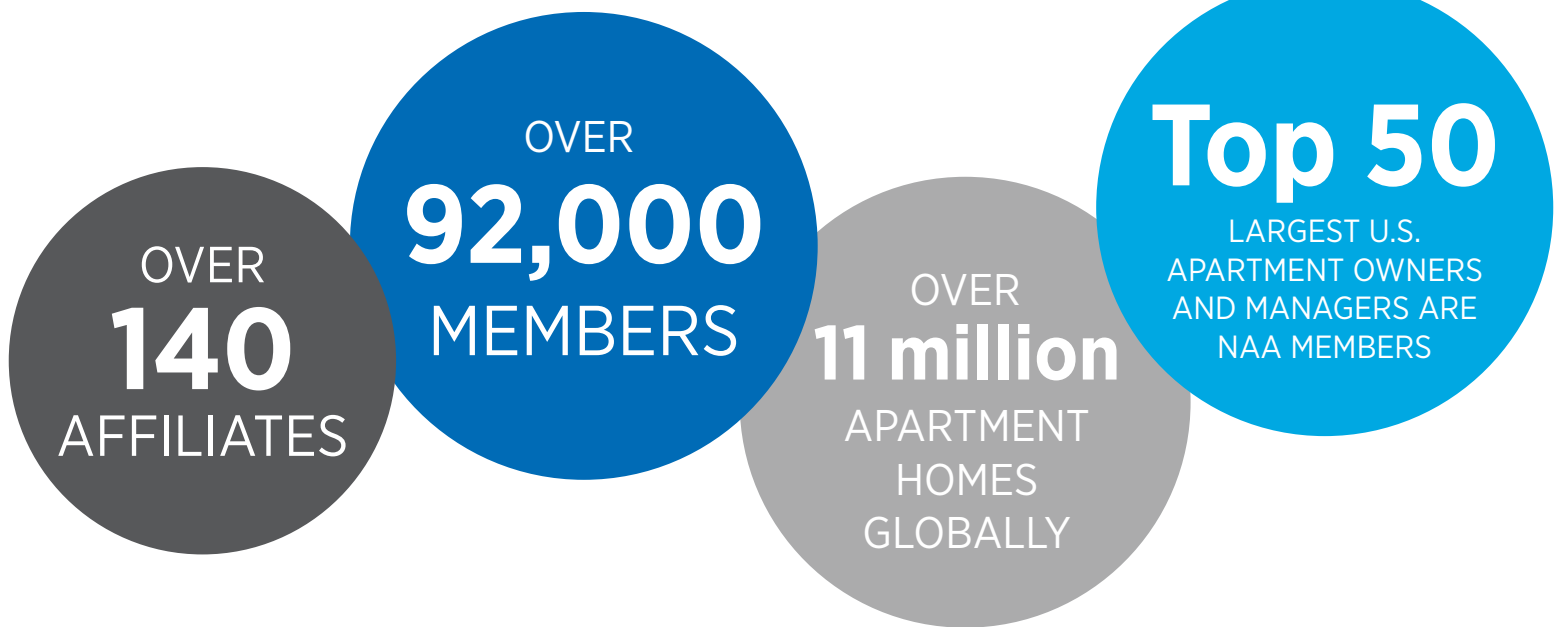
## ABOUT NAA

The National Apartment Association (NAA) serves as the leading voice and preeminent resource through advocacy, education and collaboration on behalf of the rental housing industry. As a federation of 141 state and local affiliates, NAA encompasses over 92,000 members representing more than 11 million apartment homes globally. NAA believes that rental housing is a valuable partner in every community that emphasizes integrity, accountability, collaboration, community responsibility, inclusivity and innovation.

To learn more, **visit [naahq.org](http://naahq.org)**.

## POWER OF NAA

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



## Integrated Opportunities, Proven Results

### ***units* Magazine**

Page 3

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

### **NAA Digital**

Page 7

Keep your brand top-of-mind with NAA's robust digital opportunities: [naahq.org](http://naahq.org), *Partner Perspectives*, NAA e-Newsletters and the *units* e-Table of Contents.

### **NAA Events**

Page 15

Enhance your experience and exposure at leading events in the rental housing industry.

### **NAA Partnership Program**

Page 17

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

## units MAGAZINE

*The Most Read Magazine in the Rental Housing Industry*

# units

Circulation: **72,000**

Total Readers: **180,000**

*units* is the first publication decision-makers turn to for coverage of the best practices and newest trends in the rental 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 rental housing professionals**—guaranteed!

