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 90%
Employed in affordable housing industry 14 years
Company’s average revenue $57 million
Department’s average operating budget $2 million

Source: NAHMA Membership Survey, Summer 2020
### NAHMA Members

*Buy the Products You Sell!*

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

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

Source: NAHMA Membership Survey, Summer 2020

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

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

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.
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
Discuss an article with a colleague 88%
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

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

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

#### NAHMA News Advertising Rates

<table>
<thead>
<tr>
<th>Member Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$765</td>
<td>$730</td>
<td>$625</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>$475</td>
<td>$410</td>
<td>$370</td>
</tr>
<tr>
<td>One-third Page Square</td>
<td>$285</td>
<td>$270</td>
<td>$240</td>
</tr>
<tr>
<td>One-third Page Vertical</td>
<td>$285</td>
<td>$270</td>
<td>$240</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nonmember Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$850</td>
<td>$810</td>
<td>$695</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>$510</td>
<td>$465</td>
<td>$415</td>
</tr>
<tr>
<td>One-third Page Square</td>
<td>$320</td>
<td>$300</td>
<td>$255</td>
</tr>
<tr>
<td>One-third Page Vertical</td>
<td>$320</td>
<td>$300</td>
<td>$255</td>
</tr>
</tbody>
</table>

*All new advertising contracts must be prepaid.*

### 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 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.

**NAHMA.org**

**Advertising Rates - Run of Site**

<table>
<thead>
<tr>
<th>Member Rates</th>
<th>12 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,165</td>
<td>$1,750</td>
<td></td>
</tr>
</tbody>
</table>

**Nonmember Rates**

<table>
<thead>
<tr>
<th>12 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,515</td>
<td>$1,955</td>
</tr>
</tbody>
</table>

**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.**
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