



# 2023 MEDIA KIT

INTEGRATED MARKETING OPPORTUNITIES







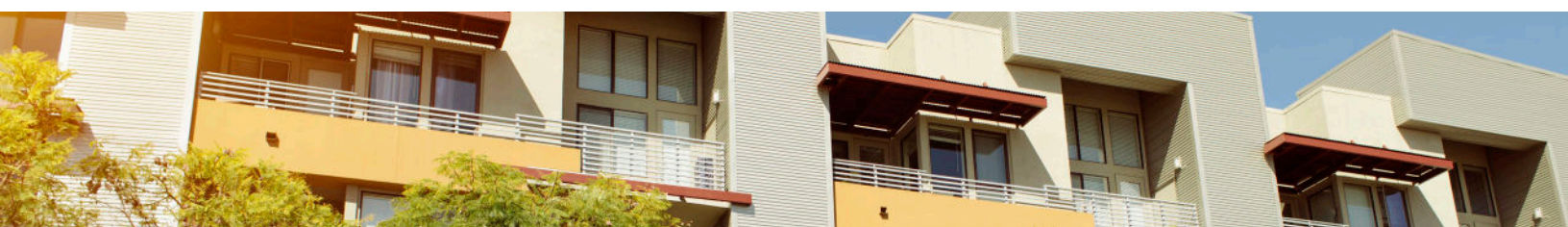
# WHY PARTNER WITH NAHRO?

NAHRO provides access to more than **19,500 housing and community development professionals** and agencies who administer over **3 million homes** for more than **8 million people** in the US.

Our members value and rely on the content they receive from NAHRO publications, events, and programs to stay informed of the latest industry developments. Reach this key audience by taking advantage of NAHRO's comprehensive portfolio of marketing opportunities, which are designed to support your company's strategic direction and business development goals.

Select the best products to meet your 2023 objectives:

2023 NAHRO Marketing Opportunities				
	Brand Awareness	Product/Service Promotion	Networking	Thought Leadership
NAHRO Partnership Program	•	•	•	•
JoHCD Buyer's Guide	•	•		
JournalofHousing.org	•	•		•
JoHCD Update	•	•		•
NAHRO.org	•	•		
NAHRO Monitor	•	•		
NAHRO Direct News	•	•		
NAHRO Conferences and Events	•	•	•	•
Sponsored Webinars	•	•		•





# AUDIENCE & MEMBER PROFILE

As the leading advocate for affordable housing and strong, viable communities for all Americans, NAHRO ensures that key industry decision makers get thorough coverage and forthright analysis of the issues, and access to resources they need, including advertisers.

Job Title		Type of Organization	
Executive/Deputy Director or President/CEO	46%	Housing Agency	79%
Program or Housing Manager	14%	Private Business/Industry	4%
Department Head	13%	Joint Housing/CDBG or Redevelopment	4%
Commissioner	9%	Local Government CDBG/Redevelopment	2%
Administrative Staff	5%	Local Government (Other)	3%
Consultant/Service Provider	2%	Non-Profit Organization	2%
Maintenance or Line Staff	2%	Federal Government	1%
Other	8%	State Government	1%
		Other	4%

**NAHRO's members provide housing for more than 8 million low-income people**

NAHRO Represents			Additional Facts	
<b>17,000</b> Individual members and associates	<b>2,500</b> Agency members	<b>900,000</b> Units of public housing	<b>\$22.4 million</b> Average total company revenue	<b>\$1.64 million</b> Average department budget
<b>1.6 million</b> Units of tenant-based Section 8 housing	<b>400,000</b> Units of other assisted housings		<b>94%</b> NAHRO member agencies administer housing units	<b>\$1.5 billion</b> CDBG and HOME funding to NAHRO member communities

NAHRO members represent a huge buying market. Not only do they spend an average of **\$1.64 million a year**, they buy all year round. The following are some of the categories of products and services they purchase/use:

Training	66%	Roofing	33%
Pest Control	54%	Software Consulting	32%
Computer Systems/Services	45%	Cabinets/Woodwork	31%
Doors/Windows	44%	Security	27%
Appliance/Appliance Repair	43%	Property Needs Assessment	24%
Flooring	43%	Furniture	23%
Plumbing	43%	Bathroom Systems	23%
Heating Systems/Products	41%	Construction Management	15%
Architectural Services	39%	Property Management	13%
Lighting	36%	Management Services	13%
Grounds/Grounds Equipment	34%	Mixed-Income Housing	12%
Cleaning Services	33%	Equity Financing	11%

# NAHRO PARTNERSHIP PROGRAM

Maximize your investment when you participate in NAHRO's Partnership Program, which combines the best of *Journal of Housing and Community Development (JoHCD)* advertising with NAHRO's conference opportunities for year-round exposure. As a NAHRO Partner, you'll also receive discounted rates, and other exclusive benefits. Sign up today!

