

NAHMA
NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION

2021 Media

Kit

Reach 15,000 affordable housing leaders
– CEOs, presidents, executive directors,
partners, executive and senior vice
presidents, vice presidents, board members,
program directors and managers – with
NAHMA’s integrated advertising programs.



Meeting the Need for *Quality Affordable Housing for All*



The National Affordable Housing Management Association (NAHMA) is the voice of the affordable housing management industry. Members rely on NAHMA for representation in Washington, D.C., invaluable professional education, information, networking, and opportunities for one-on-one dialogue with the federal and state agencies that impact the industry.

Recently, NAHMA's advocacy work has been directly related to the following legislative and regulatory activities:

- COVID-19 financial support and regulatory relief
- Legislation to preserve and invest in multifamily affordable housing
- Legislation to expand and reform LIHTC
- Funding for HUD and RHS affordable housing programs
- Funding for supportive services for residents in affordable housing programs
- Reducing federal regulatory burden
- Modernization of federal IT platforms

NAHMA Member Profile

Executive Director or Managerial role
Employed in affordable housing industry
Company's average revenue
Department's average operating budget

90%
14 years
\$57 million
\$2 million

Source: NAHMA Membership Survey, Summer 2020



NAHMA Members

Buy the Products You Sell!

Product/Service	Purchased*
Training	73%
Computer systems/services	67%
Pest control	64%
Flooring	64%
Cabinets/woodwork	62%
Lighting	60%
Doors/windows	58%
Plumbing	58%
Roofing	58%
Appliances/appliance repair	56%
Heating systems/products	56%
Security	53%
Cleaning services	51%
Software consulting	49%
Grounds/grounds equipment	49%
Property needs assessment	44%
Furniture	42%
Architectural services	36%
Equity financing	31%
Bathroom systems	29%
Construction management	27%
Mixed-income housing	22%
Property management	18%
Management services	13%
Other	7%



8

Precisely Targeted Advertising Opportunities to Reach this Key Audience

1. Reach loyal and engaged executive decision-makers with NAHMA News
2. Construct lasting and profitable relationships with NAHMA.org and the Affordable 100 directory
3. Reach your target market in their inboxes with SHCM Newsbriefs
4. Connect with industry leaders at NAHMA's annual meetings
5. Raise awareness with the NAHMA Membership Directory
6. Build meaningful relationships with NAHMA Drug-Free Kids Calendar sponsorships
7. Provide your insights and expertise on emerging trends in the annual NAHMA Leaders Talk Trends e-newsletter
8. Reach 3,900+ NAHMA credential holders with NAHP Update

*Percentage of NAHMA members who purchased or used the product/service in the last 12 months.
Source: NAHMA Membership Survey, Summer 2020

NAHMA *Integrated Marketing Opportunities*

Maximize your exposure and save money with NAHMA's integrated marketing opportunities

Sponsorship Levels	Platinum	Gold	Silver	Bronze	Friend
NAHMA News	6 full page 2C ads	6 full page 2C ads	6 half page 2C ads	6 half page 2C ads	3 half page 2C ads
NAHMA Website	Banner ad for 12 months	Banner ad for 12 months	Banner ad for 12 months	Banner ad for 12 months	
SHCM Newsbriefs	Banner ad for 12 months				
NAHMA Membership Directory	Full page 2C ad	Half page 2C ad	Half page 2C ad	Half page 2C ad	
National Meetings:	*Benefits of equal value may be substituted in the event of a virtual meeting.				
Prominent Promotional Signage	2 meetings	1 meeting	1 meeting		
Recognition/All Meeting-Related Press Releases	2 meetings				
Five-Minute Presentation	2 meetings	1 meeting			
Recognition in On-site Collateral	2 meetings	1 meeting	1 meeting	1 meeting	2 meetings
Company Literature in Attendee Bags	2 meetings	1 meeting	1 meeting		
Networking Luncheon Sponsor	2 meetings	1 meeting	1 meeting		
Promotional Tent Card on Table	2 meetings	1 meeting	1 meeting		
Promotional Literature on Chairs at Table	2 meetings	1 meeting	1 meeting		
Complimentary Meeting Registrations	Two at 2 meetings	One at 1 meeting	One at 1 meeting		One at 2 meetings
Sponsor Designation on Badge	Platinum Sponsor Designation at 2 meetings	Gold Sponsor Designation at 1 meeting	Silver Sponsor Designation at 1 meeting	Bronze Sponsor Designation at 1 meeting	Friend of NAHMA Sponsor Designation at 2 meetings
Gray = National Meeting Benefits					
Total Value	\$23,520	\$10,925	\$9,385	\$5,815	\$3,020
Your Price	\$17,920	\$8,600	\$7,605	\$4,630	\$2,835
Your Savings	\$5,600	\$2,325	\$1,780	\$1,185	\$185

