

TEXAS APARTMENT ASSOCIATION

Capture your share of a \$150 billion Texas rental housing market.

The TAA Advantage

- Our members **own or manage more than 1.8 million** rental housing units statewide.
- We are **the largest statewide apartment association** in the United States.
- Our publications connect you to **more than 4 out of 5 industry members** in Texas.
- Many of our members **own or manage multiple properties** throughout the state.

Who We Are

TAA is a statewide trade association dedicated to unifying rental housing professionals through education, legislative advocacy and member services. Our members own or manage more than 1.75 million rental housing units worth more than \$150 billion providing housing for nearly 4 million Texans. We are the largest statewide apartment association in the U.S.

Reader Profile

Texas Apartment Association (TAA) publications are mailed directly to all members including property owners, builders/developers, property supervisors, management company executives, company training directors, property managers and site managers. The magazine has an estimated **pass-along readership of 33,500 readers.**

For more information, please contact:

Chris Zabel
 Publication Director | Naylor, LLC
 Toll-free: (800) 369-6220, ext. 3420
 Phone: (352) 333-3420
 Fax: (352) 333-3420
 Email: czabel@naylor.com



IN PRINT AND ONLINE

Connecting you with TAA members throughout the year

Texas Apartments PRINT EDITION



Texas Apartments is published four times a year and is shipped directly to all of our members. Each issue of *Texas Apartments* features articles tailored to the specific needs of our readers, including regulatory and legislative updates, industry news and the latest products and services specific to the rental housing industry.

Texas Apartments DIGITAL EDITION



In addition to print, *Texas Apartments* is also available to members in a fully-interactive digital version. Extend your print advertising investment with the unique benefits of digital media. All advertisements include free eLinks, which redirect readers directly to the advertisers' websites.

To learn more about TAA, visit:

www.taa.org

Texas Apartments – quarterly magazine

Hurry Now! Secure your advertising space in Texas Apartments magazine.

Don't miss out on your final chance to participate in our **Summer Issue of Texas Apartments magazine**. Reach your target market and reach the decision makers of the Texas apartment industry by placing your advertisement in TAA's official publication. Get your company in front of our members by participating today!

Why partner with TAA?

- TAA members **own or manage more than 1.8 million** rental housing units statewide.
- TAA is **the largest statewide apartment association** in the United States.
- TAA publications connect you to **more than 4 out of 5 industry members** in Texas.

Select from the following options:

Ad Size	Full-Color	Color Marketplaces	Black-and-White
Full Page	<input type="checkbox"/> \$2,339.50	<input type="checkbox"/> \$1,359.50	<input type="checkbox"/> \$1,459.50
1/2 Page	<input type="checkbox"/> \$1,359.50	<input type="checkbox"/> \$889.50 Horizontal Only*	<input type="checkbox"/> \$909.50
1/4 Page	<input type="checkbox"/> \$689.50	<input type="checkbox"/> \$559.50 Vertical Only*	<input type="checkbox"/> \$539.50
1/8 Page	<input type="checkbox"/> \$369.50	<input type="checkbox"/> \$319.50 Horizontal Only*	<input type="checkbox"/> \$349.50

Members check here to receive a 10% discount.

*Marketplace Section

Contact your Naylor account executive for more advertising opportunities.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (xxx-x###)

Please sign and return to:

Chris Zabel
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Email: czabel@naylor.com



Texas Apartments – quarterly magazine

Regional Marketplace

Surrounded by a colorful background, our Regional Marketplace attracts readers' attention and prominently displays your ad to the property owners and managers, builders/developers, property supervisors, management company executives, company training directors and site managers with purchasing power. Readers reference this special section often when searching for the most qualified suppliers in the area. A variety of full-color and black-and-white options are available at discounted rates.

1. Select from the following options:

- | | |
|---|--|
| <input type="checkbox"/> Full page, full-color: \$1,359.50 | <input type="checkbox"/> Full page, black-and-white: \$1,149.50 |
| <input type="checkbox"/> 1/2-page horizontal, full-color: \$889.50 | <input type="checkbox"/> 1/2-page horizontal, black-and-white: \$739.50 |
| <input type="checkbox"/> 1/4-page vertical, full-color: \$559.50 | <input type="checkbox"/> 1/4-page vertical, black-and-white: \$439.50 |
| <input type="checkbox"/> 1/8-page horizontal, full-color: \$319.50 | <input type="checkbox"/> 1/8-page horizontal, black-and-white: \$239.50 |

2. Select region(s):

- Houston Area
- Dallas/Fort Worth Area
- San Antonio/Austin Area
- Other

3. Choose the issue(s) in which you would like your ad to appear:

- Summer 2012 (TAP-Q0312)
- Fall 2012 (TAP-Q0412)
- Winter 2012 (TAP-Q0113)
- Spring 2013 (TAP-Q0213)

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**
All prices are per insertion, per issue. Invoices issued upon publication.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Texas Apartments – quarterly magazine

Direct-Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *Texas Apartments* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

DIGITIZE YOUR AD! In addition to the printed version, *Texas Apartments* is digitally reproduced and is e-mailed to members and archived on TAA's website. We can attach your direct-mail piece to the digital publication for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece in high-resolution PDF format. If you would like to animate your ad, additional charges apply.

Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
1 page (2 surfaces)	<input type="checkbox"/> \$5,199.50	<input type="checkbox"/> \$500	<input type="checkbox"/> \$5,349.50
2 pages (4 surfaces)*	<input type="checkbox"/> \$5,899.50	<input type="checkbox"/> \$800	<input type="checkbox"/> \$6,099.50
Postcard	<input type="checkbox"/> \$5,199.50	<input type="checkbox"/> \$500	<input type="checkbox"/> \$5,349.50

*3 pages (6 surfaces) or more available; quotes supplied upon request.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:

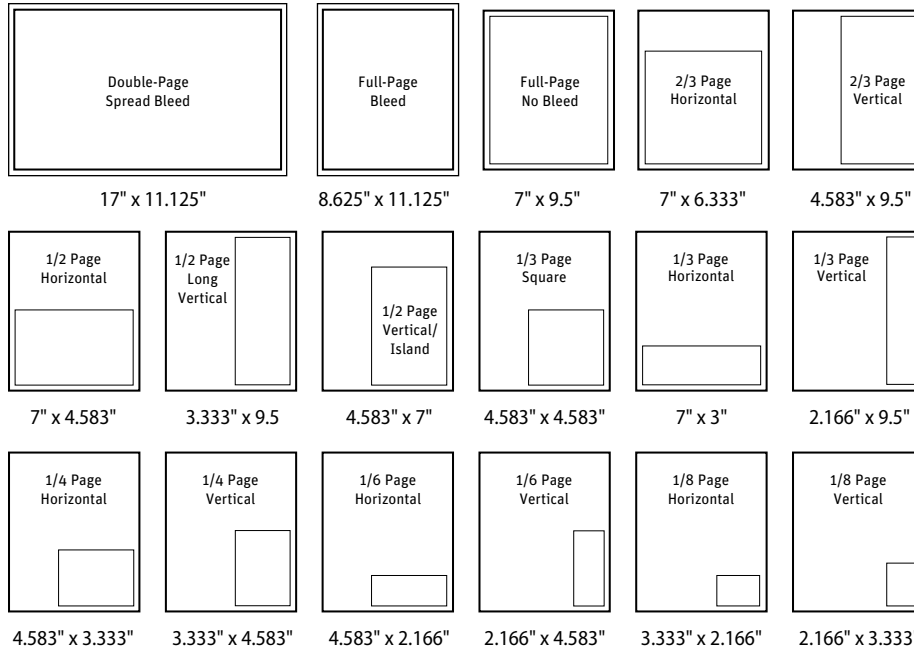
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Texas Apartments – quarterly magazine

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Don't have an ad created? With our complimentary production services, Naylor, LLC provides professional ad assembly and layout services to non-agency clients at no charge.

Texas Apartments – digital edition

Digital Edition

In addition to print, *Texas Apartments* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$1,260

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.

eToolbar | \$840

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$1,575

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Ad "Jolt" Upgrade | \$310

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

Texas Apartments – digital edition

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Please note: File size for static ad submissions must not exceed 100 kb.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the animation.
- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {  
    getURL(url, "_blank");  
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Texas Apartments – quarterly magazine

