

2016 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:

- Legislation to preserve multifamily affordable housing
- Appropriations bills for HUD, tax credit and RD programs
- Legislation to encourage investment in affordable housing
- Section 8 voucher reform bills
- Legislation that would limit the ability of federal agencies to meet with regulated industries
- Federal bed bug guidance
- Federal deficit reduction initiatives

NAHMA Member Profile

Executive Director or Managerial Role	74.4%
Employed in affordable housing industry	20.4 years
Involved in property management	75%
Owners of affordable housing	50%
Company's revenue for 2014 (average)	\$31.6 million
Department's operating budget for 2014 (average)	\$1.52 million



Source: NAHMA Membership Survey, Summer 2014

NAHMA Members

Buy the Products You Sell!

Product/Service	Purchased*
Pest Control	72%
Training	70%
Appliances/appliances repair	68%
Flooring	66%
Plumbing	64%
Lighting	57%
Computer systems/services	55%
Doors/windows	53%
Heating systems/products	53%
Roofing	50%
Grounds/grounds equipment	47%
Cleaning services	47%
Cabinets/woodwork	47%
Security	44%
Property needs assessment	33%
Furniture	31%
Software consulting	30%
Bathroom systems	26%
Architectural services	26%
Property management	24%
Construction management	20%
Equity financing	14%
Management services	13%
Mixed-income housing	9%
Other	3%



6 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

*Percentage of NAHMA members who purchased or used the product/service in the last 12 months.

Source: NAHMA Membership Survey, Summer 2014

NAHMA Advertising Highlights



1. NAHMA News

Circulation: 5,000

Total readership: 11,150

Frequency: six-times per year

Content: 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 74%

They say NAHMA News ...

Is relevant to their professional needs 88%
Helps them identify and solve work-related problems 75%

They take action as a result of reading 84%
Use NAHMA News to identify products and services 55%
Discuss an article with a colleague 58%
Save issues for future reference 52%
Clip/copy articles of interest 43%
Adopt/modify a process and/or procedure 19%

Advertising in NAHMA News works!

Read advertising in NAHMA News 74%
Are positively influenced by ads in NAHMA News 29%
Visited NAHMA advertisers' websites 13%

2. NAHMA.org and Affordable 100

Page views per month 50,000
Unique visitors per month 19,000

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 31%
Are positively influenced by ads on NAHMA.org 21%
Visited NAHMA advertisers' websites 12%

3. SHCM Newsbriefs

Distribution: 1,500-plus SHCM-certified professionals

Frequency: Monthly

SHCM Newsbriefs is an electronic monthly 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.

4. NAHMA's Annual Meetings

NAHMA's three 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: 301-215-6710, ext.122.

NAHMA Federal Affairs Issues Winter Meeting

March 6-8, 2016 • Washington, DC

Expected Attendance: 200 CEOs and senior leaders from the multifamily affordable housing industry.

NAHMA Public Policy Issues Summer Forum

June 16-18, 2016 • San Francisco, CA

Expected Attendance: 150 CEOs and senior leaders from the multifamily affordable housing industry with additional exposure to the conventional multifamily market via the National Apartment Association Education Conference & Exposition.

NAHMA Regulatory Issues Fall Meeting

October 23-25, 2016 • Washington, DC

Expected Attendance: 200 CEOs and senior leaders from the multifamily affordable housing industry.

5. NAHMA Membership Directory

Publishing date: January 2016

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.

6. NAHMA Drug-Free Kids Calendar Sponsorships

Publishing Date: September 2016 (2017 Calendar)

Distribution: 60,000

This incredible project, which starts with a national children's art contest in the spring 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. 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. Exclusive sponsors may also insert product coupons and special offers. Sponsorship includes your corporate logo on the front cover and on every page.

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 6 months				
NAHMA Membership Directory	Full page 2C ad	Half page 2C ad	Half page 2C Ad	Half page 2C Ad	
National Meetings:					
Prominent Promotional Signage	3 meetings	1 meeting	1 meeting		
Recognition/All Meeting-Related Press Releases	3 meetings				
Five-Minute Presentation	3 meetings	1 meeting			
Recognition in On-site Collateral	3 meetings	1 meeting	1 meeting	1 meeting	3 meetings
Company Literature in Attendee Bags	3 meetings	1 meeting	1 meeting		
Networking Luncheon Sponsor	3 meetings	1 meeting	1 meeting		
Promotional Tent Card on Table	3 meetings	1 meeting	1 meeting		
Promotional Literature on Chairs at Table	3 meetings	1 meeting	1 meeting		
Complimentary Meeting Registrations	Two at 3 meetings	One at 1 meeting	One at 1 meeting	One at 1 meeting	One at 3 meetings
Sponsor Designation on Badge	Platinum Sponsor Designation at 3 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 3 meetings
Gray = National Meeting Benefits					
Total Value	\$22,980	\$10,575	\$9,095	\$5,525	\$2,960
Your Price	\$17,605	\$8,190	\$7,245	\$4,410	\$2,835
Your Savings	\$5,375	\$2,385	\$1,850	\$1,115	\$125