### Popular Topics

- Resident Engagement, Satisfaction and Retention
- Staff Recruitment, Education and Retention
- Property Management Technology
- Legislation, Regulation and Compliance
- Marketing and Leasing
- Amenities and Common Areas
- Maintenance
- Renovation, Restoration and Development
- Career Development
- C-Suite Concerns

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



Increase your exposure with a digital ad in the *units* e-TOC email  
- PAGE 14 -

**Advertising Sales and Production Contact**

**Kwei Nwaogu**

Senior Sales Manager  
Advertising@naahq.org  
703-797-0651

# Professional Activities

**JOB TITLES**

Property Manager	42%
Owner/President/Principal	15%
Regional Supervisor/Manager	12%
VP/Corporate Executive	11%
Leasing Professional	4%
Maintenance Supervisor/Technician	3%

**WHERE THEY WORK**

Property Management Firm	49%
Owner Firm	18%
Independent Owner	11%
Developer/Builder	2%
Restorer/Renovator	1%
Other	19%

**TYPE OF PROPERTIES THEY MANAGE**

Market-Rate Apartments	48%
Garden Apartments	47%
Luxury Apartments	41%
Affordable Housing	30%
High-Rise Apartments	23%
Senior Housing	18%

Condos/Co-Ops/Townhouses	15%
Single-Family Home Rentals	14%
Student Housing	13%
Military Housing	4%
Extended-Stay Housing	2%
Other	5%



**15**  
Average years in rental housing industry



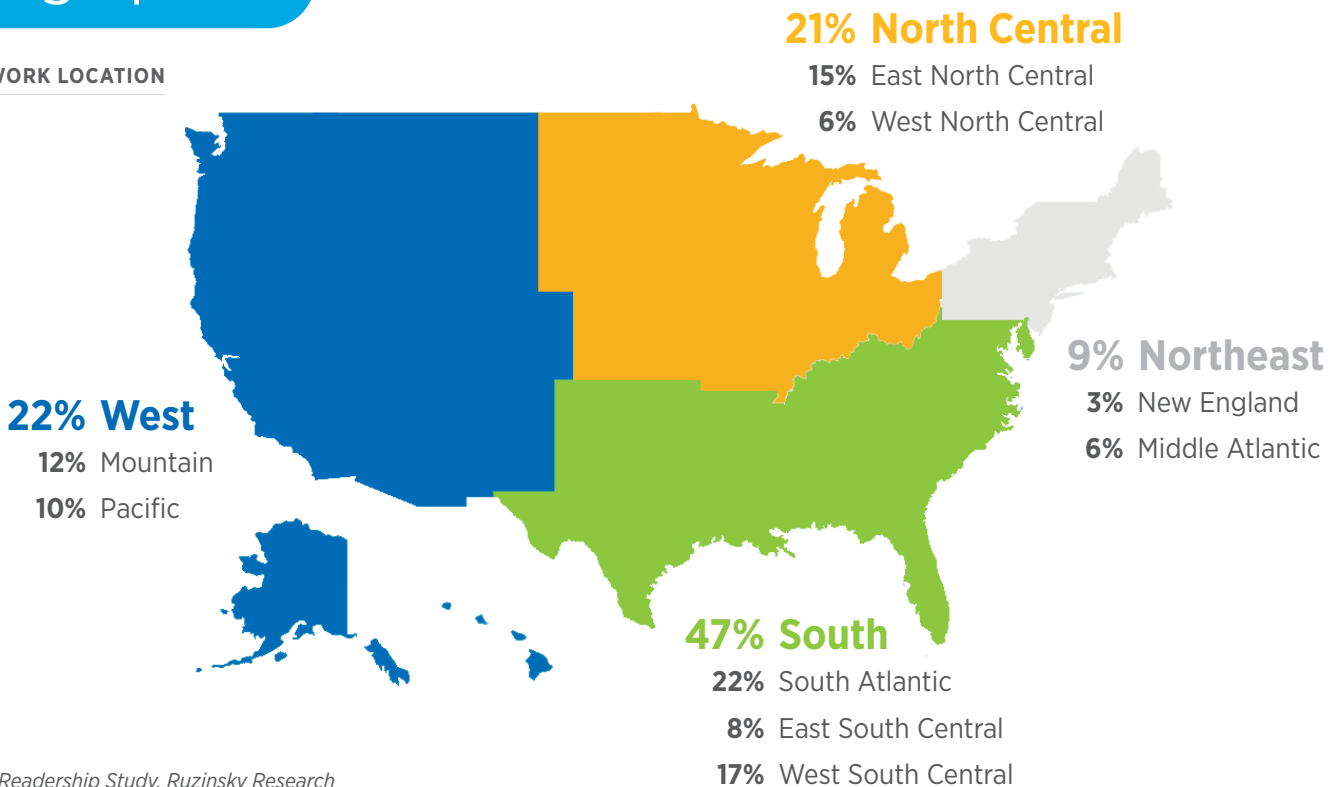
**3,738**  
Average number of units under management



**90%**  
Employed full-time

# Demographics

**CURRENT WORK LOCATION**



Source: NAA Readership Study, Ruzinsky Research

# units MAGAZINE

## 2023 Editorial Calendar\*

\*Editorial Calendar is subject to change.



### JANUARY/FEBRUARY

Space: November 28 / Art: December 2  
Mail Date: December 22

#### Feature Focuses Include:

2023 NAA Chairman of the Board  
Executive Perspective: Previewing 2023

### MARCH

Space: January 24 / Art: January 30  
Mail Date: February 23

#### Advocate Show Issue

#### Feature Focuses Include:

Leasing Season Preview  
Revenue Management  
• Annual Technology Supplement



Direct mail opportunities are available in each issue.