Benefits	Platinum \$70,000	Gold \$40,000	Silver \$18,000
Business Partners Council Membership	•	•	•
National Conference Program: Full Page Color Ad + Logo on Sponsor Page	•	•	•
Summer Symposium Program: Full Page B/W Ad + Logo on Sponsor Page	•	•	
Annual <i>JoHCD</i> Print Edition: Full Page Color Ad	•	•	•
Annual <i>JoHCD</i> Print Edition: Full Page Advertorial/Sponsored Content	•		
Buyers Guide Listing + Box	•	•	•
Annual Conference 10' x 10' Booth	4 Booths 8 Registrations	2 Booths 4 Registrations	1 Booth 2 Registrations
Recognition on Conference Page of NAHRO Website	•	•	•
(1) Pre-conference Attendee List and (1) Post-conference Attendee List (Washington and National Conferences and Summer Symposium)	•	•	•
National Conference E-blast	2 Issues	1 Issue	
Washington Conference E-blast	2 Issues	1 Issue	
Summer Symposium E-blast	2 Issues	1 Issue	
Complimentary Registrations to the Washington Conference	6 Registrations		
Complimentary Registrations to the Summer Symposium	6 Registrations		
Agency of Merit Awards Book FP B&W Ad	•	•	
Acknowledgement at the Washington and National Conferences and Summer Symposium (Verbal recognition and inclusion on PowerPoint presentation at all plenary sessions, plus signage at conference registration)	•	•	•
Acknowledgement in Pre- and Post-conference Issues of the <i>NAHRO Monitor</i> for the Washington and National Conferences and Summer Symposium	•	•	
Priority on Booth, Sponsorship and Advertising	First	Second	Third
Additional Advertising Discount	25%	20%	15%
Customized Credit to Spend on Advertising, Exhibits, or Sponsorships	<b>\$40,000</b>	<b>\$15,000</b>	<b>\$5,000</b>

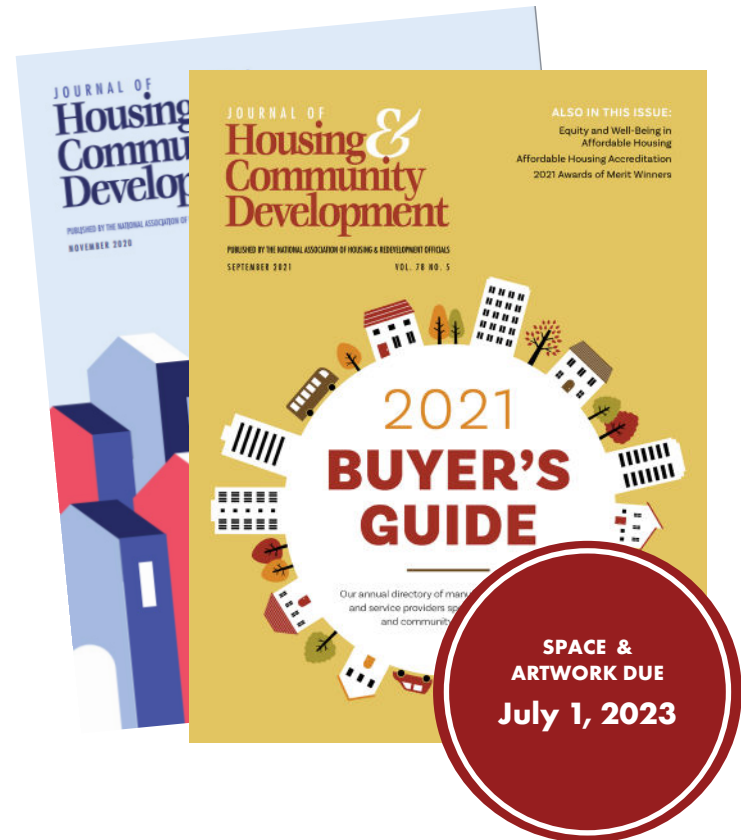
# JOHCD BUYER'S GUIDE

**Advertise in the only *Journal of Housing & Community Development* print issue of the year!**

Mailed in September/October to more than 6,000 NAHRO members and non-members, the annual issue of *Journal of Housing & Community Development* will include the popular buyer's guide and have bonus distribution at the NAHRO National Conference.

