

# **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 email 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"
  - o 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 <a href="mailto:asherbondy@haaonline.org">asherbondy@haaonline.org</a> 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 - 1<sup>st</sup> Position \$ 159 per edition - 2<sup>nd</sup> Position

\$25 off for 6 or more placements

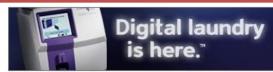
Up to 12 weeks in one calendar year.

# Space is limited!

Contact us for available dates

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

# HAA ThisWeek Email blast ad display sample



Change Point® The next generation in laundry payment. Only from Mac-Gray.



Advertisement 1<sup>st</sup> Position

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

#### **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.

Help make giving a

"Hire Priority"

click here for more info

#### RECENT JOBS

Multiple Positions Texas City, Galveston

#### Multiple Positions

Houston, Texas Confidential

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!

Advertisement 2<sup>nd</sup> Position

#### HAPPENING NEXT WEEK



#### 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 hasonline.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.