### APRIL

Space: February 28 / Art: March 3  
Mail Date: March 30

#### Feature Focuses Include:

Outdoor Amenities  
Disaster Preparedness and Crisis Management

### MAY

Space: March 21 / Art: March 27  
Mail Date: April 20

#### Feature Focuses Include:

Repositioning Best Practices  
Career Development

### JUNE

Space: April 20 / Art: April 21  
Mail Date: May 18

#### Apartmentalize Show Issue

#### Feature Focuses Include:

Solving Your Biggest Onsite Challenges  
Resident Retention  
Community Security

### JULY

Space: May 23 / Art: May 29  
Mail Date: June 22

#### Feature Focuses Include:

Common Areas and Amenities  
Marketing/Social Media Tools & Strategies

### AUGUST/SEPTEMBER

Space: June 27 / Art: June 30  
Mail Date: July 27

#### Feature Focuses Include:

Fall Preparedness  
Student Housing

### OCTOBER

Space: August 21 / Art: August 23  
Mail Date: September 21

#### Feature Focuses Include:

NAA Annual Operating Income & Expenses Survey  
Value-Add Strategies

### NOVEMBER

Space: September 26 / Art: September 29  
Mail Date: October 26

#### NAA Assembly of Delegates Issue

#### Feature Focuses Include:

Leasing Techniques  
HR and Workforce Issues  
• Best of 2022 Supplement

### DECEMBER

Space: October 24 / Art: October 27  
Mail Date: November 24

#### Feature Focuses Include:

2023 In Review  
Ancillary Revenue

### Advertising Sales and Production Contact

**Kwei Nwaogu**

Senior Sales Manager  
Advertising@naahq.org  
703-797-0651

# units MAGAZINE

## Rates and Specifications

As of January 1, 2023

Display Four Color	1x	3x	6x	10x
Double Page Spread	\$11,000	-	-	-
Full Page	\$9,200	\$8,700	\$8,300	\$7,450
1/2 Page	\$6,200	\$5,900	\$5,600	\$5,000
1/3 Page	\$4,900	\$4,600	\$4,300	\$4,000
1/4 Page	\$4,500	\$4,400	\$4,100	\$3,750

Display Black & White	1x	3x	6x	10x
Full Page	\$6,800	\$6,450	\$6,150	\$5,500
1/2 Page	\$3,850	\$3,650	\$3,500	\$3,200
1/3 Page	\$2,500	\$2,450	\$2,300	\$2,000
1/4 Page	\$2,250	\$2,150	\$2,000	\$1,850

### Marketplace

1 Column Horizontal	\$250
1 Column Square	\$350
1 Column Vertical	\$800
2 Column Horizontal	\$900

### Premium Placement (non-cancelable) 6x

Covers 2, 3 or 4; Page 1, 3, 5, 7, 9, 11, 13 or 15	Call for Pricing
---	------------------

### Special Pieces

Items such as Cover-tip, Tip-on, Blow-in, Bind-in, Post-it Note, or Belly Band	Call for Pricing
--	------------------

### Display 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	6.75" x 4.625"
1/2 Page Vertical	3.25" x 9.5"
1/3 Page Horizontal	6.75" x 3.125"
1/3 Page Vertical	2.125" x 9.5"
1/4 Page Horizontal	6.75" x 2.175"

### Marketplace Ad Dimensions (width x depth)

1 Column Horizontal	2.125" x 1"
1 Column Square	2.125" x 2.125"
1 Column Vertical	2.125" x 4.375"
2 Column Horizontal	4.45" x 2.125"

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: Jamie Kuechler, Royle Printing Company, 745 S. Bird Street, Sun Prairie, WI 53590, 608-834-3635, jkuechler@royle.com.

Submitting Artwork: Please e-mail artwork to Kwei Nwaogu at advertising@naahq.org.

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 Jamie Kuechler at jkuechler@royle.com.

## Advertising Sales and Production Contact

**Kwei Nwaogu, Senior Sales Manager**

Advertising@naahq.org

703-797-0651

All rates are gross. Other guaranteed positions add 15 percent.

Cancellation Policy: Cancellations or rollovers to a future issue must be received in writing 60 days before space closing date without penalty. Cancellations received within 30 days before space closing deadline will be charged 60 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.

## Six Opportunities for the Savvy Marketer

### 1) [naahq.org](http://naahq.org)

Our popular website generates more than 230,000 average monthly pageviews. Book your ad placements today and start generating leads, building awareness and driving customers directly to your company's website.

**Page 11.**

### 4) *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 16.**

### 2) *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 to NAA Members. The exclusive advertiser will contribute two 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 12.**

### 5) Targeted e-Newsletters

NAA targeted e-Newsletters provide advertisers an opportunity to pinpoint rental housing professionals with an interest in government affairs, technology, operations or C-suite concerns. Reserve space in one or all four e-Newsletters.

**Page 14.**

### 3) *The Industry Insider*

*The Industry Insider* provides rental 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 13.**

### 6) Social Media

Be social & engage with NAA's over 72,000 followers. Share unique information you collect to demonstrate your expertise and gain recognition as a leader in the industry. Followers can view your post and click through to your blog or website to get more information as potential prospects.

