

# Print & Online 2009 Advertising Opportunities



## Print

*50+ Housing Magazine*

*Building Women*

*Commercial Builder*

*Land Development*

*Sales + Marketing Ideas*

## Online

*Nation's Building News*

*[www.nahb.org](http://www.nahb.org)*

## The Power of NAHB

**235,000 Total NAHB members**

**70,000 NAHB builder members**

The vast majority of NAHB members are principle decision makers:

<b>President / CEO</b>	<b>47%</b>
<b>Owner, Principal, or Partner</b>	<b>42%</b>
<b>VP/General Manager</b>	<b>6%</b>
<b>Other</b>	<b>5%</b>

NAHB isn't just the voice  
of the building industry...

*We're its heart and soul.*



# Land Development

It all starts with planning. The nation's leading developers and builders rely on *Land Development* as their key source for providing the latest expert and how-to information needed to use land more efficiently and plan for growth like never before. Published quarterly, *Land Development's* primary focus is land development and site planning. *Land Development* delivers the most current information and is targeted to the nation's most influential developers—the people who need to know about your company and the products and services it provides.

## Why Advertise in *Land Development*?

### Connect with key decision makers

Published quarterly, *Land Development* is not just a magazine; it is a communication vehicle for a large, close-knit community with national reach. Placing your ad in *Land Development* will increase your exposure to a lucrative market of high-income professionals who are active and involved decision makers in the land development industry.

### Readers with purchasing power

By advertising in the pages of *Land Development*, you're advertising to a market with purchasing power. Exposure to this audience, your ad will be read by the thousands of high-profile builders who read *Land Development*—successful professionals who have a wide range of needs for the types of products and services you sell.

### Circulation and Reach

*Land Development* is also distributed to NAHB's network of more than 800 state and local home builders associations around the country, as well as a variety of other builders who are the "movers and shakers" in today's land development industry. Total circulation is more than 2,000 with an estimated pass-along readership of many hundreds more. With access to a total of 235,000 NAHB members, including 70,000 NAHB builder members, *Land Development* has significant potential for growth. *Land Development* provides a wide range of topics and helpful services that builders and developers need.



## 2,000 READERS NATIONWIDE

98% ARE PRINCIPLE DECISION MAKERS

LAND DEVELOPERS

CONTRACTORS

DEVELOPERS

BUILDERS

ENGINEERS

MARKETERS

INDUSTRY SPECIALISTS

BUSINESS PROFESSIONALS

## Editorial Profile

*Land Development* magazine is a source for developers, builders, developers, single family builders, architects and engineers on how to work with the community and with national leaders to develop sound approaches to land development, tree and wetland preservation, site planning, and infrastructure financing. Article topics include development regulations architecture design and community planning industry.

## LAND DEVELOPMENT EDITORIAL CALENDAR

ISSUE	AD INSERTION DATE	AD ART DEADLINE
<b>Winter 2009</b> Climate Change School Financing Sustainable Development	11/2/2008	11/11/2008
<b>Spring 2009</b> Infill and Redevelopment Trends in Development Codes Impact Fees	2/9/2009	2/20/2009

ISSUE	AD INSERTION DATE	AD ART DEADLINE
<b>Summer 2009</b> Smart Growth Revisited Low Impact Development Barriers to Green Development	4/26/2009	5/1/2009
<b>Fall 2009</b> Mixed Use Workforce Housing Politics of Development Approvals	7/6/2009	7/15/2009

# Land Development

## Land Development

NATIONAL ASSOCIATION OF HOME BUILDERS VOL.18, NO.4, FALL 2005



Building with Trees  
Awards of Excellence Winners  
Preparing Your Lobbying Plan  
Developing Great Communities  
Through Great Schools  
Wisconsin's Green Tier Program

## Rates

Gross Rates: Effective with the Winter 2009 issue.

Commission and cash discount: 15% discount to recognized agencies provided invoice is paid within 30 days; a 10% discount is offered for pre-paid contracts. (Entire contract must be paid by space reservation deadline of first insertion.)

FOUR COLOR RATES	1-3 ISSUES	4 ISSUES
2-Page Spread	\$1,900	\$1,700
1 Page	\$1,100	\$900
1/2 Page	\$550	\$450
1/4 Page	\$300	\$250

## Special Placement

Cover 2 (1 Page)	\$1,400	\$1,200
Cover 3 (1 Page)	\$1,400	\$1,200
Cover 4 (3/4 Page)	\$1,400	\$1,200

## MERCHANDISING SERVICES

Advertising Preparation Services

Customized Reprints Available

Polybags, blow-in cards available, tip-in available

Regional insertions available by state or zip code.

Call for details.

