

PRESENTING SPONSOR OFFERING

The EBRHA Rentrospect

Exclusive Presenting Sponsorship | Reach the Bay Area's Rental Housing Industry

Prepared by Velocity AMS for EBRHA

The Opportunity

The EBRHA Rentrospect is the premier long-form resource for rental housing owners, landlords, and property managers across Alameda and Contra Costa Counties. Each issue delivers a thoroughly researched, single-topic deep dive that EBRHA members and industry subscribers rely on to navigate the legal, operational, and financial realities of rental housing.

As the exclusive Presenting Sponsor, your brand is the sole commercial partner associated with one of the most trusted voices in the Northern California rental housing industry, with recognition across every channel the publication reaches.

Audience Snapshot

10,000+ Total Subscribers	1,500+ Paid Association Members	40%+ Email Open Rate	350+ Clicks per Issue
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The audience includes active rental housing owners, independent landlords, and professional property managers across the Bay Area. These are professionals who own or manage rental properties and are active buyers of the products and services that serve this industry.

The Offering: Three-Channel Distribution

Each monthly issue of the EBRHA Rentrospect is distributed across three high-visibility channels. Your Presenting Sponsorship is featured across all three.

Email

Delivered monthly to 10,000+ opt-in subscribers. Your sponsorship is featured prominently with a banner placement, linked to your website, in the email. With a 40%+ open rate, this means 4,000+ verified professional eyeballs on every issue.

Web / Blog

The full article is published to the EBRHA website, where it lives permanently as a searchable, evergreen resource. Sponsor banner placement on the post with a link to your website. This placement continues to deliver impressions indefinitely.

Print

A professionally designed 4-page printed publication is distributed at EBRHA events and to all new members. Sponsor receives a ¼ page ad placement as the Presenting Sponsor.



Features & Benefits

- **Exclusivity:** One sponsor per issue. Your brand is never competing for attention alongside other advertisers.
- **Brand Alignment:** Your company is associated with high-quality, educational content, not interruptive advertising. Sponsoring substantive editorial content positions your brand as a trusted, long-term partner to the industry.
- **Targeted Reach:** A concentrated audience of 10,000+ active rental housing professionals. These are the buyers, decision-makers, and influencers you need to reach.
- **Multi-Channel Exposure:** Email, web, and print in a single sponsorship. One investment, three channels, one unified brand message across the ways members consume content.
- **Evergreen Web Presence:** The blog post and sponsor recognition remain live and searchable indefinitely. A 12-issue annual sponsorship generates 12 permanent, indexed web placements over the course of a year.
- **Credibility by Association:** Sponsoring EBRHA's member-trusted publication signals legitimacy and commitment to the Northern California rental housing industry.

Value Proposition

For national brands and regional leaders selling into the rental housing industry, access to a concentrated, verified audience of 10,000+ active property owners and managers is rare. The EBRHA Rentrospect delivers that audience in a high-trust, low-clutter environment:

One issue. One sponsor. Full attention.

The publication's 40%+ open rate outperforms the average B2B email benchmark of 20-25%, confirming an engaged, responsive readership. With 350+ clicks per issue, readers act on what they read, giving your brand message a clear path to real business outcomes.

Pricing

Commitment	Rate
Single Issue	\$2,500 / issue
Annual (12 Issues)	\$2,000 / issue <i>(saves \$6,000)</i>

An annual commitment locks in exclusive positioning across all 12 issues and meaningful savings at \$2,000 / issue, which is a 20% discount.

Deliverables From the Sponsor

- Print ad artwork: Supplied at print resolution (300 DPI). Velocity AMS will adapt the file for web and email use — no additional creative required.
- Website URL for link placement



Internal Analysis for Pricing Rationale and Sales Talking Points

How We Arrived at These Numbers

Pricing is grounded in industry-standard email CPM (Cost per Thousand) methodology, adjusted for the unique premium factors this publication commands.

Step 1: CPM Baseline

Highly targeted niche professional email lists typically command CPM rates of \$40-\$80 per thousand subscribers, well above general consumer rates. Applied to 10,000 subscribers, that baseline produces:

Metric	Value	CPM @ \$40	CPM @ \$80
Total Subscribers	10,000	\$400	\$800
Verified Opens (40%+)	4,000+	\$160	\$320
Clicks per Issue	350+	Demonstrates active, engaged readership	

Standard CPM pricing for the email channel alone yields \$400-\$800 per issue.

Step 2: Premium Factors

The \$2,500 standard rate reflects several significant value premiums above commodity CPM pricing:

- **Exclusivity Premium:** Industry standard for exclusive sponsorships is 2-3x the base CPM rate. The sponsor receives 100% share of voice with no competing commercial messages present anywhere in the publication.
- **Engagement Premium:** A 40%+ open rate means verified actual readers, not just delivered emails. 4,000+ opens per issue at \$40 CPM is worth \$160; at \$80 CPM it is \$320.
- **Click Performance:** 350+ clicks per issue is a measurable signal most association newsletters cannot match. Advertisers are reaching an audience that acts.
- **Multi-Channel Premium:** Web and print placements add two additional channels of exposure not reflected in email CPM calculations.
- **Evergreen Premium:** The blog post and sponsor recognition remain live and indexed indefinitely, continuing to deliver value after each issue publishes.
- **Audience Quality Premium:** Verified rental housing professionals are a hard-to-reach, commercially valuable niche that commands a premium above general consumer or broad B2B lists.