**Page 20.**

# 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



**60,631**

Average unique monthly visitors



**238,617**

Average monthly page views



**02:18**

Average minutes on website

Traffic stats from January to July 2022

## Rates and Specifications

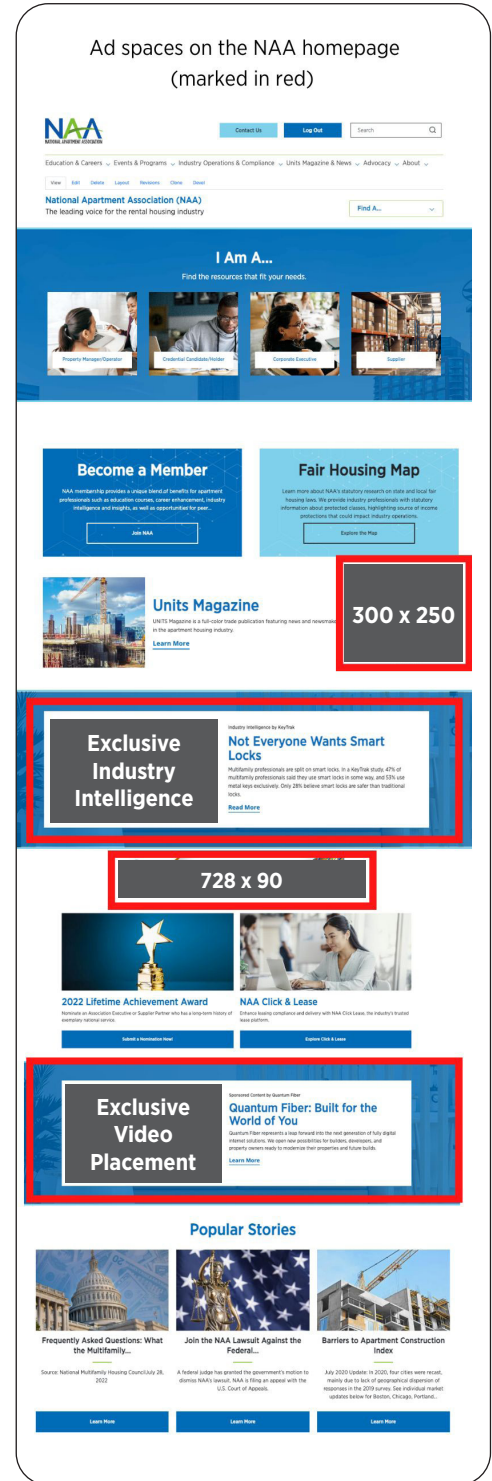
Ad Type	Ad Size	CPM
<b>Homepage</b>		
Lower Leaderboard	728 x 90	\$95*
Medium Rectangle	300 x 250	\$95*
Exclusive Homepage Video	\$3,000/month	
Industry Intelligence Exclusive Sponsor (see page 19 for details)	\$3,100/month	
<b>Interior Pages</b>		
Top or Lower Leaderboard	728 x 90	\$85*
Medium Rectangle	300 x 250	\$85*

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

Ad spaces on the NAA homepage  
(marked in red)



## Advertising Sales and Production Contact

**Kwei Nwaogu**

Senior Sales Manager  
Advertising@naahq.org  
703-797-0651



# NAA DIGITAL

## Partner Perspectives

Partner Perspectives provides a powerful opportunity for industry suppliers like you to own and submit custom content by presenting solutions to industry challenges to be delivered in an NAA branded e-Newsletter. Content should be informative and not promotional in nature.

### Quick Stats



**18,955**

Circulation



**20.29%**

Average open rate



**2.91%**

Average click-to-open rate

Traffic stats from January to July 2022

### Rates and Specifications

- Two sponsor interviews or articles contributed by you
- 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.

**Price: \$15,000**

Limited opportunities available. Call today!

Format: JPEG or GIF file; 40 kb max

Space: One month prior | Artwork: Three weeks prior

The screenshot displays the NAA Partner Perspectives e-Newsletter interface. At the top, the NAA logo is followed by the title "PARTNER PERSPECTIVES" and the tagline "APARTMENT OPERATIONS AND KNOWLEDGE BROUGHT TO YOU BY". A "LOGO" placeholder is shown. The main content area features a Q&A article titled "Q&A WITH PAULA MUNGER AND MICHAEL LIM ON RENTAL AFFORDABILITY: IT'S COMPLICATED" with a "READ MORE" button. Below this is a "650 x 90" ad slot containing an image of a person moving and the headline "RENTER MIGRATION PATTERNS DRIVE 42% INCREASE IN OUT-OF-STATE APPLICANTS AS RENTERS SEEK SUNNIER, RURAL ENVIRONMENTS", with a "READ MORE" button. A "RELATED NEWS" section lists "AFFORDABILITY WATCH Q1 2022" and "BREAKING DOWN BARRIERS TO DEVELOPMENT". A second "650 x 90" ad slot is shown at the bottom, containing a "FORWARD TO A FRIEND" button and the NAA logo and contact information.

