



# NAHB Advertising

2017 Media Kit

# NAHB Overview

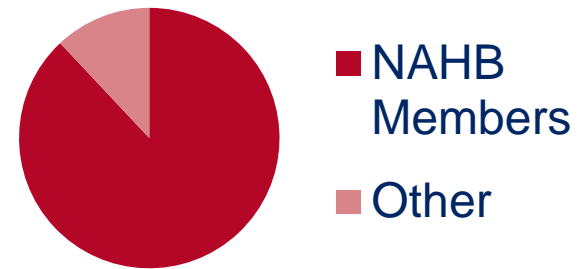
*The Voice of America's Housing Industry*

The National Association of Home Builders is the largest trade association in housing with over 140,000 members representing all segments of the residential construction industry.

NAHB members **build over 85%** of all new homes, apartments, and condos in the United States each year

- NAHB is a federation of nearly 800 local and state home building associations
- NAHB offers education, networking opportunities, housing and economic data, codes and standards, and advocacy.
- NAHB produces Design and Construction Week and the International Builders Show – the largest event for the construction industry with 100,000 attendees, 600,000 sq ft of exhibits, and 2,000+ exhibitors

## US Housing Starts

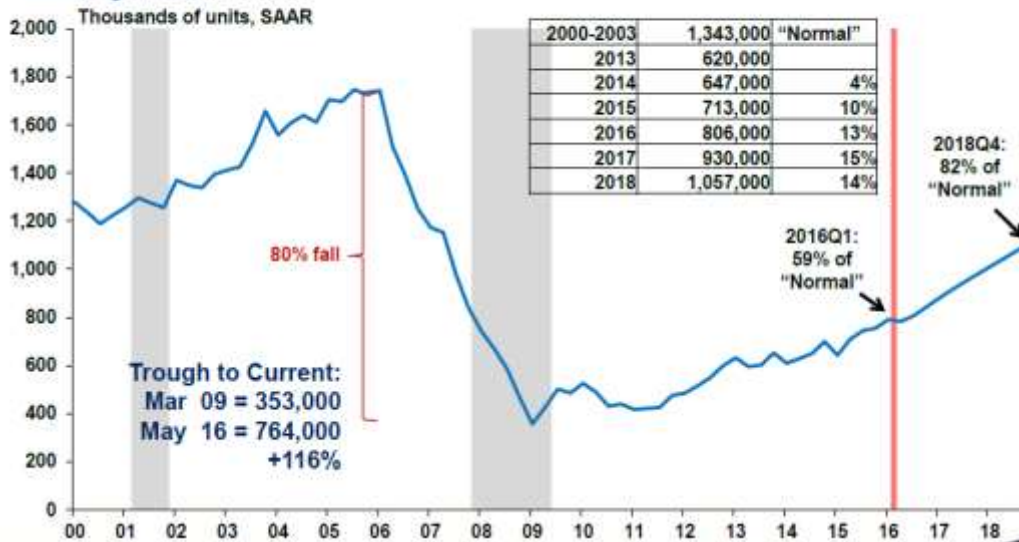


# Industry Trends

The single family home building segment remains in a slow, steady recovery while multifamily and remodeling are fully recovered.

## Single-Family Starts

Growing trend



## Residential Remodeling



## Multifamily Housing Starts

Leveling off



# nahb.org

## Site Statistics

**NAHB.ORG IS ONE OF THE MOST VISITED WEBSITES IN THE BUILDING INDUSTRY**

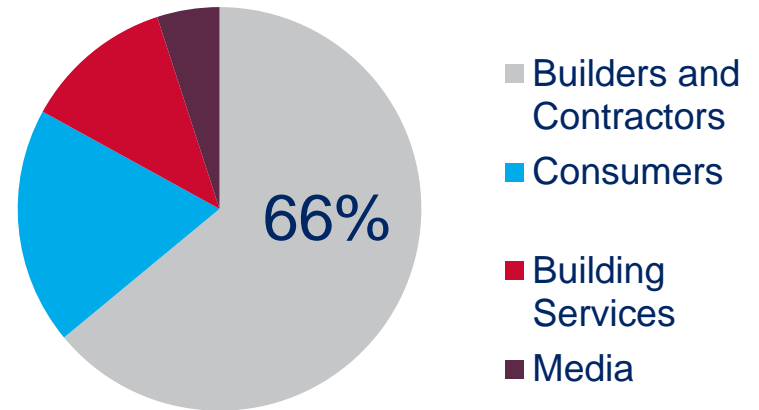
Nahb.org offers exclusive resources, building process information, industry education, economic data, policy and code information, and resources for various niches in over 10,000 pages of content

