



NAHMA

NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION

2005 Media Kit

Meeting the Need

for Quality

Affordable Housing

for All



NAHMA

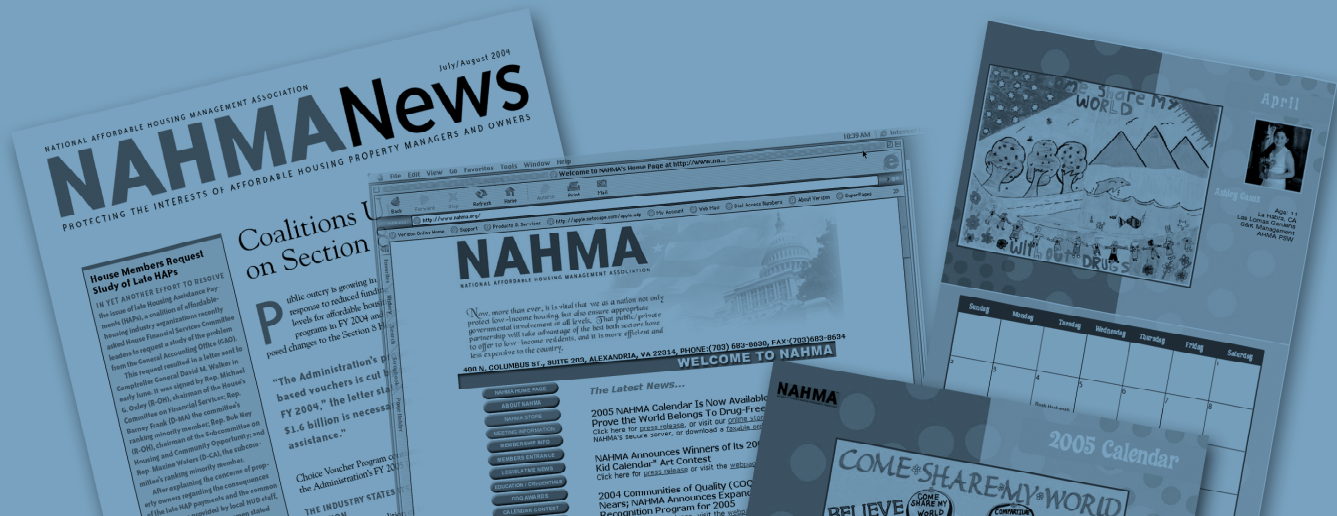
Meeting the Need for Quality Affordable Housing for All

Who We Are and What We Do

The National Affordable Housing Management Association (NAHMA) is the voice of the affordable housing industry. Our members are CEOs, presidents, executive directors, partners, executive and senior vice presidents, board members, and directors who share our mission to provide quality affordable housing for everyone. In fact, over 76% are involved in property management and over 52% are owners of affordable housing.

Members rely on NAHMA for representation in Washington, invaluable professional education, information, networking, and opportunities for one-on-one dialogue with the federal and state agencies that impact the industry.

NAHMA offers a variety of advertising and sponsorship opportunities to those marketers with products and services that meet the needs of this influential group. These highly targeted communication vehicles include NAHMA News, NAHMA Web site, NAHMA meetings, and the NAHMA Drug-Free Kids Calendar.



Reach 5,000 executive decision-makers with NAHMA News

NAHMA News, our bimonthly flagship publication, is read by 5,000 industry decision-makers who have purchasing power. Every issue is packed with news and information about regulations and legislation that affect the rapidly changing affordable housing industry, profiles of industry leaders, and practical business advice. (Actual mailing list is 2,500; each issue is read by an additional two or three readers based on survey data.)

Advertising Rates:

NAHMA News - published six times per year

Reach more than 5,000 affordable housing decision-makers, including presidents and executives of property management companies and owners of affordable rental housing.

NON-MEMBER RATES

	1x	3x	6x	Dimensions
Full Page	\$550	\$525	\$450	7 1/8" x 9 3/4"
1/2 Page Horizontal	\$330	\$300	\$265	7 1/8" x 4 7/8"
1/3 Square	\$205	\$195	\$170	4 3/4" x 4 7/8"
1/3 Horizontal	\$205	\$195	\$170	2 1/8" x 9 3/4"

MEMBER RATES

	1x	3x	6x	Dimensions
Full Page	\$495	\$470	\$405	7 1/8" x 9 3/4"
1/2 Page Horizontal	\$300	\$265	\$240	7 1/8" x 4 7/8"
1/3 Square	\$185	\$175	\$155	4 3/4" x 4 7/8"
1/3 Horizontal	\$185	\$175	\$155	2 1/8" x 9 3/4"

2005 Advertising Placement Deadlines:

Cover Date	Reservations	Ad Materials	Mail Date
January/February	January 17	January 19	February 15
March/April	March 13	March 17	April 13
May/June	May 10	May 13	June 10
July/August	July 11	July 14	August 10
Sept./October	September 13	September 15	October 12
November/Dec.	October 24	October 27	November 23

Heighten your message with NAHMA Drug-Free Kids Calendar

This incredible project, which starts every year in June and culminates in an award ceremony and the publication of the calendar in the fall, brings industry leaders, communities, and advertisers together in support of safe, affordable housing and drug-free communities.