# NAA DIGITAL

## The Industry Insider

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

### Quick Stats



**26,103**

Weekly circulation



**21.83%**

Average open rate



**4.33%**

Average  
click-to-open rate

Stats from January - July 2022

### Rates and Specifications


Ad Type	Ad Size	Monthly Rate
Top Leaderboard (#1)	650 x 90	\$2,760
Top Story Leaderboard (#2)	650 x 90	\$2,205
Advertiser Content Ad (#1)	Text and image	\$2,760
Medium Rectangle (#1 or 2)	300 x 250	\$1,765
Advertiser Content Ad (#2)	Text and image	\$2,205
Advertiser Content Ad (#3)	Text and image	\$1,985
Announcement Leaderboard (#3 or 4)	650 x 90	\$1,600

Frequency: 4x/month. 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



**THE INDUSTRY INSIDER**  
Your weekly source for rental housing industry news

650 x 90

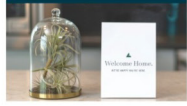


OPERATIONS  
**BEST PRACTICES: ASSET REPOSITIONING**  
Strategic design transformations that improve multifamily financial performance, energy efficiency and livability.

[LEARN MORE](#)

650 x 90

TOP STORIES




OPERATIONS  
**WELCOME! YOUR FIRST STEP IN RETAINING RESIDENTS**  
The little things make all the difference when looking to make a big impact with residents.

[READ MORE](#)

SPONSORED CONTENT  
**FIND OUT WHAT YOUR EMPLOYEES WANT MOST**  
AppFolio surveyed boots-on-the-ground property management staff to understand their main drivers of satisfaction and dissatisfaction. Here's the report.

[LEARN MORE](#)




INDUSTRY NEWS  
**RISING RENT SOLUTIONS**  
NAA's President and CEO reviews rising rents and potential solutions.

[READ MORE](#)

SPONSORED CONTENT  
**MAKES A TOUGH JOB SIMPLE**  
With a lightweight, comfortable, and innovative design, applying lecture with TEX-PRO™ is a breeze.

[LEARN MORE](#)



STAFFING  
**RECENT SHIFTS IN JOB-SEARCH SENTIMENT: WHAT THE RENTAL HOUSING INDUSTRY NEEDS TO KNOW**  
How to attract the best candidates and retain valued employees in light of changing multifamily employment landscape.

[READ MORE](#)

Advertising Sales and Production Contact: **Kwei Nwaogu**, Senior Sales Manager | advertising@naahq.org | 703-797-0651

## Ad Retargeting

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time. Keep your message in front of our audience year-round. Boost your event impact by reaching attendees before, during and after the event. Analyze your results using real-time data & analytics to track performance and optimize your ROI.

### Retargeting Process



### Choose Your Reach

Get started by choosing your campaign. Start dates are flexible based on your needs, and ad view totals are guaranteed.

<p><b>BASIC</b> <b>\$5000</b></p> <p><b>VIEWS:</b> 100,000</p> <p><b>DURATION:</b> 1 Month</p>	<p><b>STANDARD</b> <b>\$12000</b></p> <p><b>VIEWS:</b> 300,000</p> <p><b>DURATION:</b> 3 Months</p>	<p><b>PREMIUM</b> <b>\$21000</b></p> <p><b>VIEWS:</b> 600,000</p> <p><b>DURATION:</b> 6 Months</p>
--	---	--

Format: PNG, JPEG or GIF file; 200 mb max (uploaded to Feathr)  
Ads must match pixel dimensions exactly for launch

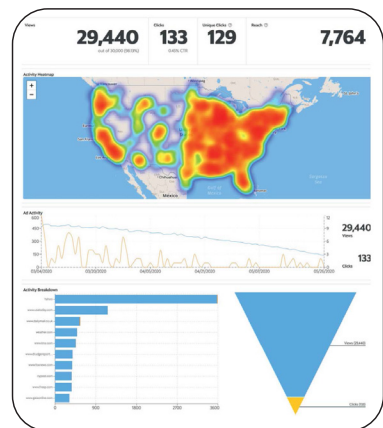
#### How does it work?

Ad Retargeting uses simple Javascript code to identify visitors of naahq.org and reach them with ads wherever they go online. By showing relevant, targeted ads to past naahq.org visitors, you increase brand awareness and drive online engagement with your ideal customer.

### Reporting

Track campaign results in real-time with a live, shareable report which includes:

- Number of impressions
- Clicks
- Geographical Locations



**Optimize your spend:** A/B test different ad designs, messages and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.

### Universal Ad Sizes

All of the sizes listed below are available. You may provide ads in any size(s) you prefer.

