



Digital Media Kit



Reach rental housing decision-makers online.

Website advertising | Sponsored content | Newsletter sponsorship | Targeted email

www.RentalHousingJournal.com

Connect with rental housing professionals

OUR AUDIENCE & DIGITAL CHANNELS

News, insight and practical guidance

Rental Housing Journal serves property managers, landlords, apartment owners, real estate investors and maintenance professionals with news, information and best practices for the rental housing industry.

60,000 monthly readers

Across RHJ newsletter and digital audiences.

Our website is updated daily with breaking news, trends and insights for owners and operators of multifamily properties. RHJ combines a Pacific Northwest editorial foundation with nationwide website reach.

Website

Place your brand alongside rental housing news and practical management coverage.

Email newsletter

Reach readers through sponsorship placements that link directly to your website.

Sponsored content

Share educational expertise through clearly labeled articles with links to your business.

Digital advertising opportunities

BUILD VISIBILITY & SHARE YOUR EXPERTISE

Website leaderboard

728 x 90 pixels

A prominent banner placement with a click-through link to your chosen destination.

Website display ad

300 x 250 pixels

A display placement that brings your brand into the RHJ website experience.

Sponsored content

300-word or 500-word options

Educational, helpful articles appearing alongside news. Each article is labeled sponsored and links to the sponsor website.

Newsletter sponsorship

Two placements per month

An in-column image, 160 pixels wide, with a link to your advertiser URL.

Targeted e-blast

Dedicated email campaign

Promote your message with campaign reporting and link-click tracking.

Additional options: Ask about programmatic marketing, event targeting and geo-fencing.

Digital advertising rates

PLAN YOUR CAMPAIGN

DIGITAL OPTION	RATE	COMMITMENT
Leaderboard	\$1,500 / month	3-month minimum
Display ad	\$1,000 / month	3-month minimum
Sponsored content - 500 words	\$1,500 / month	3-month minimum
Sponsored content - 300 words	\$1,000 / month	3-month minimum
Newsletter sponsorship	\$1,500 / month	3-month minimum
Targeted e-blast	\$3,000 / send	Per send

Newsletter sponsorship includes two placements per month. Website ads and newsletter placements link to the advertiser URL.

Contact RHJ to discuss availability, campaign timing and additional digital options.

Launch your digital campaign

CREATIVE REQUIREMENTS & CONTACT

What to provide

Website advertising

Leaderboard: 728 x 90 pixels. Display ad: 300 x 250 pixels. Include your click-through URL.

Newsletter sponsorship

Provide an in-column image 160 pixels wide and the destination URL.

Sponsored content

Choose the 300-word or 500-word option. Content should be educational and helpful rather than overly promotional. Include your sponsor website link.

For targeted email and other digital campaigns, contact RHJ to coordinate creative requirements and scheduling.

**Let's build your
digital campaign.**

Rental Housing Journal

Digital advertising opportunities

[RentalHousingJournal.com](https://rentalhousingjournal.com)

Visit our website to connect with RHJ and discuss your advertising goals, select placements and confirm availability.