

CALIFORNIA APARTMENT ASSOCIATION



Grab your share of a \$15 billion a year rental housing industry!

The CAA Advantage

- The California Apartment Association is **the largest statewide rental property association in the United States** for owners and managers of rental properties.
- Our members are responsible for **spending more than \$625 million a year** on products and services.
- Many of our members own or manage multiple properties and can **own up to 30,000 units**.

Who We Are

As the largest statewide rental property association in the US representing owners and managers we are most respected voice of the multi-family industry in California. We are dedicated to protecting our members' investments through political and legal advocacy, assisting them to comply with new laws and regulations, and effectively communicating information on emerging industry trends, risk management and best business practices.

Member Profile

CAA represents rental housing owners and managers who spend more than \$625 million a year on products and services and who operate all types and sizes of residential rental property, from single family rental homes to large apartment complexes. Our members range from independent rental property owners who own 10 units or less to large independent owners, property management companies and real estate trusts who own between 50 and 30,000 units.

Demonstrate your support for CAA, the voice of the California rental housing industry and gain top-of-mind awareness among industry decision makers.

Interested in advertising? For more information, contact:

David Evans

Publication Director

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E-mail: devans@naylor.com



CAA News

Our monthly eNewsletter is distributed to CAA members statewide, featuring timely news briefs and information, as well as updates on member products, services and upcoming events. Whether in the office or on the go, members can stay informed of the latest industry developments and association news.



CAAnet.org

The CAA website is maintained exclusively to help members run their business efficiently and profitably and is the leading source of compliance information for California's rental housing industry.



Top product and service categories specified by our members:

- Property management services
- Business software
- Advertising services/apartment listings
- Maintenance services and supplies
- Construction/contractors/remodeling services
- Legal services
- Lending
- Real estate brokerage
- Appliances
- Bathroom and kitchen remodeling, repair and equipment
- Roofing, flooring, carpet plumbing & paving
- Painting
- Windows
- Pest Control
- Pool products and maintenance
- Collections

To learn more about California Apartment Association, visit:

www.caanet.org

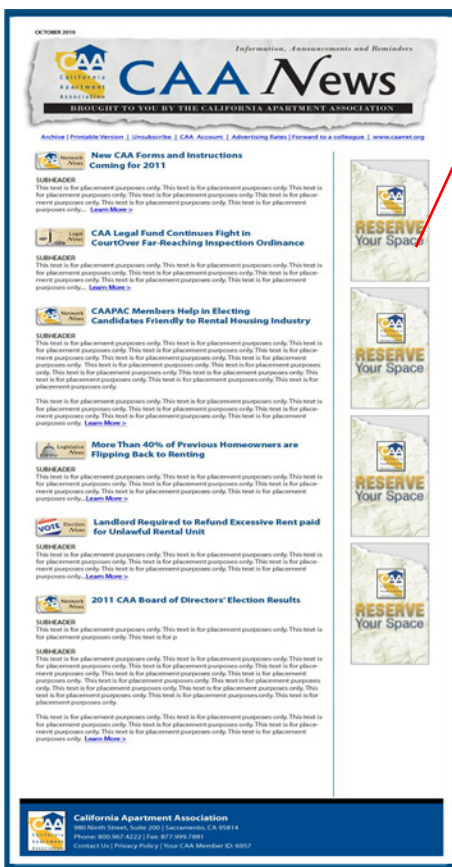
CAA News eNewsletter

About CAA News

Now more than ever, professionals consume information on the go. CAA News allows members to stay informed of legislation, regulatory rules, legal issues and best business practices that directly affect our members' ability to operate their income properties successfully in a timely manner.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 16,000 decision makers on a regular basis
- In addition to CAA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible to members for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events
- The California Apartment Association is the largest statewide rental property association in the United States for owners and managers of rental properties.
- Our members are responsible for spending more than \$625 million a year on products and services.
- Many of our members own or manage multiple properties and can own up to 30,000 units.



Vertical Banner (120 x 240 pixels)

3 Months | \$1,750 6 Months | \$3,150 12 Months | \$5,775

- Four positions available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Specifications:

- JPG (no animation)
- File size must be no greater than 100kb

Distributed the second week of each month

Sections include

- Network News
- Legal News
- Legislative News

Members receive a member discount. Ask your Naylor representative for details.

Online Specifications

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

eNewsletter

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)

Website/Online Buyers' Guide/Online Directory

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)

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/