These unique calendars also present an economical, highly visible messaging opportunity:

- Drug-Free Kids Calendars are extremely affordable: just \$5.50 each.
- They're a HUD allowable project expense and tax credit properties can potentially obtain more points in the funding-allocation process.
- They make a unique gift that puts your message in front of colleagues, staff, and elected officials.
- They show your company's commitment to drug-free communities and safe, affordable housing.

Build Meaningful Relationships with NAHMA Drug-Free Kids Calendar Sponsorships

Become a sponsor and your company name, product and service will be seen and remembered by affordable housing decision-makers, owners and managers, government officials, colleagues and other industry leaders every day. Advertising surveys have proven: repeated exposure on a regular basis is the most effective method of making the contact and getting the results you want. Sponsorship includes your corporate logo on the front cover and on every page.

Sponsorship Rate for NAHMA Drug-Free Kids Calendar:

Sponsorship includes your corporate logo on the front cover and on every individual calendar page: \$12,500 net.

Specifications for NAHMA News and NAHMA Drug-Free Kids Calendar:

Acceptable File Formats:

EPS, TIF, Adobe Illustrator, Quark Xpress

Acceptable Media (MAC or PC Formatted):

Zip 100, CD, 3 1/2" floppy

Digital Files: Must have a minimum of 300 dpi at 100% print size.

Please do not use image compression formats (LZW, GIF, CCTI, JPEG, etc) and True Type fonts. Keep file names to a minimum—six to eight characters plus file extension is ideal. Must be accompanied by Postscript fonts, original scanned art, imported graphics, and a laser/paper proof.

Submission of Materials: Label all materials with your name and phone number. NAHMA reserves the right to reject improper or incorrectly prepared materials. Ads must be pre-paid and a signed insertion order must accompany payment.

Construct Lasting and Profitable Relationships with NAHMA Web Advertising

www.nahma.org is visited by thousands of industry professionals every month. In fact, Web advertising has outpaced television and continues to rise at an unprecedented pace according to the Direct Marketing Association. Combine a banner ad with the purchase of Drug-Free Kids Calendars, calendar sponsorship, and advertising in NAHMA News, and you have the perfect marketing mix.

Advertising Rates for NAHMA Web:

Banner advertising is available on NAHMA's Web site (www.nahma.org), which is visited by thousands of industry professionals each month. Your ad will be up within 24 hours of submission, and will remain up for the length of your contract. All banner ads must be pre-paid.

MORE ADVERTISING OPPORTUNITIES

NON-MEMBER RATES

Position	12 Months	6 Months
NAHMA Home Page	\$2,268	\$1,260
Legislative News	\$1,796	\$998
Meetings Info Page	\$1,796	\$998
Member Entrance	\$1,796	\$998
Calendar	\$1,796	\$998

MEMBER RATES

Position	12 Months	6 Months
NAHMA Home Page	\$2,042	\$1,134
Legislative News	\$1,617	\$898
Meetings Info Page	\$1,617	\$898
Member Entrance	\$1,617	\$898
Calendar	\$1,617	\$898

Specifications for NAHMA Web:

Acceptable File Formats: Ads must be GIF or JPEG graphic files. Acceptable sizes are 120 pixels wide by 90 high; 170 pixels wide by 60 high; or 234 pixels wide by 60 high.

Submission of All Materials: Label all materials with your name and phone number. NAHMA reserves the right to reject improper or incorrectly prepared materials. Ads must be pre-paid and a signed insertion order must accompany payment.

Other Advertising Opportunities from NAHMA:

Each year NAHMA publishes the NAHMA Membership Directory (June) and the NAHP Certification Directory (July). For information about how to advertise in these important publications, please call The Townsend Group at 301-215-6710.

SPONSORSHIP OPPORTUNITIES

NAHMA Sponsorship Opportunities

Platinum Sponsorship: \$12,700

Platinum	Frequency	Value
Advertising: NAHMA News	6 FP 2-color ads	\$2,700
NAHMA Web site	Banner ad for 12 months*	1,796
National Meetings		
Prominent promotional signage	3 meetings	1,500
Recognition/all meeting-related press releases	3 meetings	900
5-minute presentation	3 meetings	1,500
Recognition in on-site collateral	3 meetings	600
Company literature in attendee bags	3 meetings	750
Networking Luncheon Sponsor	3 meetings	4,500
Promotional tent card on table		
Promotional literature on chairs at table		
Two complimentary meeting registrations	3 national meetings (\$500)	3,000
Platinum Sponsor Designation on Badge	3 national meetings	
		Total Value: \$17,246

* For Home Page position, add \$472.

