



**Communicate.
Collaborate.
Connect.**





Communicate with multifamily industry leaders

Event Sponsorship

Sponsorship is a great way to gain recognition for your company, personnel and products and services. Whether your customers are property supervisors, managers, maintenance technicians or upper-level executives, there's an HAA/HAF event for your target audience. During most sponsored events, a commercial is read to attendees and sponsor signs are displayed. All events are promoted with pre-event publicity in ABODE magazine, the HAA ThisWeek weekly email blast and on the web at www.haaonline.org. The Houston Apartment Association sells its event sponsorships in a live auction format in January and June. Almost every HAA event provides opportunities for sponsors. Inquire with the Supplier Services department for a history of events.

Expo

The annual **HAA Education Conference & Expo** is the largest local apartment trade association show in the nation. As an exhibitor you will target an industry that spends more than \$400 million each year on products and services.

Expo Facts:

- The HAA Expo includes 299 booths with more than 250 exhibitors.
- Houston apartment operators buy more than \$400 million in goods and services annually.
- Over 75 percent of Expo exhibitors return the subsequent year.
- In the last 10 years, annual expo attendance has averaged 2,200 people per year.
- Owners, supervisors, managers, leasing personnel and maintenance professionals attend.
- The Expo has sold out of booth space for the last 10 years.
- Non-exhibiting supplier companies are not allowed to attend the Expo.

To reserve a booth at our annual Expo, contact Amanda Sherbondy at asherbondy@haaonline.org or call 713-595-0316.

Advertising

HAA has several advertising vehicles to get your name in front of potential buyer's. Put your company out in front of the thousands of apartment industry pros who rely on the Houston Apartment Association. Reserve your advertising space early can save marketing dollars while giving you more exposure than your competition.

- **ABODE Magazine** – The monthly publication written exclusively for the Houston multifamily industry. ABODE has a circulation of 4,700 copies each month and is read by more than 24,000 buyers and decision-makers. Every management company receives a copy at their corporate office and a copy is mailed and read by the on-site personnel at each of their properties. In addition, the members of the Apartment Community Executive and Supervisors (ACES) each receive their own copy. We recently added designates to our mailing list as well. Reserve your ad space 30 days in advance of each issue.
- **HAA ThisWeek** – A direct connection with multifamily professionals. You have an opportunity to be one of two advertisers on our weekly eblast "HAA ThisWeek." Reaching almost 7,000 individual email addresses every Monday. Receivers will read to find out what events are coming up this week and what lies ahead the following week. We'll prominently display your logo or icon in the email and the reader can click directly to your web site.
- **Website Banner Ads** – Be visible when the HAA Website receives an average of 31,000 hits per month! Banner ads are a great way to gain exposure for your company. Several pages are available for purchase on a monthly basis. Your ad will be prominently displayed and have a live link with a click through to your company website. Click below for rates and other information.
- **Directory & Buyer's Guide** – Ad space sales are open July 1 through September 30. This is the primary resource tool for all HAA members. HAA members represent more than 610,000 units in the Houston and surrounding area, receives one on their property and at their main office. They use the Directory and Buyer's Guide to locate companies to provide them with products and services. It is the "yellow pages" of the apartment industry. As a member you receive an alphabetical company listing and up to two categorical listings. Enhance your visibility with a display ad in the category of your choice for a reasonable cost.
- **HAA Advertising Bundles** – Want to save money on BULK advertising in all avenues? Click below to view advertising packages and save money on your marketing campaign! Pick from the recommended packages or contact us to produce your very own package to fit your company needs and budget.

Have questions? We're here to help:

Amanda Sherbondy

Vice President of Membership and Marketing

713-595-0316

asherbondy@haaonline.org



Houston Apartment Association

713-595-0300

www.haaonline.org

<http://www.haaonline.org/marketing/>

Direct exposure to the apartment industry decision-makers every month.

In print and online, be a part of the premier publication of the Houston multifamily industry.

ABODE magazine offers your company direct exposure to apartment industry decision makers representing more than 2,800 apartment communities with more than 590,000 units owned or managed by HAA members. This is more than 90 percent of the apartment communities in the greater Houston area. Marketing your goods and services through HAA will give you an edge on your competition as you establish name identification and widen your sales scope.