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|---|---|
| <input type="checkbox"/> Advertising Specialties | <input type="checkbox"/> Exterior Painting | <input type="checkbox"/> Plumbing Products/Supplies |
| <input type="checkbox"/> Air Conditioning/Heating Equipment Parts | <input type="checkbox"/> Fair Housing Defense | <input type="checkbox"/> Plumbing Services |
| <input type="checkbox"/> Air Conditioning- Installation & Repair | <input type="checkbox"/> Fencing/Railing PVC | <input type="checkbox"/> Pool Supplies |
| <input type="checkbox"/> Air Duct Cleaning | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Pool/Patio Furniture |
| <input type="checkbox"/> Alarm Systems | <input type="checkbox"/> Fire & Disaster Damage Restoration | <input type="checkbox"/> Porcelain Reglazing |
| <input type="checkbox"/> Aluminum & Vinyl Siding | <input type="checkbox"/> Fire & Safety Equipment | <input type="checkbox"/> Power Tools |
| <input type="checkbox"/> Animal Damage Repair | <input type="checkbox"/> Flags/Flagpoles | <input type="checkbox"/> Printing |
| <input type="checkbox"/> Apartment Locator Services | <input type="checkbox"/> Floor Tile | <input type="checkbox"/> Promotional Products |
| <input type="checkbox"/> Apartment Renovations | <input type="checkbox"/> Formica Repair & Refinishing | <input type="checkbox"/> Public Utilities |
| <input type="checkbox"/> Appliance Distributors/Manufacturers | <input type="checkbox"/> Furniture | <input type="checkbox"/> Putting Greens |
| <input type="checkbox"/> Appliance Parts/Service | <input type="checkbox"/> Furniture Rental/Repair | <input type="checkbox"/> Real Estate Appraisers/Consultants |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Gazebos/Shelters | <input type="checkbox"/> Real Estate/Brokerage |
| <input type="checkbox"/> Asphalt Paving, Repair & Restoration | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Recycling |
| <input type="checkbox"/> Athletic Equipment | <input type="checkbox"/> Glass | <input type="checkbox"/> Remodeling & Repairs |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Golf Cart Accessories | <input type="checkbox"/> Renovation |
| <input type="checkbox"/> Bathtub & Tile Reglazing | <input type="checkbox"/> Golf Carts | <input type="checkbox"/> Rent Payments |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Handyman Maintenance Services | <input type="checkbox"/> Rental Water Heaters |
| <input type="checkbox"/> Cabinetry, Kitchen & Bath | <input type="checkbox"/> Hardware | <input type="checkbox"/> Risk Management Services |
| <input type="checkbox"/> Cable TV Service | <input type="checkbox"/> Heating Installation & Repair | <input type="checkbox"/> Roofing |
| <input type="checkbox"/> Carpentry | <input type="checkbox"/> High Speed Internet Services | <input type="checkbox"/> Safety Services |
| <input type="checkbox"/> Carpet & Flooring Coverings | <input type="checkbox"/> Houseware Package Rental/Sales | <input type="checkbox"/> Sewer, Drain & Pipeline Cleaning |
| <input type="checkbox"/> Carpet Cleaning | <input type="checkbox"/> Insurance | <input type="checkbox"/> Siding |
| <input type="checkbox"/> Carpet Color Repair & Dyeing | <input type="checkbox"/> Interior Design | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Carpet Stain Removal | <input type="checkbox"/> Irrigation Installation & Design | <input type="checkbox"/> Smoke, Water & Odor Restoration Services |
| <input type="checkbox"/> Carports/Garages | <input type="checkbox"/> Janitorial Services & Supplies | <input type="checkbox"/> Spa Equipment |
| <input type="checkbox"/> Ceiling Fans | <input type="checkbox"/> Lake & Pond Maintenance | <input type="checkbox"/> Spray Equipment |
| <input type="checkbox"/> Chemical Supplies | <input type="checkbox"/> Landscape Maintenance | <input type="checkbox"/> Storm Windows/Doors |
| <input type="checkbox"/> Coin-Operated Laundry Equipment | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Striping |
| <input type="checkbox"/> Commercial Banking | <input type="checkbox"/> Laundry Equipment | <input type="checkbox"/> Submetering |
| <input type="checkbox"/> Computer Software & Training | <input type="checkbox"/> Lawn Treatment | <input type="checkbox"/> Temporary Housing |
| <input type="checkbox"/> Concrete Repair | <input type="checkbox"/> Leak Detection/Repair | <input type="checkbox"/> Temporary Services |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Lighting Supplies | <input type="checkbox"/> Tenant Screening |
| <input type="checkbox"/> Corporate Apparel | <input type="checkbox"/> Liquid Waste Pumping & Removal | <input type="checkbox"/> Trash Receptacles/Services |
| <input type="checkbox"/> Corporate Gifts | <input type="checkbox"/> Maintenance Services/Supplies | <input type="checkbox"/> Tree and Shrub Care |
| <input type="checkbox"/> Corporate Relocation | <input type="checkbox"/> Marketing | <input type="checkbox"/> Utility Billing & Collections |
| <input type="checkbox"/> Countertop Resurfacing | <input type="checkbox"/> Mirrors | <input type="checkbox"/> Utility Vehicle Maintenance |
| <input type="checkbox"/> Credit Services | <input type="checkbox"/> Mortgage Banking | <input type="checkbox"/> Vertical & Horizontal Blinds |
| <input type="checkbox"/> Decorating | <input type="checkbox"/> Newsletter Publishing/Real Estate | <input type="checkbox"/> Vinyl Siding |
| <input type="checkbox"/> Digital TV Programming | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Waste Disposal |
| <input type="checkbox"/> Door Repair and Replacement | <input type="checkbox"/> Office Furniture | <input type="checkbox"/> Water Conservation Devices |
| <input type="checkbox"/> Drape and Blind Installation | <input type="checkbox"/> Outdoor Furnishings | <input type="checkbox"/> Water Heaters |
| <input type="checkbox"/> Drape and Blind Rental/Sales | <input type="checkbox"/> Paint & Wallcoverings | <input type="checkbox"/> Welcome Gifts |
| <input type="checkbox"/> Employment Agencies | <input type="checkbox"/> Painters | <input type="checkbox"/> Window & Door Repair Parts |
| <input type="checkbox"/> Environmental Consulting | <input type="checkbox"/> Painting Supplies | <input type="checkbox"/> Window Coverings |
| <input type="checkbox"/> Equipment Rental | <input type="checkbox"/> Personnel Services | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Equipment Sales & Services | <input type="checkbox"/> Pest Control & Exterminating | <input type="checkbox"/> Wrought Iron |
| <input type="checkbox"/> Evictions | <input type="checkbox"/> Pest Control Supplies | <input type="checkbox"/> Other: |
| | <input type="checkbox"/> Picnic Tables & Benches | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____