Recommended	Auxiliary
728 x 90	970 x 250
300 x 250	300 x 600
180 x 150	320 x 250
160 x 600	200 x 1050
	970 x 90

# NAA DIGITAL

## Targeted e-Newsletters

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

### Monthly Stats

Stats from January - July 2022

#### APARTMENT INNOVATIONS

16,889

Circulation

23.46%

Average open rate

3.46%

Average click-to-open rate

#### OPERATIONS INSIGHTS

18,676

Circulation

22.65%

Average open rate

3.60%

Average click-to-open rate

#### APARTMENT BUSINESS UPDATE

5,566

Circulation

25.83%

Average open rate

6.90%

Average click-to-open rate

#### APARTMENT ADVOCATE

22,004

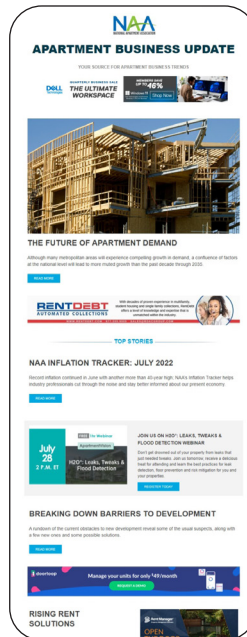
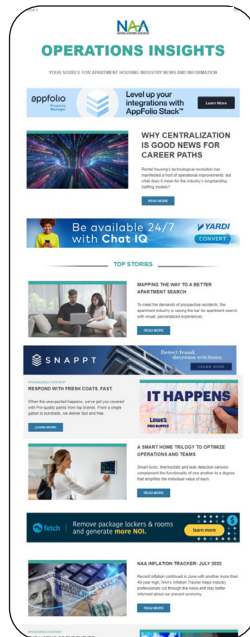
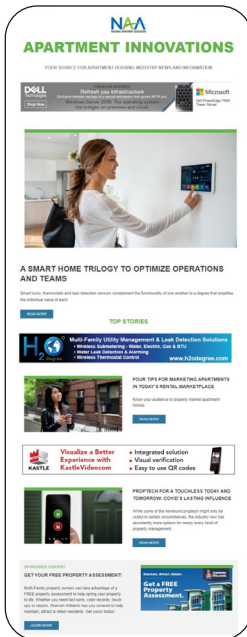
Circulation

25.53%

Average open rate

6.86%

Average click-to-open rate



## Targeted e-Newsletters

### Rates and Specifications

Apartment Innovations	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,800	\$2,500	\$2,200
Top Story Leaderboard (#2)	650 x 90	\$2,200	\$2,000	\$1,800
Leaderboard (#3)	650 x 90	\$1,800	\$1,600	\$1,400
Advertiser Content Ad (#1)	Text and image	\$2,200	\$2,000	\$1,800
Medium Rectangle (#1 or 2)	300 x 250	\$1,100	\$1,000	\$900

Operation Insights	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,800	\$2,500	\$2,200
Top Story Leaderboard (#2)	650 x 90	\$2,200	\$2,000	\$1,800
Advertiser Content Ad (#1)	Text and image	\$2,200	\$2,000	\$1,800
Leaderboard (#3 or #4)	650 x 90	\$1,800	\$1,600	\$1,400
Advertiser Content Ad (#2)	Text and image	\$2,000	\$1,800	\$1,600
Medium Rectangle (#1 or 2)	300 x 250	\$1,100	\$1,000	\$900

Apartment Business Update	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$1,100	\$1,000	\$900
Top Story Leaderboard (#2)	650 x 90	\$900	\$800	\$700
Advertiser Content Ad (#1)	Text and image	\$900	\$800	\$700
Leaderboard (#3)	650 x 90	\$850	\$750	\$700
Medium Rectangle	300 x 250	\$700	\$600	\$500

Apartment Advocate	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,800	\$2,500	\$2,200
Top Story Leaderboard (#2)	650 x 90	\$2,200	\$2,000	\$1,800
Leaderboard (#3)	650 x 90	\$1,800	\$1,600	\$1,400
Medium Rectangle (#1 or 2)	300 x 250	\$1,100	\$1,000	\$900

**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 except Apartment Advocate.

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

**Kwei Nwaogu**

Senior Sales Manager

Advertising@naahq.org

703-797-0651

# NAA DIGITAL

## units e-Table of Contents

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

### Quick Stats



**23,201**

Monthly circulation



**22.44%**

Average open rate



**3.74%**

Average click-to-open rate

Stats from January to July 2022

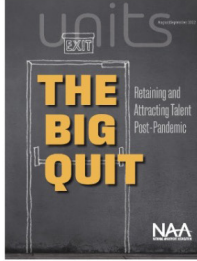
### Rates and Specifications

Exclusive Sponsorship	Ad Size	1x
• Leaderboard Ad	650 x 90	\$6,180
• Advertiser Content:		
- Headline: 60 characters		
- Body: 160 characters		
- Image: 300 x 155		

Format: JPEG or GIF file; 40 kb max;  
 Headline: 60 characters; Image: 300 x 183  
 Space: Two weeks prior | Artwork: Five business days prior

NAA HOME | ARCHIVE

---




Welcome to the August/September 2022 digital edition of *units Magazine*, where our cover story again focuses on staffing in what is being called the **Big Quit**, also known as the Great Resignation. Industry leaders dive into **how to retain and attract talent**.

Summer is almost over, and students are heading back to school. Review emerging **technology trends** in the industry and look into **what's new in campus living** and what has changed since the pandemic.

