



National Association of Residential Property Managers



**PRINT  
ADVERTISING  
OPPORTUNITIES**

**2022**

Build Yourself a  
Year-Long Ad Campaign  
to Reach Residential  
Property Managers

# Build Unique Marketing Opportunities

The National Association of Residential Property Managers (NARPM®) is a professional association comprised of more than 5,500 property managers who specialize in managing single-family and small multi-family residential homes, and the business entities that provide them with products and services.



As a NARPM® advertiser, you will be exposed to professionals who manage close to half a million properties nationwide—literally billions of dollars of real estate.

The following publications represent several avenues that readily reach these individuals across the nation and several countries across the globe. Advertising in more than one can provide you with several months to a year of exposure for your company or service.

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The Award-Winning *Residential Resource* News Magazine

Convention Event Program & Event Sponsorships

Broker/Owner Event Program

Contact and Booking Information for Print

Contact and Booking Information for National Report

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## ADVERTISING TERMS & CONDITIONS

All advertisements must be paid in full in advance. Contracted advertisements not paid and processed by the publication deadline will not be printed. No refunds given after publication print date. Cancellations must be received in writing prior to print process. Off-sized advertisements will be returned to the sender for proper adjustment and correct sizing. Advertisements that do not meet publication specifications will also be returned. All advertisements are accepted subject to the policies and approval of NARPM®. NARPM® reserves the right to withdraw any advertisement at any time without prior notice to the advertiser. Advertisers and advertising agencies assume all liability for advertisements printed (including text, representation and content), and also assume responsibility for any claims arising therefrom made against NARPM®. NARPM® assumes no responsibility for errors in the advertisement submitted for publication. If an incorrect advertisement was run for another reason, NARPM® will publish the ad once correctly without further charge. No refund will be given for the incorrect ad.

# Residential Resource News Magazine

Since 1989, the NARPM® news magazine has been a key focal point for the organization. The *Residential Resource* keeps members up-to-date on association events, and provides valuable industry advice and insight. The magazine is sent to all members of the association and is also posted on the website and archived for later reference.

*Residential Resource* has won several awards including the APEX Award of Excellence in the category of Magazine & Journal Design & Layout, Gold Winner of the MarCom Creative Awards, and Communicator Award of Distinction for Print.

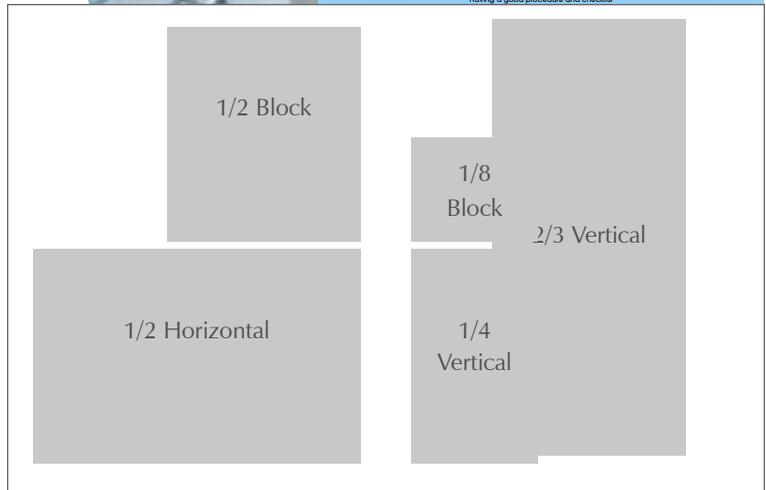
## Mechanical Requirements

All ads should be full color (CMYK), 300 dpi, and submitted as an EPS, TIF or PDF file attachment. Fonts should be converted to outlines to correctly display and all images should be embedded.

## Production Schedule

The *Resource* is published 11 times per year, with one combined issue for October/November.

| Issue     | Deadline    |
|-----------|-------------|
| January   | November 10 |
| February  | December 10 |
| March     | January 10  |
| April     | February 10 |
| May       | March 10    |
| June      | April 11    |
| July      | May 10      |
| August    | June 10     |
| September | July 11     |
| Oct/Nov   | August 10   |
| December  | October 10  |



### Partial Page Sizes

|                |                 |
|----------------|-----------------|
| 2/3 Vertical   | 4.35 x 9.8333   |
| 1/2 Horizontal | 7.3611 x 4.8333 |
| 1/2 Block      | 4.35 x 4.8333   |
| 1/4 Vertical   | 2.8444 x 4.8333 |
| 1/8 Block      | 2.8444 x 2.3333 |