Ad Rates (4-color included)	1x
Spread	\$11,610
Full Page	\$6,445
1/2 Page Horizontal	\$3,700
Cover Two	\$7,330
Cover Three	\$7,035
Cover Four	\$7,605

Ad Size	Width	Depth
Full Page (Trim)	8.375"	10.875"
Full Page (Bleed)	8.625"	11.125"
Full Page (Live Area)	7"	9.75"
1/2 Page Horizontal	7"	4.875"



## COPY/CONTRACT REGULATIONS

Liability for the content of ads (text, representations, and illustrations) is assumed by advertisers and advertising agencies for any claims arising therefrom against the publisher. Rights of refusal of any advertising not in keeping with the Publisher's standard is reserved by the Publisher. Those ads that simulate editorial must be approved by the Publisher and must carry the word "Advertisement" at the top of each page or fractional ad. The publisher is not responsible for errors due to improper file preparation and additional charges may apply to prepare the ad for print reproduction.

## MATERIALS ACCEPTED

High-resolution PDF required. Advertisers may opt to include

other formats in the event that the PDF is not usable. We support the following software applications: Illustrator EPS (with type converted to outlines and with all linked files), Photoshop (saved as TIFF), InDesign.

## DISCOUNTS

- Advertising Agencies: 15% to recognized agencies on space, color, and position.
- BPC Member Discount: 10% to NAHRO BPC members provided that membership is current as of the invoice date. Discounts are given only on invoices paid within 30 days. In the event of non-payment, the publisher reserves the right to hold the advertiser and its agency jointly and severally liable for the ad payment.

## CANCELLATIONS

Cover and other special positions are non-cancelable. Cancellations must be made in writing before the space deadline published in the rate card. If a cancellation is received after the space deadline published in the rate card, and the advertiser has supplied no advertising materials, the advertiser will pay a cancellation fee of \$1,000.

## ARTWORK

- Images must be 300 dpi and all colors/images converted to CMYK.
- Total area density should not exceed SWOP density of 280 percent.
- Any intervention required to convert artwork files will result in additional charges to the advertiser.
- High-resolution images from

stock-photo disks should be converted to CMYK TIFFs and then placed directly into the document. Additional charges may result if non-linked low-resolution files are left in the document.

- Tints and color type in a four-color advertisement must be produced in a CMYK equivalent.
- If you have an EPS file for your ad, please supply it with your original application files in case the EPS file does not image correctly or a modification is necessary.

## SEND CONTRACTS/ADS TO:

Email: [Exhibits@nahro.org](mailto:Exhibits@nahro.org)

# JOCHD ONLINE

## The Journal of Housing & Community Development is 100% online!

JoHCD Online features the same great content NAHRO members have come to expect from the *Journal of Housing & Community Development*: legislative, regulatory, and policy issues and practices that affect the housing and community development industry. Every bimonthly issue is packed with case studies, in-depth analysis of current issues and trends, concise news, research reports and analysis, legislative and regulatory updates, profiles, and opinion pieces.