IMPORTANT NOTE: Only those activities expressly outlined in the sponsorship package, or otherwise expressly agreed to in writing by NAHMA, are permitted at the NAHMA meeting or other activities in which NAHMA's name, brand or logo are used by the sponsor. Under no circumstances are any overt direct-selling activities permitted at NAHMA meetings and functions. Examples of prohibited activities include, but are not limited to, sponsor company banners, tabletop displays, prize drawings, surveys, trade show booth type arrangements or activities. Please note all new advertising contracts must be prepaid.

NAHMA Advertising Highlights

*All new advertising contracts must be prepaid.



1. NAHMA News

Circulation: 10,000+
Total readership: 28,000
Frequency: six times per year

Every issue is packed with news and information about regulations and legislation that affect the rapidly changing affordable housing industry, as well as profiles of industry leaders, and practical business advice.

NAHMA members turn to NAHMA News for affordable housing news and information and to learn about products and services they need for their businesses!

Read NAHMA News regularly	75%
They say NAHMA News ...	
Is relevant to their professional needs	90%
Helps them identify and solve work-related problems	72%
They take action as a result of reading	88%
Discuss an article with a colleague	63%
Save issues for future reference	62%
Clip/copy articles of interest	40%
Advertising in NAHMA News works!	
Read advertising in NAHMA News	75%
Are positively influenced by ads in NAHMA News	30%
Visited NAHMA advertisers' websites	21%

2. NAHMA.org and Affordable 100

Page views per year 180,850
Unique visitors per year 54,466

*Source: Google Analytics, 7/11/19 to 6/30/20

NAHMA.org is members' top choice for late-breaking affordable housing news and for information about products and services they buy for their businesses! The NAHMA Affordable 100 is an annual list of the largest affordable multifamily property management companies. The list is showcased on NAHMA.org and provides advertising opportunities.

Read advertising on NAHMA.org	29%
Are positively influenced by ads on NAHMA.org	26%
Visited NAHMA advertisers' websites	21%

3. NAHP Update

Circulation: 3,900+
Frequency: four-times per year

Exclusive opportunity to provide 325- to 350-word advertorial, plus an image, logo, contact information and embedded URL(s).

NAHP Update is the digital quarterly newsletter for National Affordable Housing Professionals and other on-site staff focusing on professional development and hands-on property management topics.

4. SHCM Newsbriefs

Distribution: 1,600+ SHCM-certified professionals
Frequency: six times per year

SHCM Newsbriefs is a monthly e-newsletter providing concise articles on important news-breaking issues in the tax credit arena, as well as the latest updates on the SHCM program, exam offerings and training opportunities.

5. NAHMA's Annual Meetings

NAHMA's two annual meetings present opportunities to network with affordable housing leaders who are instrumental in the purchasing of products and services. Call The Townsend Group for event marketing opportunities: 202-367-2329.

NAHMA Biannual Top Issues in Affordable Housing Conference – Winter 2021

March 10-12, 2021 • Washington, D.C.

NAHMA Biannual Top Issues in Affordable Housing Conference – Fall 2021

October 20-22, 2021 • Washington, D.C.

6. NAHMA Membership Directory

Publishing date: January 2021
Circulation: 700 NAHMA members and AHMA leadership

Advertise and raise awareness of your products and services in this key industry publication, which is used by senior leadership in the industry as a popular and convenient central list for the "Who's who" in multifamily affordable housing.

7. NAHMA Drug-Free Kids Calendar Sponsorships

Publishing Date: September 2021 (2022 Calendar)
Distribution: 60,000

This incredible project, which starts with a national children's art contest in the spring and culminates in 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. Become an exclusive sponsor and your company name and logo will be seen and remembered by affordable housing decision-makers, owners and managers, government officials, colleagues and other industry leaders every day.