Monthly Unique Visitors: **173,000** prospects

Monthly Page Views: **698,000** impressions

Sites Linking to nahb.org **3,000+**

## Visitor Profile



# nahb.org Banner Advertising



300x250



728x90



## Homes that Take 1st Place with Grade 1

Place in Codes and Regulations, Design, Construction, Home Building, Sustainability on August 16, 2019 - 0 Comments

Category	Score	Grade
Overall	90.0	A
Design	90.0	A
Construction	90.0	A
Home Building	90.0	A
Sustainability	90.0	A

The 200-ASIMM 700-800 National Green Building Standard (NGBS) was released in March. This year in the SB. In a series of eight that will examine what's different in this new edition - and what's changed in the world of sustainable construction since the 2012 NGBS. This week: Updates in Energy Efficiency.

[Continue Reading »](#)

## Credit Conditions Ease for Builders in 2nd Quarter

Place in Financing Features on August 22, 2019 - 0 Comments



NAHB's quarterly survey of builders and developers revealed that credit conditions for acquisition, development and single-family construction loans were easier in the second quarter of 2019 compared to the first quarter.

[Continue Reading »](#)

## Apply Today for SAFE Awards

Place in Awards, Construction Industry on August 23, 2019 - 0 Comments



Applications are now open for the LEPC Awards, honoring proven safety programs that go the extra mile to protect employees.

[Continue Reading »](#)

Search for articles, videos, and more.



Popular: [Home](#), [Construction](#), [Sustainability](#)

The NAHB has not been approved yet.

### About

NAHB is the official blog of the National Association of Home Builders and provides ongoing news for home building industry news, product information and educational resources.

### Connect & Follow Us

Questions or comments?

300x250



### Subscribe to NAHBNow

Enter your email address to receive notifications of new posts by email.

Enter Address

# nahb.org Banner Advertising

## *CPM Net Rates (cost per thousand impressions)*

Run-of-site banner advertising runs across all units of that size in over 12,000 pages across [www.nahb.org](http://www.nahb.org) and [www.nahbnow.com](http://www.nahbnow.com). Both positions run above and below fold.

Align your brand with NAHB content and build credibility among potential customers

### Run of Site Advertising

<b>300x250</b>	<b>\$45 cpm</b>
<b>728x90</b>	<b>\$25 cpm</b>
<b>Blended</b>	<b>\$34 cpm</b>

### Additional Premiums

<b>Geotargeting</b>	+50%	<i>Region, State, Market</i>
<b>Auto-Expandable</b>	+150%	<i>1x per day per user</i>

### Creative Guidelines

- .gif, .jpg, .swf, .flv AND URL if hosted
- 3<sup>rd</sup> party ad tags accepted
- Rich media must be user initiated
- We use DoubleClick For Publishers
- All specs should adhere to IAB guidelines
- You may run as many different creative versions as you want with your impressions

# NAHB Industry Connections Direct Email Promotion

Dedicated email **sent from NAHB** to a recipient list of up to 78,000 opt-in members **with your HTML content**

Segment up to 4x with targeted messaging going to selected business codes of membership.

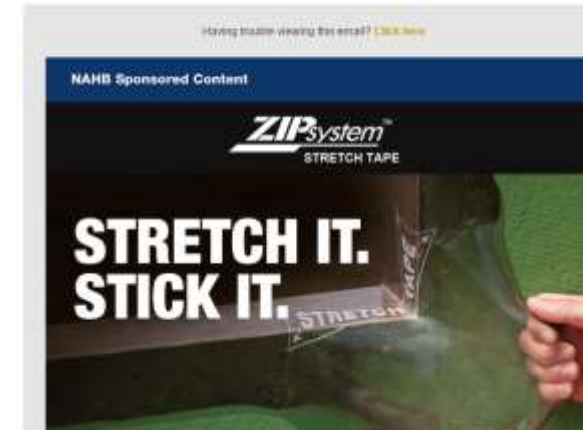
We only offer this opportunity to **one advertiser (one email) per calendar month** – so book quickly.