Step 3: Cost-Per-Engaged-Reader

The \$2,500 flat rate is best understood in the context of two industry benchmarks: flat-rate sponsorship comparables and cost-per-click efficiency.

Flat-Rate Comparables: Flat-rate sponsorship is the dominant pricing model for niche B2B newsletters. Industry data shows that specialized B2B newsletters with engaged audiences of



comparable or smaller size routinely command \$2,000 or more per placement. Audience quality and engagement consistently outweigh raw subscriber count as the primary pricing driver.

The Rentrospect exceeds those benchmarks: 10,000 subscribers, a 40% open rate, 350+ clicks per issue, multi-channel distribution across email, web, and print, and true 100% exclusivity. \$2,500 per issue is consistent with (and in many cases below) market rates for exclusive presenting sponsorships in specialized B2B niche publications of this caliber.

Exclusive Sponsorship Premium: Exclusive newsletter sponsorships, where the sponsor receives sole commercial visibility, command a significant premium above standard inventory. Publishers offering true exclusivity routinely price at 3x or more above non-exclusive placements, with some achieving 3x-6x.

Cost-Per-Click Efficiency: Industry guidance recommends evaluating niche B2B newsletter sponsorships on a cost-per-click basis, as this better reflects downstream commercial value than CPM alone.

At \$2,500 per issue with 350+ clicks, the Rentrospect's cost per click is approximately \$7.14. This is directly competitive with LinkedIn sponsored content, where B2B professional targeting typically runs \$6-\$12 per click. LinkedIn targeting reaches users who match a demographic profile. The Rentrospect audience is verified because it is opted-in rental housing professionals in a trusted editorial context. A click from this audience carries meaningfully higher commercial intent than a click from a social media feed.

Annual Rate Rationale

The \$24,000 annual rate (\$2,000 per issue) represents a 20% volume discount from the \$2,500 single-issue standard rate. At \$24,000 annually versus \$30,000 for 12 individual issues, the annual commitment saves \$6,000 and provides consistent, uninterrupted brand presence across all 12 issues.

Comparative Analysis: Rentrospect vs. EBRHA Weekly Digest

EBRHA also publishes a Weekly Digest delivered to its 1,400 members. The two properties serve distinct but complementary roles. Understanding how they compare helps prospective sponsors make informed investment decisions.

The Two Products

	Rentrospect	Weekly Digest
Frequency	Monthly (12x/year)	Weekly (52x/year)
Total Subscribers	10,000	1,400
Member Subscribers	1,400	1,400
Non-Member Subscribers	8,600	0
Open Rate	40%	40%
Opens per Issue	4,000	560
Channels	Email, web, print	Email only
Ad Environment	100% exclusive	Presenting + other banners



Rate Comparison — Presenting Sponsorship

Commitment	Rentrospect	Weekly Digest
Single Issue / Minimum	\$2,500 / issue	\$349 / week (4x min = \$1,396)
12x commitment (Quarterly)	N/A	\$289 / week (\$3,468)
24x commitment (Semiannual)	N/A	\$239 / week (\$5,736)
Annual (full year)	\$24,000 / year (\$2,000/issue)	\$195 / week (\$10,140)

Cost Efficiency — Per Issue

Metric	Rentrospect	Weekly Digest (4 week min)
Rate	\$2,500 / issue	\$349 / week
Total Subscribers	10,000	1,400
Opens	4,000	560
Cost per total subscriber	\$0.25	\$0.25
Cost per open	\$0.625	\$0.623
True exclusivity	Yes	Partial
Other advertisers present	None	Yes (banners at \$125/week)
Channels	3 (Email, Web, Print)	1 (Email)

Cost Efficiency — Annual

Metric	Rentrospect (annual)	Weekly Digest (52x)
Annual investment	\$24,000	\$10,140
Total sends	120,000	72,800
Total opens	48,000	29,120
Cost per annual send	\$0.20	\$0.14
Cost per annual open	\$0.50	\$0.35
Non-member sends annually	103,200	0
Channels	3	1
True exclusivity	Yes	Partial



Key Takeaways

- **Per-issue pricing parity:** At \$2,500 per issue, the Rentrospect's cost-per-open (\$0.625) and cost-per-subscriber (\$0.25) are virtually identical to the Weekly Digest's entry rate.
- **The Rentrospect has a exclusivity and structural premium:** At the same per-issue cost efficiency as the Weely Digest, the Rentrospect delivers 7x the audience, true 100% exclusivity, three channels of delivery instead of one, and access to 8,600 non-member subscribers the Digest does not reach.
- **The Digest's exclusivity is partial:** A Digest presenting sponsor shares the email with other banner advertisers. The Rentrospect presenting sponsor is the only commercial presence across all three channels in every issue.
- **The Rentrospect extends beyond EBRHA's 1,400 member subscribers:** The 8,600 non-member, industry subscribers represent 103,200 annual sends completely inaccessible through the Weekly Digest.

