2026 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:

20,000 users/ month

66,000 views/month

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

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

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 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 the previous 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 once a year 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

22% open rate

7% click-through rate

Ad placement	Ad size	Mobile size	Price
Leaderboard 1	650 x 75 px	300 x 250 px	$1,600
Leaderboard 2	650 x 75 px	300 x 250 px	$1,500
Leaderboard 3	650 x 75 px	300 x 250 px	$1,350
Banner 1 (email)	650 x 75 px	N/A	$500
Banner 2 (email)	650 x 75 px	N/A	$450
Banner 3 (email)	650 x 75 px	N/A	$400
Sponsored article 1	Headline: 55 characters max Article: At least 750 words	N/A	$2,500
Sponsored article 2	Headline: 55 characters max Article: At least 750 words	N/A	$2,500

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 Journal comes out in early December. Please submit your materials to comms@nahro.org by November 20, 2026.

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:

19,000	28%	26%
subscribers	open rate	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 words plus a headline for the ad.

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 8th of each month (or the next available business day). For example, January ads are due on January 8th.

Ad placement	Ad size	Price
Banner 1	650 x 75 px	$1,600/month
Banner 2	650 x 75 px	$1,350/month
Sponsored content	Headline: 55 characters max Content: 200 words max	$2,500/month

Published
Thursday, January 15, 2026
Tuesday, February 17, 2026
Monday, March 16, 2026
Wednesday, April 15, 2026
Friday, May 15, 2026
Monday, June 15, 2026
Wednesday, July 22, 2026
Monday, August 17, 2026
Tuesday, September 15, 2026
Thursday, October 22, 2026
Monday, November 16, 2026
Tuesday, December 15, 2026

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:

15,200	31%	14%
subscribers	open rate	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 words, 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 the previous 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	$1,500/ month
Banner 2	650 x 75 px	$1,250/ month
Banner 3	650 x 75 px	$1,100/ month
Sponsored content	Headline: 55 characters max Content: 200 words max	$2,500/ month

Interested in advertising with us?

Contact Lisa Kirch, Director of Development: lkirch@nahro.org

NAHRO
building communities together