Gold Sponsorship: \$5,550

Gold	Frequency	Value
Advertising: NAHMA News	6 FP 2-color ads	\$2,700
NAHMA Web site	Banner ad for 12 months*	1,796
National Meetings		
Prominent promotional signage	1 meeting	300
5-minute presentation	1 meeting	500
Recognition in on-site collateral	1 meeting	200
Company literature in attendee bags	1 meeting	250
Networking Luncheon Sponsor	1 meeting	1,500
Promotional tent card on table		
Promotional literature on chairs at table		
One complimentary meeting registration	1 meeting	500
Gold Sponsor Designation on Badge	1 meeting	
		Total Value: \$7,746

* For Home Page position, add \$472.

SPONSORSHIP OPPORTUNITIES

Silver Sponsorship: \$4,650

Silver	Frequency	Value
Advertising: NAHMA News	6 1/2 page 2-color ads	\$1,590
NAHMA Web site	Banner ad for 12 months*	1,796
National Meetings		
Prominent promotional signage	1 meeting	300
Recognition in on-site collateral	1 meeting	500
Company literature in attendee bags	1 meeting	250
Networking Luncheon Sponsor	1 meeting	1,500
Promotional tent card on table		
Promotional literature on chairs at table		
One complimentary meeting registration	1 meeting	500
Silver Sponsor Designation on Badge	1 meeting	
		Total Value: \$6,436

Bronze Sponsorship: \$3,100

Bronze	Frequency	Value
Advertising: NAHMA News	6 1/2 page 2-color ads	\$1,590
NAHMA Web site	Banner ad for 12 months*	1,796
Recognition in on-site collateral	1 national meeting	500
One complimentary meeting registration	1 national meeting	500
Bronze Sponsor Designation on Badge	1 national meeting	
		Total Value: \$4,386

Friend of NAHMA Sponsorship: \$2,250

Friend of NAHMA		
Recognition in on-site collateral	3 meetings	\$1,500
One complimentary meeting registration	3 meetings	1,500
Friend of NAHMA Designation on Badge	3 meetings	
		Total Value: \$3,000

Sponsorships Payments:

Make checks payable to NAHMA and send to: 400 North Columbus Street, Suite 203, Alexandria, VA 22314. MasterCard, Visa, American Express, and Diners Club are accepted.

For More Information:

Please direct all insertion orders, contracts, and questions about advertising and sponsorships to:

The Townsend Group
Phone: 301-215-6710 Fax: 301-215-7704
nahma@townsend-group.com

Advertising materials, with issue date clearly marked, can be shipped to:

Jessica Allen
400 North Columbus Street, Suite 203
Alexandria, Virginia 22314
Phone: 703-683-8630
Fax: 703-683-8634
Jessica.allen@nahma.org



NAHMA Membership Highlights

NAHMA News

- Circulation: 2,500
- Total readership: 5,000

NAHMA Drug-Free Kids Calendar

- More than 75,000 calendars were distributed to affordable housing properties across the country in 2004.
- More than 50,000 calendars were purchased by NAHMA members in 2004.

NAHMA Web site

- Over 53% visit the Web site at least once a month.
- Over 20% visit it weekly.
- Average number of total visitors per month: 8,000 +
- The top five pages viewed: Home Page, Member's Section, HUD, Washington Insider, and Meetings.

Member Profile

- Over 76% have been in the affordable housing industry more than 10-years.
- 80% hold top-level executive positions, such as CEO, president, executive director, and partner.
- Over 76% are involved in property management.
- Over 52% are owners of affordable housing.
- 100% are committed to providing safe, affordable housing for everyone.

Top Products Purchased

	% Composition		% Composition
Accounting management services	32.3%	Furniture	37.1%
Appliances/repair	81.5%	Grounds/equipment	55.6%
Architectural services	37.1%	Heating systems/products	71.0%
Bathroom systems	34.7%	Lighting	65.3%
Cabinets, woodwork	62.9%	Pest control	83.9%
Cleaning services	54.8%	Plumbing	74.2%
Computer software consulting	47.6%	Property management	20.2%
Computer systems/services	55.6%	Property needs assessment	25.8%
Construction management	15.3%	Roofing	57.3%
Doors, windows	64.5%	Security	48.4%
Equity financing	22.6%	Training	66.9%
Flooring	75.0%		

Source: 2004 NAHMA News Readership Study and Membership Records.