Average open rate (to date) of 20%.

<b>e-blasts</b>	<b>1x eblast</b>
<b>NAHB Industry Connections</b>	<b>\$12,000</b>

From: NAHB Industry Connections [mailto:industryconnections@nahb.org]  
Sent: Tuesday, June 28, 2016 2:11 PM  
To: Flank, Andrew <aflank@nahb.org>  
Subject: Seal Curves and Corners with Speed and Ease

Having trouble viewing this message? [Click here](#) to view the mobile/web version



Without the hassle of piecing segments of tape together, ZIP System™ stretch tape conforms to walls, curves and corners, and around wall penetrations, with a quick and easy installation.

- Stretches in all directions
- Easy to position, reposition and re-apply
- Available in 6" and 10" widths
- Installs over mismatched surfaces
- Cold temperature application as low as 20° F
- 180-day exposure guarantee



[LEARN MORE](#)

**SINGLE PIECE INSTALLATION** STRETCHES, CURVES, STICKS, AND SEALS.



**STRETCHES**  
in any direction



**SUPREME BOND**  
and versatility



**BLOCKS OUT**  
weather and air



**EASILY SEALS**  
curved windows

# Monday Morning Briefing E-Newsletter

- Monday Morning Briefing is the official e-newsletter of NAHB.
- Emailed every Monday afternoon to 160,000+ members and subscribers
- Provides industry and association updates to NAHB members.
- 15-20% Open Rate



To: Andrew, NAHB member 4

**On the Hill**

**Fast-Trackers' Package Hits Roadblock**  
The Senate has made moves to attention to fast-trackers' temporary tax provisions that are regularly submitted by Congress, as well as the tax package passed in early 2011 by the Senate Finance Committee.

**Senate Bill Would Reauthorize Housing Finance System**  
The Senate Banking Committee on May 22 passed a bill to reauthorize legislation that provides more than \$100 billion in housing credit by providing additional and affordable supply of mortgage credit for single-family and multi-family housing.



*Sponsor Content*

**Homeowners' and Builders' Concerns**

**Builders Stand Down for Jobsite Safety June 2-6**  
NAHB is working with the Labor Occupational Safety and Health Administration to promote the National Safety Stand-Down June 2-6. Why the Stand-Down?

**Use These National Homeownership Month Tools & Resources**  
Join a National Homeownership Month and every NAHB affiliate to take advantage of the tools, services, resources, guides and other materials on the National Homeownership Month website. [Click here for website.](#)

**Getting Ahead**

**Take Charge with Spokeoperation Training**  
It's a fast-paced business world, you can't keep up, and your response can be critical to your success. You can't be prepared. NAHB has the resources designed to prepare you for any public presentation or media interview.

**Negotiate Today to Lead Tomorrow's NAHB**  
If you don't negotiate in an earlier volume, better, more competitive and timely your position for your membership's best interests. Consider negotiating before it's too late. [Click here for more information.](#)



*580x72 (728x90 ratio)*

**Economic**

**Multi-Family Surge Propels Housing Starts Over 1 Million Mark in April**  
Total housing production rose 0.2% in the month to a seasonally adjusted annual rate of 1.27 million units, including 1.6 million units in the multi-family sector, which registered production increases.

**Builder Confidence Remains on Holding Pattern**  
Builder confidence in the market for newly built, single-family homes fell one point to 62 in May, from a seasonally adjusted 63 in April, according to the National Association of Home Builders' (NAHB) Housing Market Index (HMI) released today.