### Full Page Size

Trim Size: 8.5 x 11  
 With Bleed: 8.75 x 11.25 (includes 1/8" all around trim for bleed)  
 Live Area: 8 x 10.5 (1/4" inside trim)

### Double Page Spread size

Trim Size: 17 x 11  
 With Bleed: 17.25 x 11.25 (includes 1/8" all around trim for bleed)  
 Live Area: 16.5 x 10.5 (1/4" inside trim)

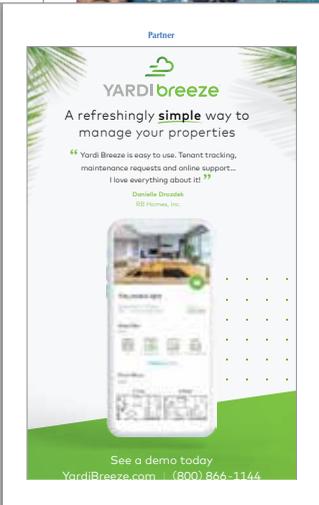
### Back Cover\*/Inside Covers Sizes

Trim Size: 8.5x11  
 With Bleed: 8.75 x 11.25 (includes 1/8" all around trim for bleed)  
 Live Area: 8 x 10.5 (1/4" inside trim)

\*Back cover contains a horizontal postage panel in the top, right corner. Do not put critical art/text in this area. (4.5 W x 2.5625 H)

# Convention Event Program

The Annual Convention and Trade Show Event Program is distributed to all event attendees. By advertising in this program, you can reach these property management leaders, ask them to visit your booth while attending the convention and introduce any special offers. The program is posted on the NARPM® website.



For additional convention sponsorships, please refer to our 2022 Convention Exhibitor Prospectus. Advertising in the Event Program is already included with several of the sponsorship levels.

## Deadline for contract and artwork submission is July 19, 2022

### Ad Sizes

- Full Page
- 1/2 Page
- 1/8 Page

### Dimensions

- 4.5" W x 7.5" H
- 4.5" W x 3.75" H
- 3.5" W x 2" H

### Only 3 Premium Position Ads - Full Color\*

Convention Official Partners get first choice of these positions. If they do not choose to occupy these positions, they are then made available to the Convention Patron and Platinum Sponsor, in that order. Premium position ads include back cover, inside front cover and inside back cover. These positions are **full color (CMYK)**. Ads should be the dimensions of a full page ad. \*If purchasing a full page ad (black & white), you may choose to add color for an additional \$300.

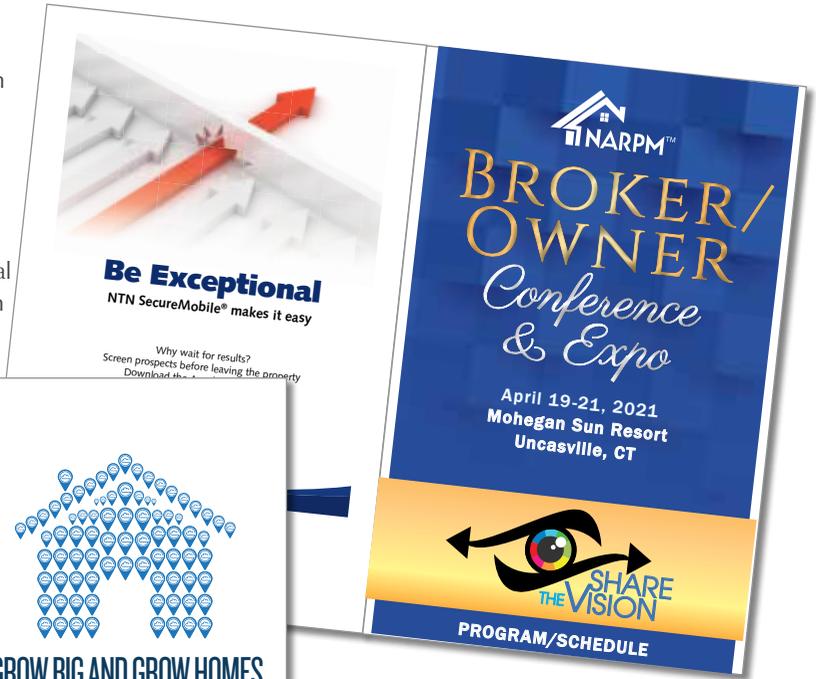
All ads should be at least 300 dpi, and submitted as an EPS, TIF or PDF file attachment. Fonts should be converted to outlines to correctly display. Please note the color specifications at right. Ads do not bleed.

