

2025 NAHRO Advertising Kit

Ad Specifications and Deadlines



NAHRO.org Website

The NAHRO website provides valuable affordable housing and community development information and resources to both members and non-members. The metrics below do not reflect member-only webpages. Metrics: 15,000 users/month, 55,000 views/month.

Ad specifications

We accept webpage ads in the following formats. GIF, JPG, or SWF formats (40K max). Flash ads must be accompanied by the source (.fla) file and a fallback GIF. Three loop maximum for animated GIFs. Please also provide a link back to the desired page on your website.

Ad placement*	Ad size	Mobile size	Price
Homepage leaderboard	728 x 90 px	300 x 250 px	\$1,400
Interior half page	300 x 600 px	300 x 250 px	\$1,100
Interior leaderboard	728 x 90 px	300 x 250 px	\$1,100

* NAHRO.org ads are not exclusive; we reserve the right to alternate up to 2 ads per placement.

Ad deadlines

NAHRO switches out its website ads on the first day of every month. Ads and links are due to comms@nahro.org by the 20th of each month (or the next available business day). For example, March ads are due no later than February 20th.

Journal of Housing and Community Development

The Journal of Housing and Community Development is an online magazine that is emailed both to NAHRO members and to non-member subscribers twice a year. The Spring/Summer edition comes out in early June and the Fall/Winter edition comes out in early December. NAHRO sends out two emails in each issue – one to the full subscriber list, then a second ICYMI email to all subscribers who didn't open the first email. Metrics: 20,000 subscribers, 24% open rate, 7% click-through rate.

Ad specifications

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

Sponsored articles will appear in both the Journal of HCD online and in the Journal of HCD email updates. Content must be at least 750 words and can include an accompanying image. Sponsored articles are subject to approval by NAHRO.

Ad deadlines

The Spring/Summer edition comes out in early June. Please submit your materials to comms@nahro.org by May 20, 2025.

The Fall/Winter edition comes out in early December. Please submit your materials to comms@nahro.org by November 20, 2025.

Ad placement	Ad size	Mobile size	Price
Leaderboard 1	650 x 75 px	300 x 250 px	\$1,550
Leaderboard 2	650 x 75 px	300 x 250 px	\$1,400
Leaderboard 3	650 x 75 px	300 x 250 px	\$1,250
Banner 1 (email)	650 x 75 px	N/A	\$400
Banner 2 (email)	650 x 75 px	N/A	\$350
Banner 3 (email)	650 x 75 px	N/A	\$300
Sponsored article 1	Headline: 55 characters max Article: At least 750 words	N/A	\$400
Sponsored article 2	Headline: 55 characters max Article: At least 750 words	N/A	\$400

NAHRO Monitor

The NAHRO Monitor is a monthly, online-only update of must-know policies and regulations from HUD, funding and legislative news from Congress, and more. While the articles are for members only, the email newsletter is sent to both member and non-member subscribers. Metrics: 20,400 subscribers, 27% open rate, 20% click-through rate.

Ad specifications

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

Sponsored content includes 200 characters plus a headline for the ad.

Ad placement	Ad size	Price
Banner 1	650 x 75 px	\$600
Banner 2	650 x 75 px	\$500
Sponsored content	Headline: 55 characters max Content: 200 characters max	\$500

Ad deadlines

The NAHRO Monitor is emailed to members on the 15th of the month, or the next business day. Dates may be slightly adjusted to avoid conflict with NAHRO conferences. Ads and links are due to comms@nahro.org by the following dates:

Published	Ad Materials to NAHRO
Wednesday, January 15, 2025	Friday, December 20, 2024
Tuesday, February 18, 2025	Tuesday, January 21, 2025
Thursday, March 20, 2025	Thursday, February 20, 2025
Tuesday, April 15, 2025	Thursday, March 20, 2025
Thursday, May 15, 2025	Monday, April 21, 2025
Monday, June 16, 2025	Tuesday, May 20, 2025
Tuesday, July 15, 2025	Friday, June 20, 2025
Friday, August 15, 2025	Monday, July 21, 2025
Monday, September 15, 2025	Wednesday, August 20, 2025
Wednesday, October 15, 2025	Monday, September 22, 2025
Monday, November 17, 2025	Monday, October 20, 2025
Monday, December 15, 2025	Thursday, November 20, 2025

NAHRO Direct News

NAHRO's Direct News emails provide weekly/as-needed informative updates and analysis of breaking housing and community development legislative and programmatic news, as well as media alerts, information on NAHRO products and services, and other related material. This information is available to members only. Metrics: 20,700 subscribers, 22% open rate, 18% click-through rate.

Ad specifications

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

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

Ad deadlines

Direct News ad placements are monthly. Ads and links are due to comms@nahro.org by the 20th of each month (or the next available business day). For example, March ads are due no later than February 20th.

Ad placement	Ad size	Price
Banner 1	650 x 75 px	\$1,300/ month
Banner 2	650 x 75 px	\$1,050/ month
Banner 3	650 x 75 px	\$900/ month
Sponsored content	Headline: 55 characters max Content: 200 characters max	\$1,050/ month

Interested in advertising with us?

Contact Amanda Frederick, Exhibits and Sponsorships Manager:
afrederick@nahro.org

