

NAHMA
NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION

2019 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 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	89%
Employed in affordable housing industry	25 years
Company's average revenue	\$43 million
Department's average operating budget for 2018	\$2 million



Source: NAHMA Membership Survey, Summer 2018

NAHMA Members

Buy the Products You Sell!

Product/Service	Purchased*
Training	78%
Computer systems/services	72%
Flooring	70%
Pest control	65%
Plumbing	65%
Appliances/appliance repair	63%
Doors/windows	63%
Heating systems/products	61%
Roofing	61%
Lighting	59%
Cabinets/woodwork	57%
Security	54%
Grounds/grounds equipment	50%
Property needs assessment	50%
Architectural services	48%
Software consulting	48%
Furniture	46%
Cleaning services	46%
Bathroom systems	43%
Mixed-income housing	30%
Property management	28%
Equity financing	28%
Construction management	26%
Management services	22%
Other	9%



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. Reach 4,500+ NAHMA credential holders with NAHP Update
8. Provide your insights and expertise on emerging trends in the annual NAHMA Leaders Talk Trends e-newsletter

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

Source: NAHMA Membership Survey, Summer 2018

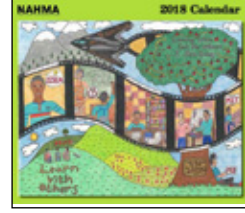
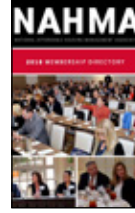
NAHMA *Integrated Marketing Opportunities*

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:					
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, table top displays, prize drawings, surveys, trade show booth type arrangements or activities.

NAHMA Advertising Highlights



1. NAHMA News

Circulation: 10,000+
Total readership: 33,000
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 70%

They say NAHMA News ...
Is relevant to their professional needs 93%
Helps them identify and solve work-related problems 63%

They take action as a result of reading 86%
Use NAHMA News to identify products and services 36%
Discuss an article with a colleague 64%
Save issues for future reference 39%
Clip/copy articles of interest 46%

Advertising in NAHMA News works!
Read advertising in NAHMA News 65%
Are positively influenced by ads in NAHMA News 38%
Visited NAHMA advertisers' websites 12%

2. NAHMA.org and Affordable 100

Page views per year 164,000
Unique visitors per year 44,600

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 33%
Are positively influenced by ads on NAHMA.org 31%
Visited NAHMA advertisers' websites 12%

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 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 – Spring 2019

March 3-5, 2019 • Washington, D.C.

NAHMA Biannual Top Issues in Affordable Housing Conference – Fall 2019

October 27-29, 2019 • Washington, D.C.

6. NAHMA Membership Directory

Publishing date: January 2019

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 2019 (2020 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.

8. NAHMA Leaders Talk Trends

Circulation: 1,800+

Publishing Date: December 2018

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.

2019 Deadlines, Rates and Specifications

NAHMA News

Advertising Deadlines

Cover Date	Reservations	Ad Materials	Mail Date
January/February	January 8	January 15	February 22
March/April	March 6	March 13	April 17
May/June	May 8	May 15	June 20
July/August	July 11	July 17	August 22
September/October	September 4	September 11	October 17
November/December	November 6	November 14	December 23



NAHMA News Advertising Rates

Member Rates	1x	3x	6x
Full Page	\$765	\$730	\$625
Half Page Horizontal	\$475	\$410	\$370
One-third Page Square	\$285	\$270	\$240
One-third Page Vertical	\$285	\$270	\$240

Nonmember Rates	1x	3x	6x
Full Page	\$850	\$810	\$695
Half Page Horizontal	\$510	\$465	\$415
One-third Page Square	\$320	\$300	\$255
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

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)

2019 Deadlines, Rates and Specifications

SHCM Newsbriefs

SHCM Newsbriefs Rates

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

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 28, 2018
Ad Materials: November 18, 2018

NAHMA Membership Directory Rates

Full Page: \$545
Half Page Horizontal: \$330
(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 2020 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 28	February 6	March 21
Summer	May 28	June 5	July 10
Fall	July 29	August 7	September 17
Winter	November 4	November 13	December 30

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

NAHMA Leaders Talk Trends

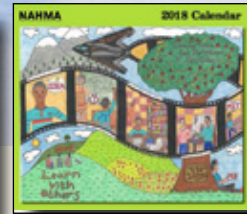
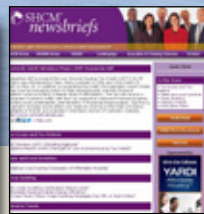
Contact Townsend Group for more details.

The Townsend Group, Inc.

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Media

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