Texas Apartments – quarterly magazine

2012-2013 Calendar

Issue	Ships
Summer 2012	June 2012
Fall 2012	September 2012
Winter 2013	January 2013
Spring 2013	March 2013

2011 Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Texas Apartment Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of TAA.

1st Source Servall
 Adventure Playground Systems
 Aequor
 AIM CRUISE INCENTIVES
 All About Doody
 Ameristar Screen and Glass
 Apartment Finder
 Apartment Guide
 Apartment Gurus
 Apartments.com
 Appliance Parts Depot
 Appliance Warehouse
 Associated Time & Parking Controls
 AT & T Connected Communities
 Atelier
 Baldwin Roofing Company, Inc.
 Barker Roofing & Sheet Metal Inc.
 Bartley Construction, Inc.
 BG Personnel Services
 Blancken Insurance Group
 Blue Moon Software
 C.K.I. Wholesale Lock Supply, Inc.
 Camp Roofing and Reconstruction
 Central Renovation Solutions
 Cerra Insurance Agency, Inc.
 Charter Furniture Rental, Inc.
 Classic Protection Systems Inc.
 Commercial Tax Network
 Community Controls
 Compound Security Specialists
 CORT
 Crestmark Construction Services
 CriterionBrock

DirecSupply, Inc.
 DOGIPOT
 Ellipse Group, Inc.
 Fentress Tree Corp.
 FergusonEnterprises
 For Rent Magazine
 Fort WorthAirportSystem
 FSI Construction, Inc
 GE Appliances
 Goodman Manufacturing
 Guaranty Insurance Services, Inc.
 Handytrac Companies
 HD Supply
 Houston Fence Company
 HSR Construction, Inc.
 Infinite Energy
 IPM Software, Inc.
 Landmark Commercial
 Leslie's Swimming Pool Supplies
 LexisNexis Resident Screening
 M & M Lighting LP
 Mac - Gray, Intelligent Laundry Systems
 Maintenance Supply Headquarters
 Manna Distributors
 MARS Inc
 Marvin F. Poer & Co.
 Moen Incorporated
 Morrison Supply Company
 Namco Manufacturing, Inc.
 NES- National Exemption Service, Inc.
 Newsletter Press, Inc.
 Oliver Roofing Systems
 On The Move, Inc.

PE Pennington Co. Inc.
 Penco
 PittsburghPaints
 Professional Apartment Services
 Ramey & King Insurance
 Associates Inc
 Rasa Floors
 Rent.com
 Republic Services
 Resident Check
 Ridenhour Concrete & Supply
 Scott Equipment
 Sicola Corporation
 Signs West, Inc.
 Stan Migura Insurance
 Swain & Baldwin Insurance, Inc.
 Target Restoration Services LLC
 Ted W. Allen & Associates
 TexasBookkeepers LLC
 TexasDelta Mechanical
 Texas Mutual Insurance Company
 Time Warner Business Class
 True Line Striping
 TXU Energy - MFS
 Universal Plumbing Supply
 Valet Waste
 Valiant: Design + Marketing
 Visionary Technology Systems
 Water Works ofTexas
 Whorton Insurance Services
 Wood Concepts
 Yardi Systems, Inc.