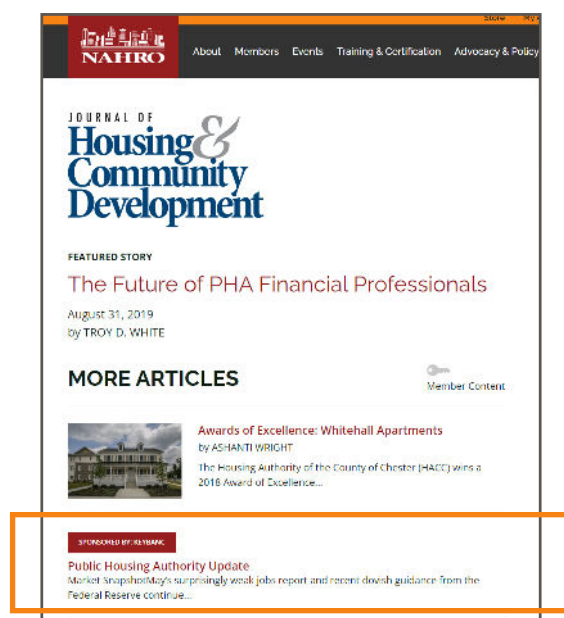
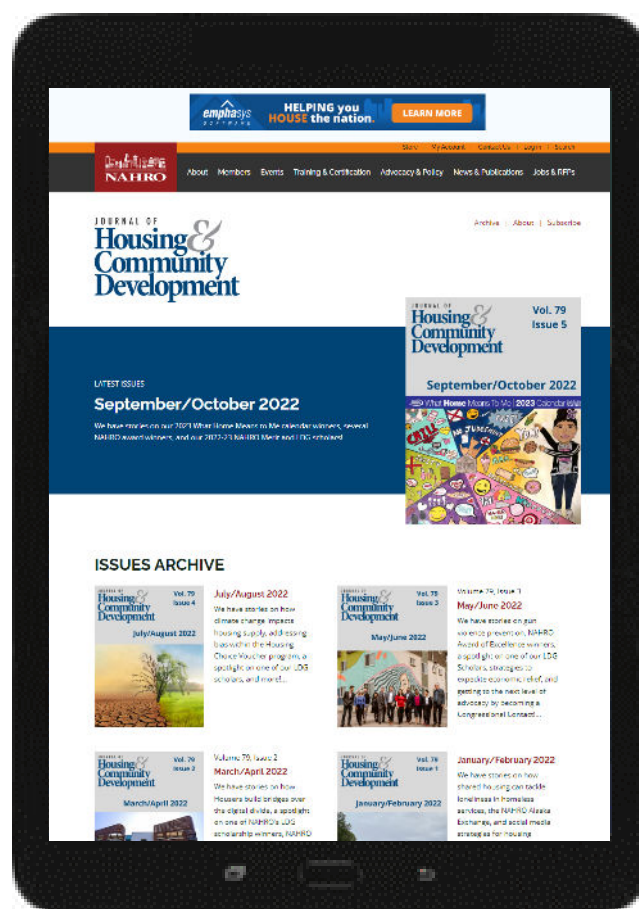
### JoHCD readers include:

- Executive Directors
- Presidents and CEOs
- Commissioners
- Program Managers
- Program Administrators
- City Managers
- Mayors
- Council Members

Ad Placement	Rate
Sponsored Article 1	\$3,000 /2 months
Sponsored Article 2	\$2,500 /2 months

### SPONSORED ARTICLE SPECIFICATIONS

Sponsored articles will appear in both JoHCD Online and *JoHCD Update*. Content must be at least 750 words. Sponsor can submit accompanying image. Sponsored articles are subject to approval by NAHRO.



### ADVERTISING CONTACT:

[Exhibits@nahro.org](mailto:Exhibits@nahro.org)

# JOHCD UPDATE

## Target readers of JoHCD Online with our e-table of contents: *JoHCD Update*.

*JoHCD Update* directs NAHRO members to the latest content posted on JoHCD Online. This e-TOC is emailed twice per issue to more than 12,200 NAHRO members and subscribers. Space is limited and is first-come, first-served. Call today to reserve your space.

Ad Placement	Rate
Leaderboard 1	\$1,500 /2 months
Leaderboard 2	\$1,350 /2 months
Leaderboard 3	\$1,200 /2 months
Sponsored Article 1	See <i>JournalofHousing.org</i>
Sponsored Article 2	See <i>JournalofHousing.org</i>

### LEADERBOARD SPECIFICATIONS

Please submit a 650 x 75 GIF, JPG, or SWF file (40K max). Animation not accepted.


### SPONSORED ARTICLE SPECIFICATIONS

- Headline: 55 characters max
- Body copy: 200 characters max

Sponsored articles will appear in *JoHCD Update*. Sponsored articles are subject to approval by NAHRO.

### ADVERTISING CONTACT:

[Exhibits@nahro.org](mailto:Exhibits@nahro.org)




July/August 2021


Facebook Twitter LinkedIn

**Welcome to the July/August issue!**

We have stories about the basics of being a housing agency commissioner and features on several of NAHRO's 2020 Award of Excellence winners for administrative innovation. Learn how the Seattle Housing Authority is bridging the digital divide and Nampa Housing Authority is keeping residents fit, and much more!