Elsewhere in this issue, learn more about NAA's **second survey on mental and emotional health**—survey results were presented at Apartmentalize. Also, read up on local legislation and how the industry is using digital grassroots movements to **advocate for rental housing**.


**650 x 90**

FEATURES




**Bright Ideas and Brill**  
Rental housing pros in Diego June 22-24 at Apartmentalize to learn, to network and to celebrate the industry.

[READ MORE](#)



**Falling Along the Road to Success**  
Industry leaders discuss personal failures and how they rose through them to success.

[READ MORE](#)



**Mapping the Way to a Better Apartment Search**  
To meet the demands of prospective residents, the apartment industry is raising the bar for apartment search with visual, personalized experiences.

[READ MORE](#)

SPONSORED CONTENT

**Advertiser Content**

**Advertiser Content**

[LEARN MORE](#)

NATIONAL APARTMENT ASSOCIATION

4500 WILSON BLVD, SUITE 800  
ARLINGTON, VA 22203

CONTACT US
PRIVACY POLICY

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You are receiving this email because you have opted in to receive our newsletter on the NAAHQ.org website, or because you agreed to receive this newsletter when subscribing to units Magazine.

[Unsubscribe](#)

### Advertising Sales and Production Contact

**Kwei Nwaogu**

Senior Sales Manager

Advertising@naahq.org

703-797-0651

# NAA EVENTS

## Enhance Your Exhibit Experience

# APARTMENTALIZE

Powered by NAA

## Conference Mobile App

Apartmentalize takes place June 7-9 in Atlanta for the industry's largest rental housing event. NAA's top priority continues to be the safety of staff, exhibitors and attendees.

Our mobile event app helps you reach your target audience in a convenient, personal way. This custom-designed mobile app puts comprehensive event information in attendees' hands before, during, and after the event.

Ad Type	List Price
Full Conference App	\$5,500
Banner Ad Only	\$1,200

## myNAA Planner Online Directory Advertising Opportunities

	Price
Image on Directory Home Page (360x300)	\$4,000
Exclusive Online Hall Sponsorship Image (1456x180)	\$2,000
Show Highlight Sponsorship (21 Slots Available)	\$500
Product Category Sponsorship - #1 Listing in Category (640x100)	\$500

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

### Before the event, attendees will be using this app to plan their experience:

- To look up who is attending and exhibiting.
- To build a personalized event agenda.
- To start making connections with others through the news feed and photo gallery.

### During the event, attendees will be pulling up this app multiple times to:

- Check session locations and times.
- Reference venue maps and make sure they're in the right place.
- See what others are saying about the experience.

### After the event, attendees and exhibitors will continue to open this app to:

- Reference the information of contacts made
- Review notes, and reminisce over photos.

## Exclusive Video Content



## TV In-Booth Interview

Apartmentalize will be seen far and wide during and after Atlanta. Be part of the coverage! The TV crew will come to your booth and film up to a 2-minute in-booth interview. Your interview will be conducted by the TV producers, edited so it's TV ready, then posted on NAA's YouTube page and given to you for future use.

*Call for pricing.*

Sponsorship opportunities are available for Apartmentalize and other NAA events and programs. For details, please email [sponsorship@naahq.org](mailto:sponsorship@naahq.org).

## NAA EVENTS

# Enhance Your Advocacy Reach



### Conference Mobile App

Taking place March 28-29 in Washington, DC, Advocate is NAA's annual advocacy conference. Industry leaders will come together to share their stories, perspectives and expertise with legislators on Capitol Hill to influence policies affecting the industry.

The conference mobile app will help you reach attendees and put comprehensive event information in their hands before, during and after the event.

Ad Type	List Price
Full Conference App	\$5,500
Banner Ad Only	\$1,200

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



Sponsorship opportunities are available for Advocate and other NAA events and programs. For details, please email [sponsorship@naahq.org](mailto:sponsorship@naahq.org).



## NAA PARTNERSHIP PROGRAM

### Let's Build a Winning Relationship

This exciting partnership program combines NAA's powerful brand name and impressive track record with yours. Unlike pre-packaged marketing programs, NAA's Partnership Program is exclusive, highly flexible and very customizable.

**Your sponsorship investment includes two elements:**

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

For more information and pricing details, please email [sponsorship@naahq.org](mailto:sponsorship@naahq.org).



## NATIONAL SUPPLIERS COUNCIL

### Get Access to Exclusive Benefits

The National Suppliers Council (NSC) is a prestigious network of suppliers within NAA, providing access to business opportunities, networking and professional growth. NSC membership includes valuable benefits to help you grow your business at Apartmentalize and all year long.

**Join today!**

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



# NAA ADDITIONAL PRODUCT OFFERINGS

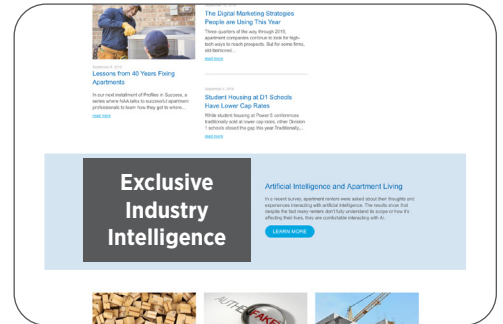
NAA is pleased to announce the availability of three products that provide you the opportunity to build your brand and increase market awareness within the rental housing industry.