### Contact

Julie Mines

Phone: 202-266-8053 or 800-368-5242 x8053

Fax: 202-266-8193

Email: [jmines@nahb.com](mailto:jmines@nahb.com)

## LAND DEVELOPMENT MECHANICAL SPECS

### GENERAL REQUIREMENTS

**Trim size: 8.25" x 10.875"** Keep live matter .5-inch from final trim.

**Bleed size: 8.5" x 11.125"** If ad is a full page bleed, extend image area .125-inch past trim size.

**Printing:** Four-color process/offset/sheet-fed

**Binding Method:** Saddle-stitched

**Screens:** 150-line screen

### Digital Files

**PDF files are preferred.** PDF's must be created from files using only CMYK or grayscale images, no RGB or indexed images. All fonts must be embedded. PDF's should adhere to PDF/X-1a standard protocol.

### Native Application Files

**InDesign, QuarkXPress:** All printer and screen fonts must be included on the disk(s). All linked files must be included and saved as CMYK in EPS or Tiff format.

**Illustrator, Freehand:** All type must be converted to curves / outlines. All graphics images must be CMYK. All files must be saved as EPS. Nested link files must be included.

**Photoshop:** Line screen and resolution must be 300 dpi. All files saved as EPS or Tiff format. All channels deleted except CMYK. All layers must be flattened. \*Note: As a result of working in a bitmap, raster environment, please recognize that type will have softer edges.

**Fonts:** All printer and screen fonts included on supplied disk(s). Multiple Master and True Type fonts should be avoided. Adobe Postscript Type 1 fonts or Open type fonts are recommended.

**Negatives:** Negatives not accepted, electronic files only.

**Submission Policies:** All files must be submitted print-ready on CD-ROM. Any file manipulation / repair are billable services. Publisher will not be held responsible for errors when files are not submitted in accordance with our specifications. All electronic files must be accompanied by an accurate hard copy for reference. All disks must be clearly labeled and only contain the files to produce the advertisement.

# Opportunities to Extend Your Reach

<b>Topic</b>	<b>Sponsor</b> (Relationship Building)	<b>Exhibit</b> (Face-to-Face Marketing)	<b>Advertise</b> (Branding)
<b>50+ HOUSING</b>			
50+ Housing Council	•		
Building for Boomers & Beyond: 50+ Housing Symposium	•	•	•
<b>BUILDING SYSTEMS</b>			
Building Systems Council	•		
Building Systems SHOWCASE	•	•	
Log Home President's Tour	•	•	
Plant and Modular Plant Tour	•	•	
Concrete Technologies Tour	•	•	
<b>CUSTOM BUILDING</b>			
Custom Builder Symposium	•	•	
<b>DESIGN AND LAND DEVELOPMENT</b>			
NAHB/BALA Design Institute	•	•	
<b>ECONOMICS/FINANCE</b>			
Construction Forecast Conference and Webcast (Spring & Fall)	•	•	
<b>GOVERNMENT RELATIONS AND ADVOCACY</b>			
State and Local Government Affairs conference	•	•	
<b>GREEN BUILDING</b>			
National Green Building Conference™	•	•	
<b>HOME BUILDERS ASSOCIATIONS</b>			
Executive Officers Council Seminar	•	•	
<b>MULTIFAMILY BUILDING</b>			
Multifamily Council	•	•	
Pillars of the Industry Conference and Awards Gala	•	•	
<b>REMODELING</b>			
NAHB Remodelers	•		
<b>SALES AND MARKETING</b>			
National Sales and Marketing Council	•	•	
The Nationals Awards	•	•	•
Sales + Marketing Exchange	•	•	
<b>WOMEN'S</b>			
Women's Council	•		•
<b>MISCELLANEOUS AND CORPORATE OVERALL</b>			
NAHB Membership Sponsor	•	•	
NAHB 20 Clubs Sponsor	•	•	
NAHB Research Sponsor	•		
Electronic (www.nahb.org and <i>Nation's Building News</i> )	•		•

### **Advertising Terms And Conditions:**

Advertiser or the advertiser's agency will bear full responsibility for withholding advertising materials which may violate any law, regulation, or ruling of the Federal Trade Commission or infringe any copyright, trademark, or patent and shall defend, indemnify and hold harmless the Publisher from all third party claims on account thereof.

When no new copy is provided by closing date, the copy last run will be repeated.

The Publisher has the right to reject an advertisement, photograph or illustration which is not deemed to be in keeping with the standards of the Publication.

### **For More Information, Please Contact:**

National Association of Home Builders (NAHB)  
1201 15th Street, NW  
Washington, DC 20005  
Phone: 202-266-8581 or 800-368-5242 x8581  
Fax: 202-266-8193  
[www.nahb.org/reachbuilders](http://www.nahb.org/reachbuilders)



The National Association of Home Builders was established in 1942 to help promote the building industry and encourage policies for its growth. Representing more than 235,000 industry professionals, NAHB strives to create balanced public policy, to be an educational resource for both consumers and builders and to publicly represent the building industry in all its facets.

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