Questions or feedback? Please [email us!](#)






**Bridging the Digital Divide in Seattle**

The Seattle Housing Authority (SHA) won a 2020 Award of Excellence for Administrative Innovation for launching a comprehensive Digital Initiative to increase the ease and efficiency of engaging with the agency and help close the digital divide for its low-income tenants.


LIBBY MILLER



**Learning About Affordable Housing in Santa Barbara**

Looking for a way to connect HACSB residents with affordable housing resources and encourage them to advocate for expanded housing opportunities for their own community, the agency held an inaugural Housing Santa Barbara Day on Oct. 13, 2018.


LIBBY MILLER




**Providing Scholarships for Success in Pharr**

The Housing Authority of the City of Pharr (HACP) won a 2020 Award of Excellence for Administrative Innovation for funding scholarships for graduating seniors using payment in lieu of taxes (PILOT) contributions.

LIBBY MILLER





**Being a Housing Agency Commissioner**

A housing agency commissioner's role is very important. Commissioners are the backbone of the Housing Authority and must work closely with the Executive

AVERAGE  
OPEN RATE  
15%



## Reach housing and community development professionals 24/7!

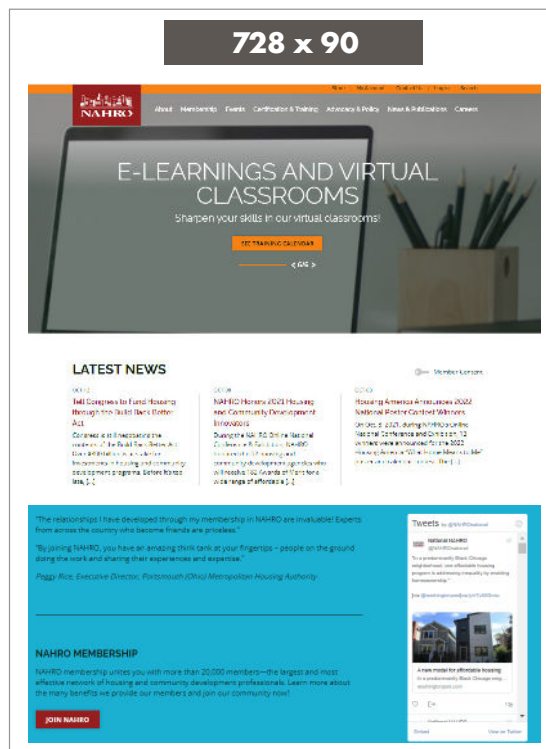
Nahro.org promotes your products and services to a targeted audience of buyers while providing detailed metrics to measure your impact and ROI.

**Case in point:** the average Nahro.org advertiser receives incredible click-through rates, averaging more than three times the industry standard.

### Quick Facts

- 42,000 page views per month
- 12,000 unique visitors per month

**Don't delay!** Space is limited and is first-come, first-served. Call today to reserve your space.



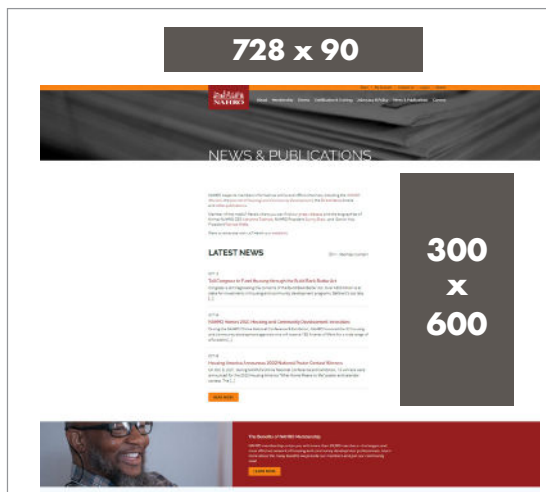
Homepage

Ad Placement*	Ad Size	Mobile Size	Rate/Month
Homepage Leaderboard	728 x 90	300x250	\$1,350
Interior Half Page	300 x 600	300x250	\$1,050
Interior Leaderboard	728 x 90	300x250	\$1,050

\*Homepage is exclusive to one advertiser per month; interior ads are limited to two advertisers per placement

### AD SPECIFICATIONS

GIF, JPG, or SWF format accepted (40K max). Flash ads must be accompanied by the source (.fla) file and a fallback GIF. Three loop maximum for animated GIFs.



