



National Association of Residential Property Managers



2026

ADVERTISING & WEBINAR OPPORTUNITIES

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

Build Unique Marketing Opportunities

The National Association of Residential Property Managers (NARPM®) is a professional association comprised of about 6,000 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.

- 3 The Award-Winning *Residential Resource* News Magazine
- 4 Convention Event Program & Event Sponsorships
- 5 Broker/Owner Event Program
- 6 Contact and Booking Information for Print
- 7 Contact and Booking Information for National Report
- 8 Contact and Booking Information for Highlights

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.

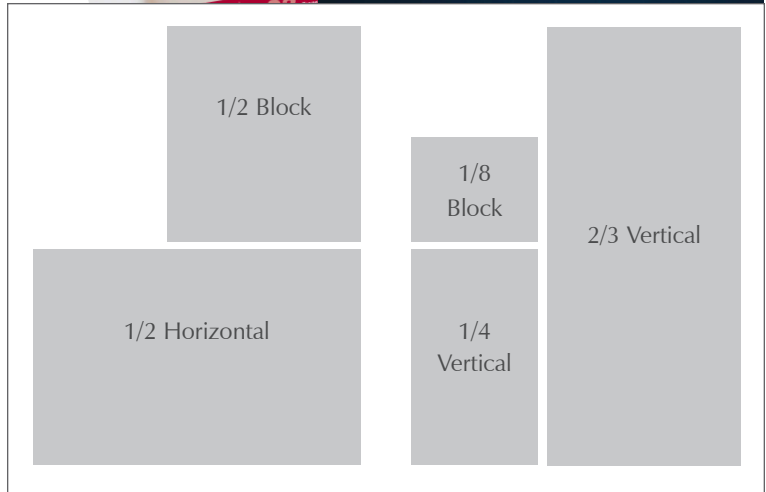
Mechanical Requirements

All ads should be full color (CMYK), 300 dpi, and submitted as a 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.

<u>Issue</u>	<u>Deadline</u>
January	December 1
February	January 1
March	February 1
April	March 1
May	April 1
June	May 1
July	June 1
August	July 1
September	August 1
Oct/Nov	September 1
December	November 1



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)*

CHECK IT OUT: Webinar Opportunities!



Affiliates may sponsor a webinar*, utilizing its own presenters, on a property management-related topic. This is a great way to showcase your company's expertise on a topic beneficial to property managers.

(*should not be an advertorial)

Cost: \$400

What NARPM® will provide: Graphics, inclusion on the webinar page of the NARPM® website beforehand, inclusion on the Highlights and National Report eblasts, multiple postings across all NARPM® social media and uploading of the completed webinar to the NARPM® webinar archives, if the Affiliate desires, once the webinar is held.

What the Affiliates will provide: The Affiliate will host the webinar via its own Zoom and provide NARPM® with the link; the headshot(s) of the presenter(s); and necessary info for NARPM® to create the graphics for promotional purposes. The Affiliate may also provide a 1-minute or less event promo video of their own making for NARPM® to use on social media. Please provide necessary material to NARPM® so that promotion may begin at least 30 days before the webinar.

To ask questions, confirm availability, or book your PRINT advertising or WEBINAR, please email advertising@narpm.org

1403 Greenbrier Parkway, Suite 150, Chesapeake, VA 23320

P: 800-782-3452

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.

Weekly National Report

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 screenshot shows the top portion of an email newsletter. At the top, there is a blue header bar. Below it, a red bar contains the text "View in Browser" and social media icons for YouTube, Instagram, Twitter, Facebook, and LinkedIn. The main content area has a white background with the NARPM logo (National Association of Residential Property Managers) and the title "nationalREPORT" in large, bold letters. Below the title is the subtitle "The Weekly NARPM® News Brief". A colorful bar with segments of black, yellow, blue, and green is positioned below the main content. Below this is an advertisement for YARDibreeze PREMIER software, featuring a laptop icon and the text "Intuitive & powerful property management software". At the bottom, there is a white box with a black border containing the text "NARPM® holiday closure: Veterans Day" and "NARPM® will be closed Friday, Nov. 10, in" followed by a small image of a lighthouse.

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
or 972-910-6818

Companies can also reach out to the generic sales outreach at
salesinquiries@multiview.com
or 972-402-7070

NARPM® Highlights E-Newsletter

Highlights is NARPM®'s E-newsletter sent out to Members on a bi-weekly basis promoting upcoming NARPM® events, deadlines and relevant news updates. Advertisers are provided with a leaderboard ad placed throughout the newsletter, rotating positions every month. *Advertisers may select as many months as they want to place their ad.*

Ad Dimensions:

666x80 pixels

Cost:

\$400 per month

To ask questions, confirm availability or book your advertising, please email advertising@narpm.org



Your spot awaits: Find industry issues, updates and Day on the Hill at the NARPM Capitol Summit, Feb. 17-19, in D.C.

Will you attend the [2026 NARPM Capitol Summit](#) Feb. 17-19 in Washington, D.C., to advocate for your clients and the property management industry? Join fellow members from across the country to influence legislation impacting our industry. [Event chair Keith T. Becker, MPM RMP, breaks it down via video.](#) Our advocacy efforts have led to victories for the property management industry. Together, we can continue to influence key public policy matters impacting property managers. Attend the upcoming Capitol Summit and make your voice heard!

[LEARN MORE AND REGISTER](#)

YOUR AD HERE

NARPM education: New classes for 2026!

NARPM education is as easy as logging in! Whether new to property management or a seasoned professional, NARPM has the courses to up your PM game. New in 2026: [Best Practices for a New Client](#). Formerly part of Developing Rewarding Owner Relationships, this course gets to the meat and potatoes. It covers how to set expectations and communicate with the owner, what vacancies cost, reporting schedules, and the steps of setting up a new owner and the property. [Check out the 2026 education schedule through June 30 here.](#)