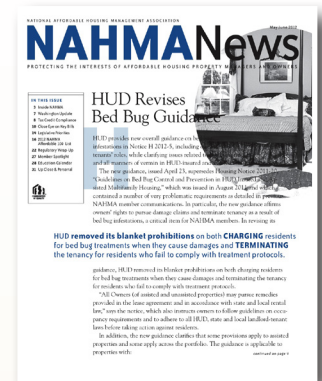
IMPORTANT NOTE: Only those activities expressly outlined in the sponsorship package, or otherwise expressly agreed to in writing by NAHMA, are permitted at the NAHMA meeting or other activities in which NAHMA's name, brand or logo are used by the sponsor. Under no circumstances are any overt direct-selling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

2016 Deadlines, Rates and Specifications

NAHMA News

Advertising Deadlines

Cover Date	Reservations	Ad Materials	Mail Date
January/February	January 11	January 14	February 12
March/April	March 14	March 17	April 14
May/June	May 9	May 12	June 9
July/August	July 11	July 14	August 10
September/October	September 12	September 15	October 13
November/December	November 11	November 16	December 14



NAHMA News Advertising Rates

Member Rates	1x	3x	6x	Nonmember Rates	1x	3x	6x
Full Page	\$730	\$695	\$595	Full Page	\$810	\$770	\$660
Half Page Horizontal	\$450	\$390	\$350	Half Page Horizontal	\$485	\$445	\$395
One-third Page Square	\$270	\$255	\$230	One-third Page Square	\$305	\$285	\$245
One-third Page Vertical	\$270	\$255	\$230	One-third Page Vertical	\$305	\$285	\$245

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 122 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"
 One-third vertical: 2.125" wide x 9.75"
 Bleeds: add .125" on each side to trim size.
 Keep all copy at least .25" from the trim.

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.)

2016 Deadlines, Rates and Specifications

NAHMA.org

Advertising Rates

Member Rates

Position	12 Months	6 Months
NAHMA Home Page	\$3,005	\$1,665
Member Entrance	\$2,645	\$1,470
Legislative News	\$2,380	\$1,320
Meetings Info Page	\$2,380	\$1,320
Calendar	\$2,380	\$1,320

Nonmember Rates

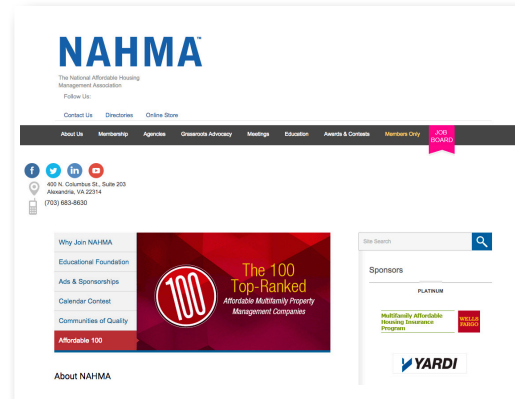
Position	12 Months	6 Months
NAHMA Home Page	\$3,340	\$1,860
Member Entrance	\$2,970	\$1,630
Legislative News	\$2,640	\$1,470
Meetings Info Page	\$2,640	\$1,470
Calendar	\$2,640	\$1,470

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 or JPEG graphic files. Acceptable sizes are 120 pixels wide x 90 high; 170 pixels wide x 60 high; or 234 pixels wide x 60 high.



SHCM Newsbriefs

SHCM Newsbriefs Rates

Web button per issue:	\$205
Web banner per issue:	\$315

Deadlines: SHCM Newsbriefs is published monthly. 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 60 pixels high for button; 468 pixels wide x 80 pixels high for banner.

NAHMA Membership Directory

NAHMA Membership Directory Advertising Deadlines

Reservations: November 2, 2015
Ad Materials: November 23, 2015

NAHMA Membership Directory Rates

Full Page: \$520
Half Page Horizontal: \$315
(The directory is a two-color publication.)

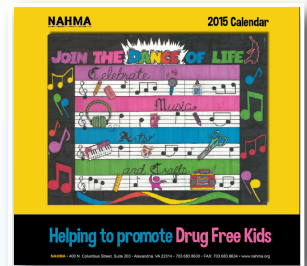
Specifications

Available upon request.

NAHMA Drug-Free Kids Calendar

Sponsorship Rate for 2017 NAHMA Drug-Free Kids Calendar

Calendar sponsorship includes your corporate logo on the front cover and on every individual calendar page: \$10,000 for nonexclusive sponsorship. Exclusive sponsorship, which can include insertion of product coupons and special offers, is also available: \$15,000 (please call for details).



Submission of Materials

Label all materials with your name and phone number. Ship advertising materials with issue date clearly marked to The Townsend Group. NAHMA reserves the right to reject improper or incorrectly prepared materials. Ads must be prepaid and a signed insertion order must accompany payment.

Direct all insertion orders, contracts, and questions to:

The Townsend Group, Inc.

2 Wisconsin Circle, Suite #900
Chevy Chase, MD 20815
Phone: 301-215-6710, ext. 122
Fax: 301-215-7704
nahma@townsend-group.com

Media

NAHMA
NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION



NAHMA Sales Office:

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2 Wisconsin Circle, Suite #900
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