The ABODE magazine has a circulation of more than 4,700 copies per month, which includes not only property managers and management company offices, but we also include personal copies mailed directly to ACES members, (Executives and Supervisors), NAA Credential Holders of NALP, CAM, and CAPS, and also candidates for those credentials. As well as more than 700 suppliers, receive copies as well. The numbers go above that when companies share the ABODE through out their offices, which can at least triple the eyes reading the magazine. The ABODE magazine is also available online to members who want to view the archive. We also notify all members via email with a link to the online version of ABODE.

Monthly features include: President's Corner, Legislative Update, It's the Law, Resident Relations, Calendar of Events, Education Update, NAA Legislative Update, Ambassadors, Welcome Mat, Property Update, In the News, On Site with ABODE, Markeline, Community Outreach and Photo Albums.

Not only do our subscribers read the magazine for its informative articles, but they love to look at the pictures as well. Every issue hosts numerous photos of our members at events enjoying themselves and having a good time while they network.

You can make an appearance in the next issue of ABODE by contacting Amanda Sherbondy at 713-595-0316 or email asherbondy@haaonline.org. Rates, specifications and other important information is listed below.



HAA MEMBERS ONLY ADVERTISING RATE CARD

Effective with the January 2017 edition of ABODE magazine. Rates per insertion for space only. Ad's are not produced in house. Non-member rates available upon request. Contact Supplier Services for special positioning rates and advertising packages.

Basic Space Rates – Black and white only

Page Size	1 time	3 times	6 times	9 times	12 times
Full Page	780	723	662	622	582
2/3 Page	636	594	538	504	470
1/2 Island	563	531	483	455	427
1/2 Page	513	481	433	405	377
1/3 Page	414	383	348	325	302
1/4 Page	333	310	277	259	242
1/6 Page	279	260	234	219	204

Full Color Rates – CMYK processing

Page Size	1 time	3 times	6 times	9 times	12 times
Full Page	1330	1273	1212	1172	1132
2/3 Page	1161	1119	1063	1029	995
1/2 Island	963	931	883	855	827
1/2 Page	913	881	833	805	777
1/3 Page	739	673	650	635	627
1/4 Page	608	585	552	534	517
1/6 Page	404	385	359	344	329

Full bleed on full page ads are an additional \$80 per ad space.

ABODE Production Schedule

- Space Reservation Deadline – 35 days prior to publication date. See deadlines for each month.
- Artwork Deadline – 20 days prior to publication date all camera-ready artwork is due.
- Publication Date – the first day of each month.
- Camera-Ready Art only. All insertion orders, size and color options, contracts, and materials should be sent to the Supplier Services Department. See Abode Specifications for mechanical requirements.

ABODE DEADLINES/EDITORIAL CALENDAR

Issue Space Reservation/Materials Deadline*

January/President's Issue

December 1/December 11

February/HR & Hiring

January 3/January 11

March/ Marketing and Spring Cleaning

February 1/February 12

April/ RPM, Fair Housing, Career Focus

March 2/March 10

May/Education Conference & Expo Issue

April 2/April 10

June/Market Report, Related Features

May 1/May 10

July/Open Features

June 1/June 11

August/Honors Awards/Leadership

July 2/July 10

September/Maintenance Honors Awards

August 1/August 10

October/Political Issues, Chili Cookoff

September 3/September 10

November/40 Under 40

October 1/October 10

December/Good Works, Go-Getters

November 1/November 12

*Dates listed are to ensure that the Abode publication goes out in a timely manner. HAA cannot guarantee placement in an upcoming issue if artwork is late. Editorial calendar subject to change due to replacement by timely future topics.

Houston Apartment Association 2018 Directory & Buyer's Guide



www.haabuyersguide.com

Have questions? We're here to help:

Amanda Sherbondy

Vice President of Membership and Marketing

713-595-0316

asherbondy@haaonline.org

Be a part of the most valuable resource in Houston's multifamily industry:

Be there! In print and now online!

For more than four decades, **HAA's Directory & Buyer's Guide** has been serving the Houston area multifamily industry and is the No.1 resource for property owners and managers when selecting products and services. Put your company in front of the thousands of apartment industry pros who rely on the Houston Apartment Association Directory and Buyer's Guide when searching for member companies to service their communities. The Buyer's Guide is a must have tool for every multifamily professional. Annual copies are distributed every January to more than 2,800 apartment communities, over 800 management owners, and over 750 Supplier members.