## ApartmentVision \$6,600

NAA's supplier webinar series, ApartmentVision, provides suppliers the opportunity to present their expertise to property management industry representatives in a compelling and informative way. Webinars are a powerful way to present a solution to a common problem in the industry and develop brand awareness for attendees who may be charged with trying to solve it while interacting with them. NAA's Education Institute will host the live webinar as well as work with you on content to achieve your goals. Our webinar platform reports on registrants and attendees and measures engagement levels. In addition, NAA will create awareness by posting webinars on a schedule on our website and in *Industry Insider* and promote it via social media.

## Industry Intelligence \$3,100/month

Take the opportunity to share industry-related data, such as a metric or statistic you collect, on NAA's website to recognize an industry trend. Displayed prominently with your company logo, it will also include a link to direct visitors to the "Partner Perspectives" section on our website with more information on your data. Your company logo will be featured again here and will include a link to your website. Exclusive to one sponsor per month.



### Interested?

Contact [advertising@naahq.org](mailto:advertising@naahq.org) to get started on these opportunities or to discuss other advertising and sponsorships available.

# NAA SOCIAL MEDIA



42,606  
followers



22,947  
followers



8,564  
followers

## Social Media Ad Posts

NAA is offering suppliers the opportunity to post relevant and targeted content on our social media.

### Direct Engagement with NAA Members

As an industry supplier, you will have the opportunity to directly engage with NAA's over 72,000 followers. Share unique information you collect to demonstrate your expertise and gain recognition as a leader in the industry. Followers can view your post and click through to your blog or website to get more information as potential prospects.

- Limit on two (2) posts can be purchased per month
- NAA reserves the right to approve or decline all content prior to publishing
- Sponsor is asked to provide value through useful content
- Opportunity cannot be taken advantage of during the week of any NAA events
- NAA will include a 'boost' post on Facebook for sponsor

### Option 1

**\*\*Limit to one sponsor per quarter**

#### 3 mo. Subscription model (\$5,500):

- 2 weeks lead time to review/approve posts
- Posting dates are at NAA's discretion
- Blackout dates: Week of all major conferences
- Up to two Tweets per week, for any six weeks of the 3 months
- Six tweets Total
- Four Facebook posts with \$100 boost, throughout 3 months
- Original product is two per month
- Typically only two boosts
- One Instagram post, per 4-week period

**Blackout dates: Weeks of all major conferences**

### Option 3

**\*\*Limit to one sponsor per month**

#### Facebook Package (\$1,100):

- Two Facebook posts with \$100 boost

**Blackout dates: Weeks of all major conferences**

### Option 2

**\*\*Limit to one sponsor per month**

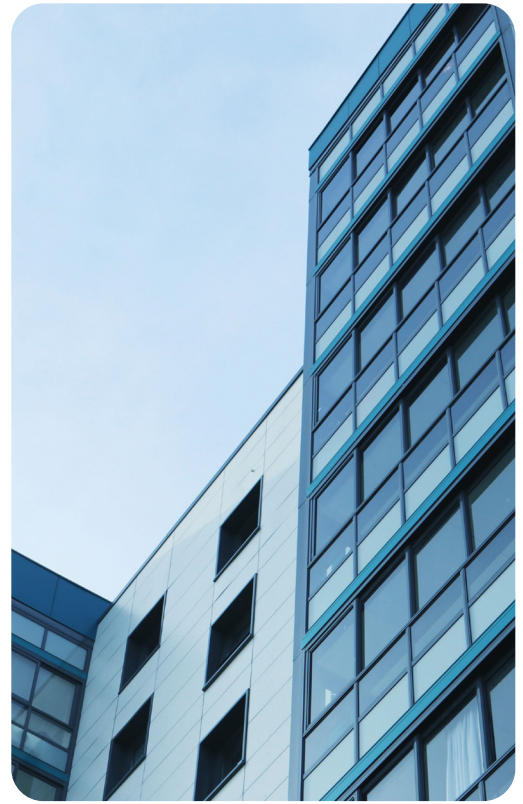
#### Per Package Model (\$3,250):

- Blackout dates: Weeks of all major conferences
- **Not available for the month of June**
- Limit to one sponsor per month, except June
- During any given month, there should only be the 1-month package or sponsored posts available. Not both. First-come, first-serve
- Four Tweets, per 4-week period
- Two Facebook posts with \$100 boost, per 4-week period (\$1,000 value)
- One Instagram post, per 4-week period

### Interested?

Contact [advertising@naahq.org](mailto:advertising@naahq.org)  
to get started today.

*\*\*All packages include the option to geotarget posts for an additional cost of \$600/location.*



## **National Apartment Association**

4300 Wilson Blvd., Ste. 800  
Arlington, VA 22203  
833-86-MYNAA

### **Advertising Sales**

#### **Kwei Nwaogu**

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703-797-0651

### **Exhibits**

#### **Mark Wilson**

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### **Partnerships**

#### **Priscilla Mejia**

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