*300x600*



**2015 International Builders' Show**  
IBS 2015 will be held January 20-23 in Las Vegas. Registration opens September 2. [Click here for more information.](#)



Insertions (do not need to be consecutive)	1x	Month or 4x	Quarter or 12x	6 month or 24x	Year or 48x
Sponsored Content	\$3,450	\$12,900	\$33,600	\$60,200	\$115,200
580x72 Ad	\$2,050	\$7,550	\$21,100	\$39,200	\$70,100
300x600 Ad	\$3,100	\$11,470	\$32,550	\$58,000	\$105,925





# NAHB Sponsored Content Package

Push out non-promotional stories that are published as sponsored content in a multi-channel solution

Content appears:

- In one issue of Monday Morning Briefing sent to 160,000 members
- On NAHBNOW – the official news blog of NAHB
- Throughout nahb.org and local associations in news feeds

Story is linkable with a unique URL

Only one story available per week

Click [here](#) for examples

Insertions (do not need to be consecutive)	1x	4x	12x	24x
Sponsored Editorial	\$3,500	\$12,900	\$33,600	\$60,200

## E-newsletter



## Blog Post



## Full Article



## On nahb.org



# HOUSING HEADLINES E-NEWSLETTER ADVERTISING <sup>10</sup>



580x72

- Weekly roundup of the most valuable news from around the industry.

580x72

- Aggregated news from WSJ, CNBC, Washington Post, and other trusted sources

580x72

- Emailed weekly to 115,000 members and subscribers

580x72

- Sent on Fridays at 12pm. 16% open rate.

580x72

300x250

	Month (4x)	Quarter (12x)	Year (48x)
Top 580x72	\$5,625	\$15,000	\$45,000
Second	\$5,250	\$13,875	\$41,625
Third	\$4,875	\$12,750	\$38,250
Fourth	\$4,500	\$11,625	\$34,875
Fifth	\$4,125	\$10,500	\$28,125
300x250	\$3,750	\$9,375	\$28,125



# HOUSING HEADLINES PRODUCT NEWS EDITORIAL

The Wall Street Journal

**Low-down mortgages picking up—to chagrin of some**

Many low-down-payment borrowers — including first-time home buyers — are returning to the market, boosting housing but raising concern among skeptics who worry about the risk of such mortgages.

The Washington Post

**Why it got way harder to buy a house over the past year**

The housing market has rebounded to its strongest growth in years, according to industry data released Monday, pointing to a continuing tough market for buyers looking for a deal.

## PRODUCT NEWS

Royal Building Products

**Royal® Elevates the Traditional Vinyl Siding Category with the Launch of Estate™**

Vinyl siding continues to be the top cladding choice for home builders and remodelers, especially with innovations over the years such as stronger panel formulation and improved color-fade resistance.

Carved Stone Creations, Inc

**5 Unique Bronze Fountain Designs**

Bronze fountains are a great way to add sophistication and whimsy to your landscape. Bronze is a timeless, classic medium that brings warmth.

## HOUSING FINANCE

Advertisement



**IKO**  
INTRODUCING ONE OF IKO'S MOST ADVANCED SHINGLES

The Wall Street Journal

- Section features paid placements from product manufacturers and service providers who want to promote stories through NAHB
- Editorial must reside on the sponsors website or blog (recommended) or other external site
- More flexibility than other NAHB sponsored content and great for new product announcements, company news, or maintaining a communications channel with NAHB members
- Maximum of 3 stories per issue

Product News	1x	4x	12x	24x
Editorial Placement	\$1500	\$5000	\$12,500	\$22,500

# Design and Construction Week e-news

Design and Construction Week is the combination of International Builders Show and the Kitchen and Bath Industry Show.

Sent bi-weekly (Wednesdays) to **153,000+ attendees** of Design and Construction Week from 2014 – 2017

Content comes from exhibitor blogs and news and put through an algorithm to determine put popularity.

Includes show news and popular stories from major industry publishers

Recipient can customize content by product category or specific companies and receive a unique, customized email

Open rates 17% | Click Rate 14%

The e-Newsletter offers an unparalleled way to get directly into the inbox of more than 119,000 IBS and KBIS attendees.

## A Top Full Banner\*

Premium position at the top of the eNewsletter guarantees all will see your ad when they open the newsletter.

Ad. spec: JPG, GIF, PNG • 468x60px • Max. size: 40K.

\$2,220	\$9,000	\$14,400	\$21,600
x 1	x 6	x 12	x 24

## B Featured Stories\*

Photo + Text

This rich advertorial allows for a product image or company logo, title and a message that will grab the user's attention as it sits adjacent to editorial.

Ad. spec: JPG, PNG • 144x98px • Max. size: 20K.