• **With a full page ad, get your company logo and listing moved to the top of the category listings on our online version of the Buyer's Guide.**

- Your ad is displayed on the HAA Website via a digital link.
- Your ad stands out from the category listings and explains why the buyer should choose you.
- It's the "Go to Book" for industry professionals.
- More than 4,300 copies are distributed putting your ad into buyer's hands.
- It works for your company all year long, 24 hours a day.
- It's cost effective – You can't afford NOT to advertise.

Important Information

- Rates guarantee placement near a specified category only.
- A preferred positioning fee of 20% is added to pages 1-10 and any preferred positioning requests.
- Current advertisers with special cover positions and pages 1-10 have first right of refusal until July 31.
- Preferred positioning placement is forfeited if payment in full is not received by July 31.
- For more information on preferred positioning policies and procedures, contact the Supplier Services Department.
- Multi-page insertions are considered separate insertions and are assessed as such.
- Full-page bleeds are an additional \$85 per ad space and only available in specific preferred positions. Contact HAA for details.
- All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold the publisher harmless from all claims, damages, and expenses rising out of any advertising

accepted. The publisher reserves the right to reject any advertising.

• Information in your display ad is not necessarily the same for your listings - check both for accuracy. Category listing verification is done separately by mail in August.

• Tab section placement is on a first-come, first-served basis. Tab section advertisers for current year have first right of refusal.

**Special pricing for full page noted at left applies to standard pages only, no preferred positioning, or full bleed ad space included.*

Deadlines

The **absolute deadline** for a signed contract, full payment, and artwork delivered is

September 30. Any unpaid ad space will not be submitted for publication.

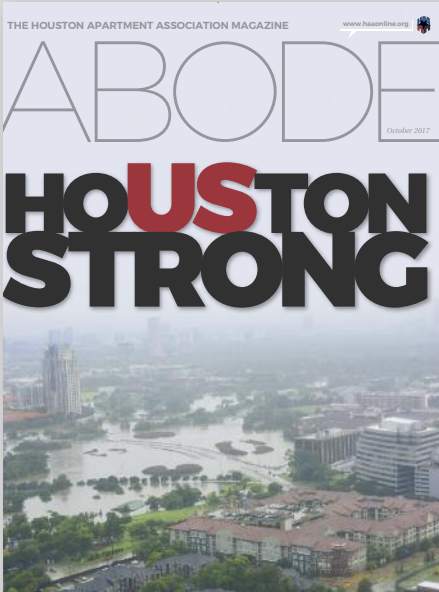
DIRECTORY & BUYER'S GUIDE RATES

Black and White Ad Rates

Page Size	Early Bird Rate paid by 7/31	Regular Rate paid by 9/15	Late Rate paid by 9/30
Full Page	\$1,240	\$1,340	\$1,390
2/3 Page	\$1,015	\$1,115	\$1,165
1/2 Island	\$895	\$995	\$1,125
1/2 Page	\$895	\$995	\$1,125
1/3 Page	\$720	\$820	\$870
1/4 Page	\$565	\$665	\$715
1/6 Page	\$425	\$525	\$575
Filler Ads	n/a	n/a	Inquire

Full Color Rates – CMYK processing

Page Size	Early Bird Rate paid by 7/31	Regular Rate paid by 9/15	Late Rate paid by 9/30
Back Cover	\$2,580	\$2,680	\$2,730
Inside Front/Back Cover	\$1,995	\$2,095	\$2,145
Full Page	\$1,899	\$1,999	\$2,049
2/3 Page	\$1,760	\$1,860	\$1,910
1/2 Page	\$1,375	\$1,505	\$1,555
1/3 Page	\$999	\$1,099	\$1,149
1/4 Page	\$855	\$955	\$1,005
1/6 Page	\$595	\$695	\$745
Tab Sections	\$2,899	\$2,999	\$3,049



Specifications

To qualify for the posted advertising rates, artwork must be submitted in one of the following digital file formats:

- PDF (preferred format)
- JPEG
- TIFF
- QuarkXPress (Including all fonts and import art along with a proof, color if applicable)
- InDesign (Including all fonts and import art along with a proof, color if applicable)
- Adobe Illustrator (Fonts must be changed to outlines)
- Adobe Photoshop (Layers must be flattened)

Files of all formats should be provided in CMYK format, minimum 300 dpi resolution at 100 percent size.

RGB images are not be accepted.