Interior Page

### ADVERTISING CONTACT:

[Exhibits@nahro.org](mailto:Exhibits@nahro.org)



# NAHRO E-NEWSLETTERS

## NAHRO Monitor

The *NAHRO Monitor* is a twice-monthly update (23x a year) of what's happening in Congress, HUD and the rest of the assisted housing and community development field. The e-newsletter is delivered to more than 9,500 subscribers.

## E-newsletter Advertising

Ad Placement	Ad Size	Rate/Month *
Banner 1	650 x 75	\$350
Banner 2	650 x 75	\$300
Banner 3	650 x 75	\$250
Sponsored Content	Specs below	\$300

Sponsored content includes a 200 characters, plus a headline.

\* 50% off December ad placements.

## Print Advertising

The print version is mailed to 3,400 subscribers. Reserve your half-page (7.5" x 4.5625"), two-color ad for just \$500.



**NAHRO Monitor**  
October 7, 2020

**650 x 75**

Welcome to the August 15 issue of the *NAHRO Monitor*, a twice-monthly update of what's happening in Congress, HUD and the rest of the assisted housing and community development field. The PDF version is currently on hold.

**GAO Publishes RAD Report**  
The U.S. Government Accountability Office (GAO) published a report on the federal assisted housing (RAD) program titled "RAD Needs to Take Action to Improve Metrics and Funding Oversight." Representative Marsha Blackburn (R-Miss.) has introduced legislation to improve the RAD program by requiring the GAO to conduct a study of the program's progress to date, including the preservation of affordable housing units and protection of residents.

**REAC Inspections**  
2. Fight for Our Families! HUD on AFFH

**REACs are available at: nahro.careerweb.com**

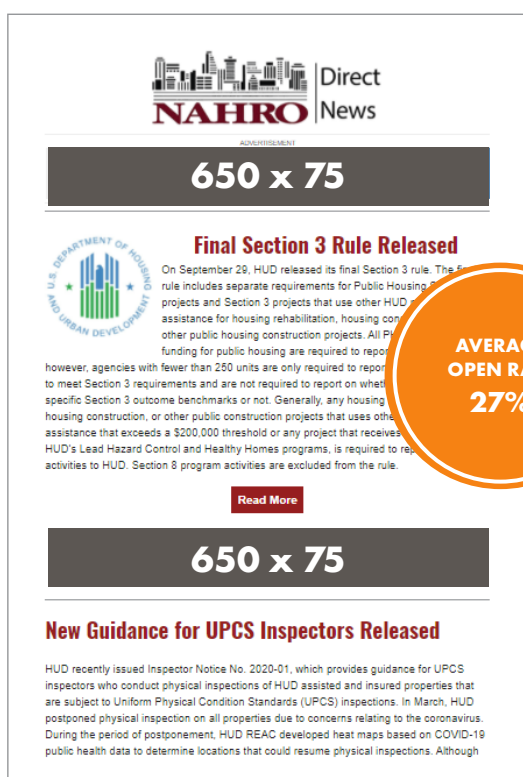
**NAHRO CARES Act Funding Flowcharts**  
Housing Mobility Demonstration Webinar  
Awards Deadlines Extended  
Why NAHRO Certification? Because We Keep You Fresh!

**650 x 75**

Membership | Professional Development | Certification | Conferences

**What's Inside**  
President's Message - 3  
Opportunity Zone Program - 2  
Classified Ads - 7 Pages - 4

**AVERAGE OPEN RATE 27%**



**NAHRO Direct News**

**650 x 75**

**Final Section 3 Rule Released**  
On September 29, HUD released its final Section 3 rule. The rule includes separate requirements for Public Housing projects and Section 3 projects that use other HUD assistance for housing rehabilitation, housing construction, or other public housing construction projects. All HUD funding for public housing are required to report on the rule, however, agencies with fewer than 250 units are only required to report to meet Section 3 requirements and are not required to report on whether specific Section 3 outcome benchmarks or not. Generally, any housing construction, or other public construction projects that uses other assistance that exceeds a \$200,000 threshold or any project that receives HUD's Lead Hazard Control and Healthy Homes programs, is required to report activities to HUD. Section 8 program activities are excluded from the rule.