100 Characters for title plus 350 characters for message.

\$2,220	\$10,800	\$16,200	\$24,000
x 1	x 6	x 12	x 24

## C Medium Rectangle\*

These versatile ads can be used for branding or product promotion.

Ad. spec: JPG, GIF, PNG • 300x250px • Max. size: 40K.

\$1,800	\$7,200	\$12,600	\$24,000
x 1	x 6	x 12	x 24

## D Full Banner\*

Banners allow companies to combine imagery, color and text in an interesting and compelling manner.

Ad. spec: JPG, GIF, PNG • 486x60px • Max. size: 40K.

\$1,000	\$6,000	\$10,500	\$20,000
x 1	x 6	x 12	x 24

## E Subject Line\*

The gain prominence in the newsletter by having your article title as the subject line of the e-newsletter

\$700
x 1

\*Available only for purchased featured Stories

\*Pricing - based on 119,000 distribution

# NAHB NOW: NAHB's Dynamic News Site

Official dynamic news site of NAHB with frequent updates on association and industry news with an average of 50,000 page views a month

Stories integrated into nahb.org homepage and promoted through weekly e-newsletter recaps to all membership

Opportunity for sponsored blog post

With sponsored content package – story also appears in Monday Morning Briefing

Advertising tied into run-of-site CPM inventory



## Credit Conditions Ease for Builders in 2nd Quarter



## Apply Today for SAFE Awards



Insertions	Week/1x	4x	12x
Sponsor Content Package	\$3,500	\$13,000	\$33,600
Blog Post on nahbnow.com only	\$1,200	\$3,900	\$11,500

# Sponsored Webinars

Collect leads from targeted educational webinars

Sponsored webinars are educational webinars which are co-produced by NAHB and the client

Webinar topic will be picked and marketed for the target audience

Webinar will be free for attendees

Sponsor collects all leads from webinar attendees

Sponsor recognition in Webinar Description, Marketing, Registration Site, Confirmation Email, Webinar Slides, Thank You email.

<b>Sponsor Existing Webinar</b>	<b>\$4,000</b>
<b>Develop New Webinar</b>	<b>\$7,500</b>

The screenshot displays the 'WEBINAR WEDNESDAYS' section of the NAHB Online Courses website. The page features a navigation menu with 'Overview', 'Schedule', 'Registration', 'Exhibits & Sponsors', and 'Contact Us'. The main content area is titled 'Overview' and includes a 'Share' button. The text describes the value of up-to-the-minute education on industry issues, trends, and best practices. It lists several webinar series: 'Economics and Research Series', 'Policy and Finance Series', 'Design and Technology Series', 'Sales and Marketing Series', and 'Business Improvement Series'. Each series has a brief description and a link to the schedule. On the right side, there is a section for 'NAHB Online Courses' with a 'Share' button and a list of courses including 'Customer Service Online' and 'Basics of Building'. A video player is visible for the 'Basics of Building' course.



# Nahb.org Sponsored Toolkit

Become the exclusive sponsor of an educational “how-to” toolkit hosted on the nahb.org Business Management section. You will be able to provide a topic overview and in-depth resources for members to understand a business management topic. Provide a combination of educational editorial content, links, promotional company, and videos.

The NAHB Business Management Toolkit section will be promoted throughout nahb.org, via e-newsletters, and social publically available to maximize exposure. media. You must be a logged-in NAHB member to see all of the toolkits, but any sponsored toolkit will be made

- Exclusive Sponsor of Individual Toolkit for 12 month timeframe.
- Provide content for an accordion-style toolkit
- Logo on top
- 300x250 or 468x60 on bottom of content
- Sponsor Resource Center
  - Up to 5 links, whitepapers, or brochures with sponsor content
  - Embedded Video
- Byline paragraph with contact information
- Recognition in promotion of Toolkit launch in e-newsletter + social media + one month promo banner



**Toolkit Sponsorship Costs**  
**12 months**                      **\$12,500**





## For more information contact:

**Andrew Flank**

**NAHB Sponsorship & Advertising**

**Phone: 202-266-8059**

**Fax: 202-266-8193**

**Cell: 202-441-6119**

**Email: [aflank@nahb.com](mailto:aflank@nahb.com)**

**Visit: [nahb.org/onlineadvertising](http://nahb.org/onlineadvertising)**