Do not supply Web images – they are low resolution and not printable for press production.

Files must be ready for production at 170 lines per inch.

Add 1/4 inch to width and height ad measurements for Full Bleed for ABODE only.

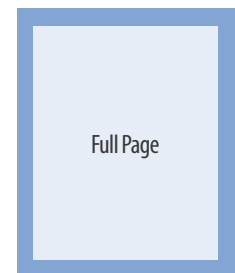
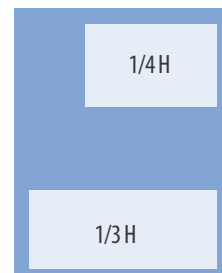
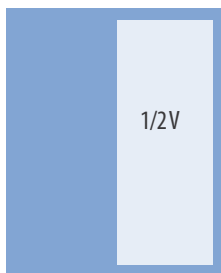
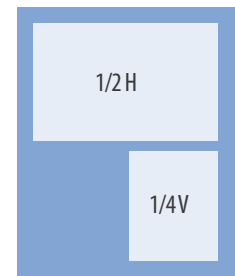
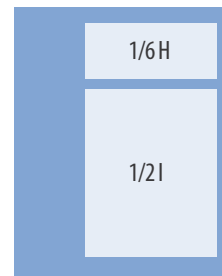
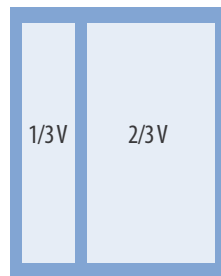
Email camera ready art to asherbondy@haaonline.org.

Note: Ads saved as one complete TIFF, compressed JPEG or PDF file that opens/expands to a 300 dpi/ppi CMYK file in Adobe Photoshop are acceptable and preferred. Fonts must be changed to outlines or embedded and layers must be flattened.

HAA reserves the right to refuse artwork if improperly formatted.

Display Advertising Sizes for ABODE and the Directory & Buyer's Guide

Page Size	In Inches	In Picas	Page Size	In Inches	In Picas
Full Page	7-3/4 x 10	47 x 60	1/3 Vertical	2-1/2 x 10	15 x 60
2/3 Page	5-1/8 x 10	31 x 60	1/3 Horizontal	7-13/16 x 3-5/16	47 x 20
1/2 Vertical	3-13/16 x 10	23 x 60	1/4 Vertical	3-13/16 x 5	23 x 30
1/2 Horizontal	7-3/4 x 5	47 x 30	1/4 Horizontal	5-1/8 x 3-11/16	31 x 22
1/2 Island	5-1/8 x 7-1/2	31 x 45	1/6 Horizontal	5-1/8 x 2-1/2	31 x 15