8. NAHMA Leaders Talk Trends

Circulation: 1,800+
Publishing Date: December 2020

What are the emerging trends for the upcoming year in the affordable housing industry? Highlight your company in this important e-newsletter by enhancing your response with a logo or becoming an official sponsor.

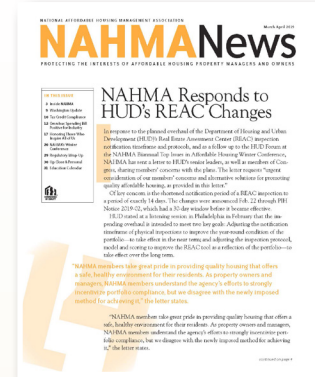
2021 Deadlines, Rates and Specifications

*All new advertising contracts must be prepaid.

NAHMA News

Advertising Deadlines

Cover Date	Reservations	Ad Materials	Mail Date
January/February	January 6	January 13	February 26
March/April	March 8	March 15	April 26
May/June	April 30	May 7	June 21
July/August	July 5	July 12	August 23
September/October	September 6	September 13	October 26
November/December	October 29	November 5	December 20



NAHMA News Advertising Rates

Member Rates	1x	3x	6x	Nonmember Rates	1x	3x	6x
Full Page	\$765	\$730	\$625	Full Page	\$850	\$810	\$695
Half Page Horizontal	\$475	\$410	\$370	Half Page Horizontal	\$510	\$465	\$415
One-third Page Square	\$285	\$270	\$240	One-third Page Square	\$320	\$300	\$255
One-third Page Vertical	\$285	\$270	\$240	One-third Page Vertical	\$320	\$300	\$255

Specifications for NAHMA News

Trim size of NAHMA News is 8.5" x 11". NAHMA News is a two-color publication on uncoated stock that uses a different PMS color for each issue date. If submitting a color ad, you must use the PMS color specified below for the issue you are submitting. The ad should be set up as PMS spot color. CMYK and RGB are not acceptable. PMS colors are as follows:

- January/February: PMS 313 U
- March/April: PMS 129 U
- May/June: PMS 165 U
- July/August: PMS 376 U
- September/October: PMS 3005 U
- November/December: PMS 186 U

Ad Sizes

Trim size: 8.5" x 11"
 Full page: 7.125" wide x 9.75" deep
 Half page: 7.125" wide x 4.875" deep
 One-third square: 4.75" wide x 4.875" deep
 One-third vertical: 2.125" wide x 9.75" deep
 Bleeds: add .125" on each side to trim size
 Keep all copy at least .25" from the trim

Send artwork files to Townsend Group at nahma@townsend-group.com.

Digital Files

- High-resolution images must have a minimum of 300 dpi at 100% print size.
- Do not use image compression formats (LZW, GIF, CCTI, JPEG, etc.).
- Do not use True Type fonts.
- Keep file names to a minimum. Six to eight characters plus file extension is ideal.

Accepted File Formats:

- EPS (Encapsulated Postscript File)
- TIF (must be 300 dpi)
- PDF (all images must be 300 dpi)
- Adobe Illustrator (do not use CS version)
- Quark Xpress generated EPS
- Native Quark Xpress (must include all fonts and imported graphics) MAC only

All files must be accompanied by Postscript fonts (no True Type), imported graphics and a laser/paper proof. Word processing files (Microsoft Word, Word Perfect, etc.) are not acceptable.

Accepted Media (Mac or PC Formatted):

Zip 100 • CD • Conventional Materials (camera-ready and negatives are not acceptable).

2021 Deadlines, Rates and Specifications

SHCM Newsbriefs

SHCM Newsbriefs Rates

Web button per issue: \$215
Web banner per issue: \$330

Deadlines: SHCM Newsbriefs is published bimonthly. Ad materials are due by the 15th of the previous month.

Specifications

Acceptable File Formats: Ads must be GIF or JPEG graphic files. File types flash, BMP and PDF are not supported. Acceptable sizes are 150 pixels wide x 240 pixels high for button; 468 pixels wide x 80 pixels high for banner.