### Full\*, 1/2, 1/8 Page Ads - Black & White

Non-premium position ads should be in **black and white only**, at the dimensions specified at left. These ads do not bleed.

# Broker/Owner Event Program

**NEW!** The Broker/Owner Conference and Expo Event Program is distributed to all event attendees. By advertising in this program, you can reach these property management leaders, ask them to visit your booth while attending the conference and introduce any special offers. The program is also posted on the NARPM® website.



For additional conference sponsorships, please refer to our 2022 Convention Exhibitor Prospectus. Advertising in the Event Program is already included with several of the sponsorship levels.

## Deadline for contract and artwork submission is January 20, 2022

### Ad Sizes

Full Page  
1/2 Page

### Dimensions

4.5" W x 7.5" H  
4.5" W x 3.75" H

### Full Page Color Ads

All full page ads are full color (CMYK). The cost of color is included in the prices listed on the ad contract. Ads should be the dimensions of a full page ad, specified at left.

### 1/2 Page Ads - Black & White

These ads are **black and white only**, at the dimensions specified at left. These ads do not bleed.

*All ads should be at least 300 dpi, and submitted as an EPS, TIF or PDF file attachment. Fonts should be converted to outlines to correctly display. Please note the color specifications at right. Ads do not bleed.*



## Build Yourself a Year-Long Ad Campaign to Reach Residential Property Managers

To ask questions, confirm availability, or book your **PRINT** advertising, please email [advertising@narpm.org](mailto:advertising@narpm.org)

1403 Greenbrier Parkway, Suite 150, Chesapeake, VA 23320

P: 800-782-3452

[www.narpm.org/about/advertising-opportunities/](http://www.narpm.org/about/advertising-opportunities/)



**National Association of Residential Property Managers**

### **NARPM® ANTITRUST STATEMENT**

It is the policy of the NARPM® to comply fully with all antitrust laws. The antitrust laws prohibit, among other things, any joint conduct among competitors that could lessen competition in the marketplace. NARPM®'s membership is composed of competitors; they must refrain from discussing competitively sensitive topics, including those related to pricing (such as rates, fees, or costs), individual competitors or specific business transactions, or controlling or allocating markets. NARPM® shall not restrict members' ability to solicit competitors' clients. NARPM® shall not restrict members' ability to advertise for business, provided the advertising is not false, deceptive or otherwise illegal.

## NEW! Weekly National Report

We're excited to announce that we have partnered with MultiView to produce our brand-new email newsletter, *National Report - The Weekly NARPM News Brief*. We know how important it is to have direct access to the latest information, trends, and developments in our ever-changing industry. With this customized weekly news brief, we're proud to offer members a hand-curated selection of relevant news and updates. We work with a dedicated MultiView news editor every week to ensure that stories in the National Report are timely and interesting – that there is always something new and exciting in your inbox.

There are multiple ad types available in each National Report, such as top leaderboard, lower leaderboard, box ads, top banner, horizontal and vertical product showcases, callout text, sponsored content, and featured whitepapers.

The image shows a sample of the National Report newsletter. At the top, there is a blue header with the NARPM logo and the text "National Association of Residential Property Managers". Below this, the main title "nationalREPORT" is displayed in a large, bold font, with "The Weekly NARPM News Brief" underneath. A date "Sept. 4, 2020" is visible in the top right corner. A prominent blue banner features the MultiView logo (with the tagline "A STAGWELL COMPANY") and the text "YOUR AD HERE" in large white letters, accompanied by a "CONTACT US" button. Below the banner, the section is titled "NARPM NEWS" and "Welcome to the NEW NARPM National Report". A sub-section "NARPM and MULTIVIEW" contains a paragraph of introductory text and a "READ MORE" button. The entire newsletter sample is set against a blue background.

To view ad specs & pricing, visit  
<http://mk.multibriefs.com/MediaKit/Pricing/narpm>

To book advertising for this publication **ONLY**, contact  
David Mokry at [david.mokry@multiview.com](mailto:david.mokry@multiview.com)  
or 972-910-6818

Companies can also reach out to the generic sales outreach at  
[salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)  
or 972-402-7070