



HAA ThisWeek

Advertising Information

E-Marketing offers member companies the opportunity to advertise their products and services in our forum of electronic communication via e-mail with a direct connection to their website. Delivered to all member e-mail addresses on scheduled Monday.

What You Get

- **Desktop delivery of your advertisement to over 6,000 Houston multifamily professionals via e-mail with a maximum of 12 features per year up to four consecutive features.**
- **Visibility in a trusted publication**
- **Direct link to your website**
- **Sole advertiser in a fixed prime space**

What You Provide

- Signed contract
- Graphics
 - Graphics must be "Web-ready"
 - **First Position:** Width is 680 pixels and Height is 85 pixels at 72 ppi
 - **Second Position:** Width 380 x 65 pixels at 72 ppi
 - Files must be .jpg, gif (.gif animations are not accepted)

E-mail files and URL to asherbondy@haaonline.org or the file where it is hosted on your server

Advertising Copy

Feel free to maximize your ad space by using action words or creating a sense of urgency to your ad. "Click here", "Call now" can help in effectiveness of your ad and get more attention to help your ad work for you.

There is no guarantee that all email recipients will be able to receive the html version of the email blast. In instances where the formatted version of the email is not accepted by the client server a plain text version is delivered. Therefore it is wise to incorporate both graphics and solid advertising copy to ensure that your message reaches everyone. Copy should be provided as plain text, without line breaks. Incorporate html tags for basic formatting. Use absolute paths for all links (<http://www.yoururl.com>). E-mail your copy to asherbondy@haaonline.org with the subject line "HAA ThisWeek Advertising Copy".

*Intervention

We do not perform file intervention. Graphics supplied must meet the specified requirements; we will not make alterations or changes to supplied art. Additionally, we have no responsibility for files that are hosted on advertisers' machines. If you supply a URL for a graphic that you or your service provider hosts, then be certain that file is accessible on the Web.

HAA ThisWeek Rate

\$279 per edition - 1st Position
\$ 159 per edition – 2nd Position
\$25 off for 6 or more placements

Up to 12 weeks in one calendar year.

Space is limited!

Contact us for available dates

**For More Information: Amanda Sherbondy: e-mail asherbondy@haaonline.org 713-595-0316.
Webmaster: Will Alfaro: email walfaro@haaonline.org or direct number 713-595-0327.**

HAA ThisWeek Email blast ad display sample



Digital laundry is here.™ Change Point® The next generation in laundry payment. Only from Mac-Gray. [LEARN MORE ▶](#) **MAC-GRAY** THE LAUNDRY ROOM EXPERTS™

Advertise here! Contact Amanda Sherbondy at 713-595-0316 for information.

Advertisement
1st Position

NOVEMBER 18, 2013 

A weekly update from the Houston Apartment Association for Houston Apartment Association members. If you're a non-member and would like to attend HAA events please contact members@haaonline.org.

HERE'S WHAT YOU MISSED AT HAA

These are a few shots from the NAAPAC wine tasting, the November Blue Star course and congrats to Cynthia Gonzalez on 25 years with HAA.



HAPPENING THIS WEEK

Nov 18-19 **CAMT: HVAC Maintenance & Repair concludes**
Monday and Tuesday, November 18 and 19, 8:30 a.m. to 5:30 p.m.
Sponsored by Presto Maintenance Supply.

Nov 21 **Fair Housing Seminar**
Thursday, November 21, 8:30 a.m. to noon.
Details and registration
Sponsored by CORT Furniture Rental and Foundation Specialists.

Legislative Committee
Wednesday, November 21, 3:30 p.m. at Arcodoro, 5000 Westheimer #120, 77056.

Board Meeting
Thursday, November 21 at 4:30 p.m. at the JW Marriott Hotel, 5150 Westheimer.
Sponsored by CoreLogic SafeRent.

Annual Business Meeting - Featured event!
Thursday, November 21, 6 p.m. to 8 p.m. at the JW Marriott Hotel, 5150 Westheimer.
Details and registration
Sponsored by The Liberty Group and Outdoor Elements.

Nov 22 **IROC Breakfast**
Friday, November 22, 7:30 a.m. to 10:30 a.m.
Details and registration
Sponsored by Orkin Pest Control.

RECENT JOBS

Multiple Positions
Texas City, Galveston
Confidential

Multiple Positions
Houston, Texas
Confidential

Lead Maintenance
Magnolia, Texas
Orion Real Estate Services

Apartment Manager/Assistant Manager
Houston, Texas
Westlake Management

Assistant Property Manager for The Ravinia Apartments
Spring, Texas
Venterra Realty

[POST A JOB](#) [MORE JOBS](#)

HAA BUYER'S GUIDE



Are you looking for a member company to help you save time and money? Check out the new Buyer's Guide online to use our new Request For Information tool to find potential member supplier partners.

[Try it now!](#)

WEBINAR WEDNESDAYS



Join Stephanie Graves and the Webinar Wednesday Team on **November 20th**.

[Register Now!](#)



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Members of apartment industry - only!
Austin: 512.536.HIRE
Houston: 713.888.5800
San Antonio: 210.899.HIRE
www.HirePriority.com

Advertisement
2nd Position

HAPPENING NEXT WEEK

Nov 28-29 **Offices Closed**
The HAA offices will be closed on Thursday and Friday, November 28 and 29, for the Thanksgiving holiday.

To be sure that you continue to receive the weekly e-mail update and other e-mail communications from the Houston Apartment Association whitelist the haaonline.org domain. If you received this e-mail from a friend and would like to subscribe, contact the HAA Membership Department at 713-595-0322 and learn about the benefits of membership.