

# CALIFORNIA APARTMENT ASSOCIATION

www.caanet.org | 800.967.4222

## Advertising Opportunities

# How Can CAA Help YOU Increase Your Visibility?



### CAA Quick Facts:

We are one of the largest statewide associations in the nation with over **10,000 members** representing more than **750,000 households**:

- OWNERS & MANAGERS
- INVESTORS
- DEVELOPERS
- SUPPLIERS

Over **32,000 individual contacts** including property managers, property owners, maintenance professionals, procurement specialists and industry professionals.



Over **15,000 member logins** with another **60,000 website visitors per month** as of October 2017



Our members spend more than **\$625 million annually** on products and services.



Our members own or manage approximately **750,000 units** throughout the state.



California Apartment owners have a purchasing power of approximately **\$15 billion a year**.



# CALIFORNIA APARTMENT ASSOCIATION

www.caanet.org | 800.967.4222

## Advertising Options & Benefits

### Website

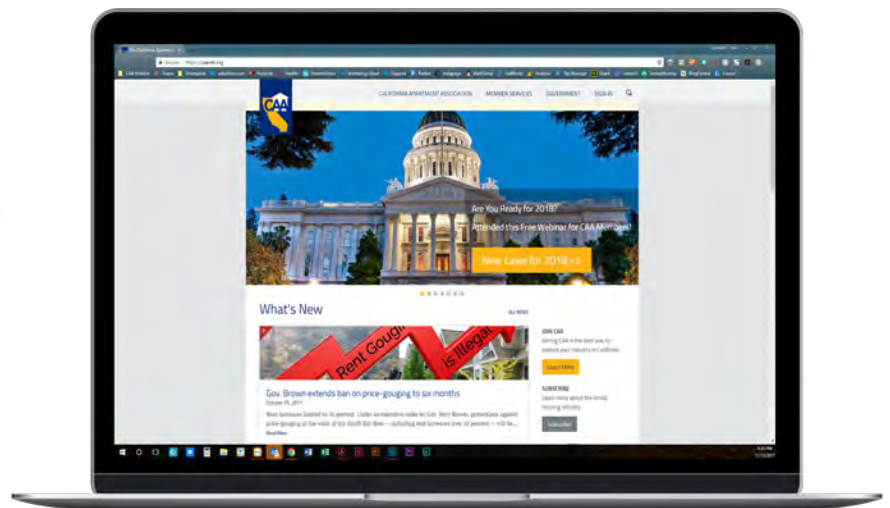
CAA averages well over 60,000 member and non-member visitors to our website every month. These are folks who have an interest in the multi-family housing industry. They are looking for products and services that will enable them to do their work more efficiently. Take advantage of providing additional exposure to our members and site visitors by placing an ad on our website.

#### Benefits:

- o 60,000 pageviews/month on CAA's Homepage alone as of October 2017
- o Directs visitors to the landing page of your choice to promote your business
- o Limited available ad space (6 ads rotating on pageturn) makes each position exclusive

#### Specs:

- o 6 months of placement in the right side bar ad for the CAA website
- o (JPG/PNG/GIF) (6 to 1 ratio)
- o Exact image size:
  - square sideboard ad: 170x178
  - footer ad: 728x90
- o Additional options for art creation if you don't have a designer



\$1,000-\$1,500

# CALIFORNIA APARTMENT ASSOCIATION

www.caanet.org | 800.967.4222

## Advertising Options & Benefits

### E-News

Our CAA e-Newsletter "The Rental Housing Report" allows members to stay informed about timely industry

topics and association news whether they are at home, the office, or on the road. This publication is sent out weekly to all CAA members and their employees and affiliates covering state and local news.

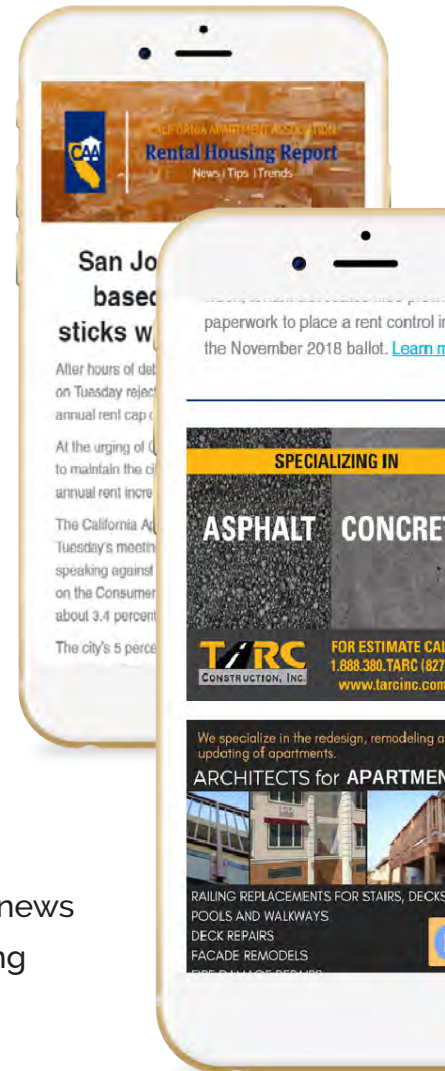
**6 exclusive ad blocks** run in each weekly publication.