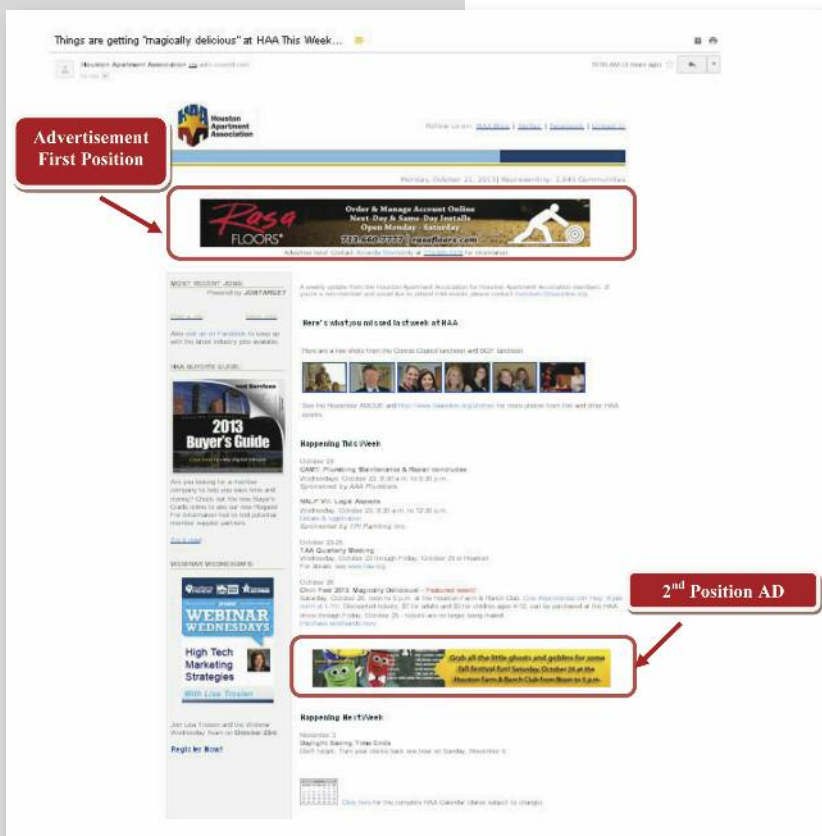
Houston Apartment Association

713-595-0300

www.haaonline.org

<http://www.haaonline.org/marketing/>





Reach the inbox of HAA members every week: Market to your current and future customers as part of HAA's weekly email newsletter.

E-Marketing offers member companies the opportunity to advertise their products and services in our forum of electronic communication via email with a direct connection to their website. **HAA This Week** is delivered to all member email addresses on scheduled Mondays.

What You Get

- Option to be featured in HAA This Week.
- Desktop delivery of your advertisement to more than 6,000 Houston multifamily professionals via e-mail with a maximum of 12 features per year up to four consecutive features.
- Visibility in a trusted publication.
- Direct link to your website with the click of the viewer's mouse.
- Two advertisers per week. First or second positions available.

What You Provide

- Signed contract.
- Graphics:
 - Graphics must be "Web-ready;"
 - Max. width for first position is 680 pixels and max. height is 85 pixels at 72 ppi.
 - Max. width for second position is 480 pixels and max. height is 65 pixels at 72 ppi.

- Files must be .jpg, .gif (.gif animations are not accepted).

• Email files and URL to asherbondy@haaonline.org or the file where it is hosted on your server.

Advertising Copy

Feel free to maximize your ad space by using action words or creating a sense of urgency to your ad. "Click here," "Call now" can help in effectiveness of your ad and get more attention to help your ad work for you.

There is no guarantee that all email recipients will be able to receive the html version of the email blast. In instances where the formatted version of the email is not accepted by the client server a plain text version is delivered. Therefore it is wise to incorporate both graphics and solid advertising copy to ensure that your message reaches everyone. Copy should be provided as plain text, without line breaks. Incorporate html tags for basic formatting. Use absolute paths for all links (<http://www.yoururl.com>). E-mail your copy to asherbondy@haaonline.org with the subject line "HAA ThisWeek Advertising Copy".

*Intervention

We do not perform file intervention. Graphics supplied must meet the specified requirements; we will not make alterations or changes to supplied art. Additionally, we have no responsibility for files that are hosted on advertisers' machines. If you supply a URL for a graphic that you or your service provider hosts, then be certain that file is accessible on the Web.

RATES

1st Position: \$289 per edition (more than 6,000 deliveries per edition). Up to 12 weeks in one calendar year.

2nd Position: \$169 per edition (more than 6,000 deliveries per edition). Up to 12 weeks in one calendar year.

\$10 off for 6 or more displays.

Space is limited. Call for available dates on the above options.

Have questions? We're here to help:

Amanda Sherbondy

Vice President of Membership and Marketing

713-595-0316

asherbondy@haaonline.org

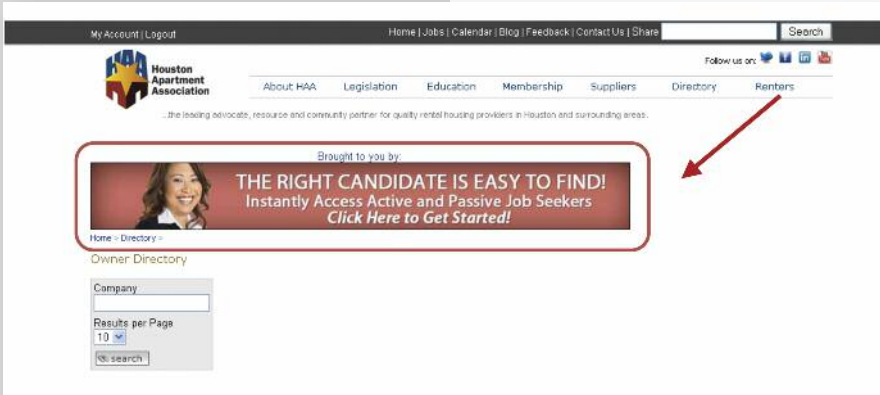
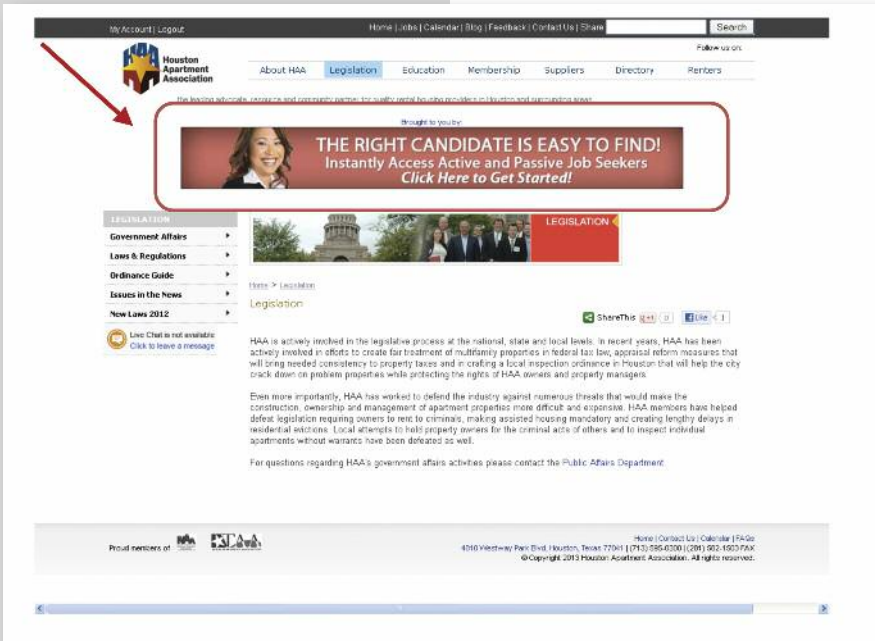


Houston Apartment Association

713-595-0300

www.haaonline.org

<http://www.haaonline.org/marketing/>



Sample of banner ads on the Legislative (top) and Owner Directory pages.

Be where your customers are:

Reach out from the HAA website.

Be visible when the HAA website receives more than 16,000 hits per month! **Banner ads** are a great way to gain exposure for your company. Several pages are available for purchase on a monthly basis. Your ad will be prominently displayed and have a live link with a click through to your company website. See below for rates and other information.

What You Get

- A clickable advertisement viewed more than 16,000 times by Houston multifamily professionals, residents and other interested visitors (depending on ad's page location).
- Visibility on the website of a trusted source.
- Direct link to your website with the click of the viewer's mouse.
- Sole advertiser in a fixed space.

What You Provide

- Signed contract.
- Graphics:
 - Graphics must be "Web-ready."
 - Max. width is 680 pixels and max. height is 85 pixels at 72 ppi (some pages may be slightly smaller due to page content).
 - Job Target page is 250 pixels by 250 pixels at 72 ppi.
 - Files must be .jpg, .gif (.gif animations are not accepted).
- Email files and URL to asherbody@haaonline.org or the file where it is hosted on your server.

WEB BANNER ADVERTISING RATE CARD

Members-only rates and specifications

Page Location	1 time	3 times	6 times	9 times	12 times
Calendar	259	249	239	229	219
Education	269	259	249	239	229
Events	249	239	229	219	209
Owner Directory	159	149	139	129	119
Renters	159	149	139	129	119
Job Target - Position 1	279	269	259	249	239
Job Target - Position 2	269	259	249	239	229
Legislative	99	94	89	84	79

\$49 one time ad creation fee will be assessed per ad if web image is not provided.

Website Requirements and Specifications

- Space Reservation Deadline – 15 days prior to 1st of each month
- Artwork Deadline – Web-ready image is due 10 days prior to display date. No flash or animated images are allowed.
- Start Date – the first day of each month
- Placement – Image will be placed on top half of web page. We reserve the right to place ad on right or left hand side to accommodate natural flow and aesthetics of site.
- Contract Term – Monthly.

We have no responsibility for files that are hosted on advertisers' machines. If you supply a URL for a graphic that you or your service provider hosts, then be certain that file is accessible on the Web. All images are subject to approval through HAA webmaster.

Houston Apartment Association
2018 Directory & Buyer's Guide



www.haabuyersguide.com



GET THE WHOLE PACKAGE!