NAHMA Membership Directory

NAHMA Membership Directory Advertising Deadlines

Reservations: October 26, 2020
Ad Materials: November 16, 2020

NAHMA Membership Directory Rates

Full Page: \$545
Half Page Horizontal: \$330
(The directory is a two-color publication PMS 159 and black.)

Ad Sizes

Full page, No Bleed: 5" wide x 8" deep
Full page, Trim Size: 5.5" wide x 8.5" deep
Full page with Bleed: 5.75" wide x 8.75" deep
Half page horizontal, No Bleed: 5" wide x 4" deep
Half page horizontal with Bleed: 5.75" wide x 4" deep
Half page vertical, No Bleed: 2.75" wide x 8.5" deep
Half page vertical with Bleed: 2.8125" wide x 8.75" deep

Digital Files: High-resolution images must have a minimum of 300 dpi at 100% print size.

Accepted File Formats

- PDF (all images must be 300 dpi)
- JPEG (must be 300 dpi)
- TIF (must be 300 dpi)
- EPS (Encapsulated Postscript File)
- Adobe Illustrator

Accepted Media (Mac or PC Formatted)

Electronic files are preferred sent via e-mail or posted to a FTP site. CDs are also acceptable. Conventional Materials (camera-ready and negatives are not acceptable).

NAHMA Drug-Free Kids Calendar

Sponsorship Rate for 2022 NAHMA Drug-Free Kids Calendar

Calendar sponsorship includes your corporate logo visible each month: \$10,000 for exclusive sponsorship.

NAHP Update

Advertorial Deadlines

Cover Date	Reservations	Ad Materials	Send Date
Spring	January 21	January 28	March 8
Summer	May 28	June 4	July 13
Fall	July 22	July 19	September 3
Winter	October 15	October 22	December 2

Advertorial Rates

\$2,100 per issue

Specifications

Submitted Images and Logos: Photos should be high-resolution and the file must be at least 1.5 MB or larger. They must be stand-alone JPEGs and not embedded into a Word document. All images will be resized to fit the available space. Logos should be EPS or vector (AI) files or high-resolution JPEGs. Logos should be black only.

Contact Box: Include contact information including name, phone number, email and company website. In case follow-up questions are required for editing purposes, please include the author's contact information, if different from the information contained in the published Contact box.

Submission of Materials

Submit advertorial articles electronically in a Word document; do not email a PDF.

NAHMA.org

Advertising Rates - Run of Site

Member Rates	12 Months	6 Months
	\$3,165	\$1,750
Nonmember Rates	12 Months	6 Months
	\$3,515	\$1,955

NAHMA.org Deadlines

Banner ads are accepted throughout the month and posted within 48 hours of submission.

Specifications

Acceptable File Formats: Ads must be GIF, PNG, JPEG, SWF (Flash), HTML, HTML 5 or DFP files with a maximum file size of 50 KB. Acceptable size is 300 pixels wide x 250 pixels high.

Affordable 100

Contact Townsend Group for more details.

NAHMA Leaders Talk Trends

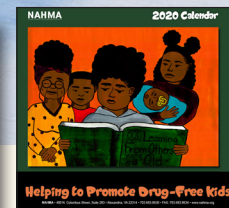
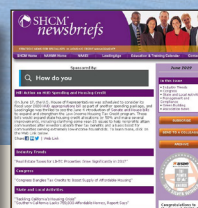
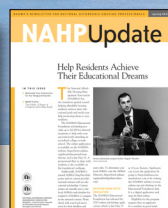
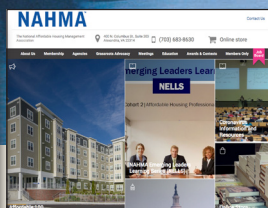
Contact Townsend Group for more details.

The Townsend Group, Inc.

2001 K St. NW
3rd Floor North
Washington, DC 20006
Phone: 202-367-2329 • Fax: 202-367-2173
nahma@townsend-group.com

Media

NAHMA
NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION



NAHMA Sales Office:

The Townsend Group
2001 K St. NW
3rd Floor North
Washington, DC 20006
Phone: 202-367-2329
Fax: 202-367-2173
nahma@townsend-group.com