**Read More**

**650 x 75**

**New Guidance for UPCS Inspectors Released**  
HUD recently issued Inspector Notice No. 2020-01, which provides guidance for UPCS inspectors who conduct physical inspections of HUD assisted and insured properties that are subject to Uniform Physical Condition Standards (UPCS) inspections. In March, HUD postponed physical inspection on all properties due to concerns relating to the coronavirus. During the period of postponement, HUD REAC developed heat maps based on COVID-19 public health data to determine locations that could resume physical inspections. Although

**AVERAGE OPEN RATE 27%**

## NAHRO Direct News

NAHRO's *Direct News* items provide timely, informative updates and analysis of breaking housing and community development legislative and programmatic news, as well as media alerts and other related material. This information is available to members only. The e-newsletter is sent on an as-needed basis to 9,600 NAHRO members.

Ad Placement	Ad Size	Rate/Month
Banner 1	650 x 75	\$1,250
Banner 2	650 x 75	\$1,000
Banner 3	650 x 75	\$850
Sponsored Content	Specs below	\$1,000

Sponsored content includes a 200 characters, plus a headline. All placements are guaranteed minimum four (4) deployments per month.

# NAHRO CONFERENCES

## 2023 Washington Conference

**March 6-8 | Washington, DC**

[nahro.org/washingtonconference](https://nahro.org/washingtonconference)

The NAHRO Washington Conference brings together more than 500 leaders of the housing and community development industry to discuss and address federal regulations that will impact affordable public housing.

**Please inquire about sponsorship pricing.**

**Email: [exhibits@nahro.org](mailto:exhibits@nahro.org)**



## 2023 Summer Symposium

**July 14-15 | Washington, DC**

[nahro.org/summersymposium](https://nahro.org/summersymposium)

Additional information on the NAHRO Summer Symposium will be released in early 2023.

**Please inquire about sponsorship pricing.**

**Email: [exhibits@nahro.org](mailto:exhibits@nahro.org)**



## 2023 National Conference & Exhibition

**October 6-8 | New Orleans, LA**

[nahro.org/nationalconference](https://nahro.org/nationalconference)

The NAHRO National Conference & Exhibition is the premiere annual event for more than 1,000 housing and community development professionals to gather for education sessions, dynamic speakers, knowledge sharing, networking, and of course, product and service shopping. This is your opportunity to make valuable contacts, develop relationships, and introduce new housing technologies, and solutions on the show floor.

**Please inquire about sponsorship and exhibit booth pricing. Email: [exhibits@nahro.org](mailto:exhibits@nahro.org)**



**RESERVE YOUR SPACE  
TODAY!**

**Email: [Exhibits@nahro.org](mailto:Exhibits@nahro.org)**

# SPONSORED WEBINARS

Establish your organization as an industry thought leader by sponsoring a webinar! You provide the content and subject matter experts and we'll manage the entire process from start to finish, including marketing, hosting and moderating. There's no better way to generate qualified leads and grab the attention of industry professionals who need your products and services.

Your webinar sponsorship includes:

- 60-minute time slot
- Hosting services, including practice rehearsal
- Live organizer during the webinar

## PRE-WEBINAR

- Sponsor recognition in (2) emails promoting the webinar to 9,500 subscribers (includes sponsored content and image)
- Sponsor recognition in social media promotion: 1-2 NAHRO blog posts, 3-4 NAHRO Facebook posts and NAHRO tweets
- Sponsored content on Nahro.org

## DURING WEBINAR

- Opportunity to conduct live polls through webinar platform
- Opportunity to include up to (5) handouts in webinar toolbar

## POST-WEBINAR

- Recording of live webinar
- Full list of registrants and attendees (including contact information and titles)

*Webinars must be educational in nature. Content and handouts are subject to NAHRO's approval.*



**RESERVE YOUR WEBINAR  
TODAY!**

*Email: [Exhibits@nahro.org](mailto:Exhibits@nahro.org)*



The National Association of Housing and Redevelopment Officials (NAHRO) is a professional membership organization comprised of 19,500 housing and community development agencies and officials throughout the United States who administer a variety of affordable housing and community development programs at the local level. For more information, please visit [nahro.org](http://nahro.org).

**ADVERTISING CONTACT:**

*[Exhibits@nahro.org](mailto:Exhibits@nahro.org)*

**NAHRO HEADQUARTERS**

630 Eye Street NW  
Washington, DC 20001  
Phone: 877-866-2476  
Fax: 202-289-8181  
*[exhibits@nahro.org](mailto:exhibits@nahro.org)*