Save all year with HAA Advertising Bundles

Take a multi-pronged approach to your marketing strategy. Get a package deal using all advertising avenues available and save money. Package samples listed below. Custom packages available upon request.

Package A: The Grand Stand! – Save over \$3,400!

- 12 - Full Page Full Color ABODE ads: $\$1,019 \times 12 = \$12,228$
- 2 - Full Page Full Color Directory Ad: $\$1,849 \times 2 = \$3,698$ (billed July 1)
- 2 - Months Banner Ad Space on HAA Website: \$10 off Page Rate
- 4 - Weeks of HAA ThisWeek Advertising: $\$269 \times 4 = \$1,076$
- BONUS: Full bleed on all ads $-\$85 \times 12 = \text{FREE!}$

Package B: The Show Off! – Save over \$2,900

- 6 - Full Page Full Color ABODE ads: $\$1,019 \times 6 = \$6,114$
- BONUS: Full bleed on all ads $-\$85 \times 7 = \text{FREE}$
- 6 - Half Page Full Color ABODE ads: $\$777 \times 6 = \$4,662$ (Alternating months)
- 1 - Full Page Full Color Directory ad: $\$1,849$
- 1 - Half page Full color Directory ad: $\$1,325$ (billed July 1)
- 2 - Month Banner Ad Space on HAA Website: \$10 off Page Rate
- 4 - HAA ThisWeek ads: $\$269 \times 4 = \$1,076$

Package C: The Broadcast! - Save over \$2,300

- 12 - Half page Full color ABODE ads: (horizontal or vertical) = $\$777 \times 12 = \$9,324$
- 2 - Half page Full color 2012 Directory ads: $\$1,325 \times 2 = \$2,650$
- 1 - Month Banner Ad Space on HAA Website: \$10 off Page Rate
- 4 - HAA ThisWeek ads: $\$269 \times 4 = \$1,076$

Package D: The Splash! – Save over \$1,800

- 6 - Full Page Full color ABODE ads (every other month): $\$1,090 \times 6 = \$6,540$
- 1 - Directory Full Page Full Color ad: $\$1,849$
- BONUS: Full bleed on all ads $-\$85 \times 7 = \text{FREE}$
- 1 - Month Banner Ad Space on HAA Website: \$5 off Page Rate
- 2 - Weeks of HAA ThisWeek Advertising: $\$279 \times 2 = \558

Package E: The Soap Box – Save over \$1,155

- 6 - Half Page Full Color ABODE ads (every other month) = $\$805 \times 6 = \$4,830$
- 1 - Half Page Full Color Directory ad: $\$1,325$
- 1 - Month Banner Ad Space on HAA Website: \$5 off Page Rate -OR- 2 - HAA ThisWeek ads: $\$279 \times 2 = \558

Package F: The Soft Sell – Save over \$850

- 4 - Half Page Full Color ABODE ads – You Decide Month: $\$833 \times 4 = \$3,332$
- 1 - Half Page Full Color Directory ad: $\$1,325$
- 1 - Month Banner Ad Space on HAA Website: \$5 off Page Rate -OR- 2 - HAA ThisWeek ads: $\$279 \times 2 = \558

Package G: The Sampler Platter – PICK THREE!

- 2 - Half Page Full Color ABODE ad = $\$833 \times 2 = \$1,666$
- 2 - Quarter page Full Color ABODE = $\$552 \times 2 = \$1,104$
- 2 - 1/6 page Full Color ABODE = $\$359 \times 2 = \718
- 1 - Quarter page Full Color Directory ad = $\$830$
- 1 - Month Banner Ad Space on HAA Website: \$10 off Page Rate
- 2 - HAA ThisWeek ads: $\$279 \times 2 = \558

Not exactly what you're looking for? Contact us to get a customized package that's right for your company budget.

Have questions? We're here to help:

Amanda Sherbondy

Vice President of Membership and Marketing

713-595-0316

asherbondy@haaonline.org



Houston Apartment Association

713-595-0300

www.haaonline.org

http://www.haaonline.org/marketing/

Preferred positioning rules apply and are an additional 20% in addition to the cost of the ad space. First right of refusal rules apply to current Directory & Buyer's Guide advertisers until July 31. Package pricing based on discounted color pricing and can not be separated. For individual rates, refer to Rate Cards. Contact Supplier Services with questions 713-595-0316 or suppsrvc@haaonline.org.