#### Benefits:

- o Delivers your message directly to the inbox of more than 13,500 rental housing industry decision makers on a weekly basis
- o Directs visitors to the landing page of your choice to promote your business
- o Limited available ad space (6 spaces per edition of the e-news) makes each position exclusive
- o CAA e-News is the largest read publication which covers breaking news including state and local updates to our members in the Rental Housing industry

#### Specs:

- o 6 months of e-news ad space for the CAA Rental Housing Report
- o Exact image size 250x250 (Max of 6 ad spaces per week)
- o Additional options for art creation if you don't have a designer



\$900-\$3,060

# CALIFORNIA APARTMENT ASSOCIATION

www.caanet.org | 800.967.4222

## Advertising Options & Benefits

### Industry Directory

Join our updated Industry Directory with a strong start, and be the first company a visitor sees on the Industry Directory!

The **Headline and Sidebar banners** on our Industry Directory provides you the ability to get your brand right in front of our visitors and members who are looking for products and services they need.

#### Benefits:

- o Directs visitors to the landing page of your choice to promote your business
- o Limited available ad space (6 rotating ads) makes each position exclusive
- o Cross-promoted in other CAA publications and communications pieces
- o CAA has reached **40,000+** member and non-member visitors to our website every month. This traffic provides you exposure you will not see at any other association website

#### Specs:

- o **Headline Ad:** Exact Image size 3000x500 (6 to 1 ratio)
- o **Sidebar Ad:** Exact Image size 250x250 (6 to 1 ratio)
- o Additional options for art creation if you don't have a designer



\$500-\$1,000

# CALIFORNIA APARTMENT ASSOCIATION

www.caanet.org | 800.967.4222

## Advertising Interest

Company: \_\_\_\_\_ Date: \_\_\_\_\_

Company Ad Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

URL/ Landing Page for Advertisement: \_\_\_\_\_

### E-News | Website | Industry Directory

E-News Advertising	Single Rotation Price (1 view per 4 weeks)	2X Rotation Price (2 views per 4 weeks) 10% Savings	4X Rotation Price (4 views per 4 weeks) 15% Savings	Term
Group 1 (Top) <input type="checkbox"/>	\$850 <input type="checkbox"/>	\$1,250 <input type="checkbox"/>	\$2000 <input type="checkbox"/>	6 Months
Group 2 (Middle) <input type="checkbox"/>	\$750 <input type="checkbox"/>	\$1150 <input type="checkbox"/>	\$1,900 <input type="checkbox"/>	6 Months
Group 3 (Lower) <input type="checkbox"/>	\$650 <input type="checkbox"/>	\$1,050 <input type="checkbox"/>	\$1,800 <input type="checkbox"/>	6 Months

Please indicate your interest by selecting a group and a rotation preference.

Please email this form to [membership@caanet.org](mailto:membership@caanet.org)



# CALIFORNIA APARTMENT ASSOCIATION

www.caanet.org | 800.967.4222

## Advertising Interest

Website | E-News | Industry Directory



Website	Price	Visual Ratio	Term	Interest
Side Bar Ad (top square)	\$1,300	1:6	6 Months	<input type="checkbox"/>
Side Bar Ad (middle square)	\$1,200	1:6	6 Months	<input type="checkbox"/>
Side Bar Ad (bottom square)	\$1,000	1:6	6 Months	<input type="checkbox"/>
Premium Footer Ad	\$1,500	1:6	6 Months	<input type="checkbox"/>
<b>Industry Directory</b>				
Premium Header Ad	\$1,000	1:6	6 Months	<input type="checkbox"/>
Side Bar Ad (top square)	\$750	1:6	6 Months	<input type="checkbox"/>
Side Bar Ad (bottom square)	\$500	1:6	6 Months	<input type="checkbox"/>



# CALIFORNIA APARTMENT ASSOCIATION

www.caanet.org | 800.967.4222

## Advertising Interest

Website | E-News | Industry Directory

## Combined Media Channel Discounts



## Buy any two media channels and get \$100 discount!

All advertising sales are  
exclusive to CAA Members only.



California Apartment Association  
980 Ninth Street, Suite 1430, Sacramento, CA 95814