

**NAHMA**  
NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION

# 2018 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 and RD programs
- Legislation to encourage investment in affordable housing
- LIHTC reform bills
- Federal deficit reduction initiatives
- Modernization of federal IT platforms

## NAHMA Member Profile

Executive Director or Managerial role	78%
Employed in affordable housing industry	15.2 years
Company's average revenue	\$39.2 million
Department's average operating budget for 2016	\$1.94 million

Source: NAHMA Membership Survey, Summer 2016



# NAHMA Members

## *Buy the Products You Sell!*

Product/Service	Purchased*
Training	70%
Computer systems/services	67%
Appliances/appliances repair	61%
Pest Control	60%
Flooring	60%
Heating systems/products	58%
Plumbing	56%
Lighting	56%
Doors/windows	51%
Roofing	51%
Cleaning services	51%
Cabinets/woodwork	51%
Security	49%
Property needs assessment	47%
Software Consulting	47%
Grounds/grounds equipment	46%
Architectural services	44%
Furniture	35%
Bathroom systems	35%
Equity financing	35%
Mixed-income housing	25%
Property management	19%
Management services	18%
Construction management	14%
Other	7%

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

Source: NAHMA Membership Survey, Summer 2016



## 7 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. Reach 4,500+ NAHMA credential holders with NAHP Update

# NAHMA Advertising Highlights



## 1. NAHMA News

Circulation: 10,000+  
Total readership: 39,000  
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	79%
They say NAHMA News ...	
Is relevant to their professional needs	88%
Helps them identify and solve work-related problems	62%
They take action as a result of reading	90%
Use NAHMA News to identify products and services	44%
Discuss an article with a colleague	62%
Save issues for future reference	49%
Clip/copy articles of interest	51%
Adopt/modify a process and/or procedure	34%
Advertising in NAHMA News works!	
Read advertising in NAHMA News	77%
Are positively influenced by ads in NAHMA News	33%
Visited NAHMA advertisers' websites	10%

## 2. NAHMA.org and Affordable 100

Page views per year 230,000+  
Unique visitors per year 42,500+

**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	24%
Are positively influenced by ads on NAHMA.org	18%
Visited NAHMA advertisers' websites	10%

## 3. NAHP Update

Circulation: 4,500+  
Frequency: four-times per year

Exclusive opportunity to provide 325- to 350-word advertorial, plus an image, logo and contact information.

**NAHP Update is the 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: 1,500+ 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.

## 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 Federal Affairs Issues Winter Meeting

March 4 - 6, 2018 • Washington, DC  
Expected Attendance: 200 CEOs and senior leaders from the multifamily affordable housing industry.

### NAHMA Regulatory Issues Fall Meeting

October 21 - 23, 2018 • Washington, DC  
Expected Attendance: 200 CEOs and senior leaders from the multifamily affordable housing industry.

## 6. NAHMA Membership Directory

Publishing date: January 2018  
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 2018 (2019 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
<b>NAHMA News</b>	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
<b>NAHMA Website</b>	Banner ad for 12 months	Banner ad for 12 months	Banner ad for 12 months	Banner ad for 12 months	
<b>SHCM Newsbriefs</b>	Banner ad for 12 months				
<b>NAHMA Membership Directory</b>	Full page 2C ad	Half page 2C ad	Half page 2C Ad	Half page 2C Ad	
<b>National Meetings:</b>					
<b>Prominent Promotional Signage</b>	2 meetings	1 meeting	1 meeting		
<b>Recognition/All Meeting-Related Press Releases</b>	2 meetings				
<b>Five-Minute Presentation</b>	2 meetings	1 meeting			
<b>Recognition in On-site Collateral</b>	2 meetings	1 meeting	1 meeting	1 meeting	2 meetings
<b>Company Literature in Attendee Bags</b>	2 meetings	1 meeting	1 meeting		
<b>Networking Luncheon Sponsor</b>	2 meetings	1 meeting	1 meeting		
<b>Promotional Tent Card on Table</b>	2 meetings	1 meeting	1 meeting		
<b>Promotional Literature on Chairs at Table</b>	2 meetings	1 meeting	1 meeting		
<b>Complimentary Meeting Registrations</b>	Two at 2 meetings	One at 1 meeting	One at 1 meeting		One at 2 meetings
<b>Sponsor Designation on Badge</b>	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
<b>Gray = National Meeting Benefits</b>					
<b>Total Value</b>	<b>\$22,980</b>	<b>\$10,575</b>	<b>\$9,095</b>	<b>\$5,525</b>	<b>\$2,960</b>
<b>Your Price</b>	<b>\$17,605</b>	<b>\$8,190</b>	<b>\$7,245</b>	<b>\$4,410</b>	<b>\$2,835</b>
<b>Your Savings</b>	<b>\$5,375</b>	<b>\$2,385</b>	<b>\$1,850</b>	<b>\$1,115</b>	<b>\$125</b>

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.

# 2018 Deadlines, Rates and Specifications

## NAHMA News

### Advertising Deadlines

Cover Date	Reservations	Ad Materials	Mail Date
January/February	January 8	January 12	February 15
March/April	March 12	March 16	April 12
May/June	May 7	May 11	June 13
July/August	July 9	July 13	August 14
September/October	September 10	September 14	October 16
November/December	November 12	November 16	December 18



### 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 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

#### 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)

# 2018 Deadlines, Rates and Specifications

## 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 240 pixels high for button; 468 pixels wide x 80 pixels high for banner.

## NAHMA Membership Directory

### NAHMA Membership Directory Advertising Deadlines

Reservations: October 29, 2017  
Ad Materials: November 19, 2017

### NAHMA Membership Directory Rates

Full Page: \$520  
Half Page Horizontal: \$315  
(The directory is a two-color publication PMS 186 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 2019 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.

## NAHP Update

### Advertorial Deadlines

Cover Date	Reservations	Ad Materials	Mail Date
Spring	January 29	February 2	March 13
Summer	June 1	June 7	July 12
Fall	August 20	August 24	September 25
Winter	November 20	November 26	December 27

### Advertorial Rates

\$2,000 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

<b>Member Rates</b>	12 Months	6 Months
	\$3,012	\$1,668
<b>Nonmember Rates</b>	12 Months	6 Months
	\$3,348	\$1,860

### 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.

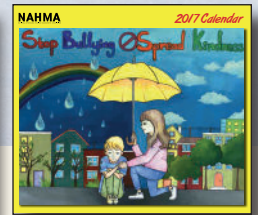
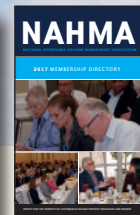
Direct all insertion orders, contracts and questions to:

### The Townsend Group, Inc.

2025 M St. NW, Suite 800  
Washington, DC 20036  
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  
2025 M St. NW, Suite 800  
Washington, DC 20036  
Phone: 202-367-2329  
Fax: 202-367-2173  
nahma@townsend-group.com