CONNECT TO THE BUILDING INDUSTRY

2021 NAHB Advertising Kit
The National Association of Home Builders is the largest trade association in housing with over 130,000 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 over 600 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 95,000+ attendees, 1MM sq ft of exhibits, and 2,000+ exhibitors
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+
Run-of-site banner advertising runs across all units of that size in over 10,000 pages across nahb.org and nahbnow.com. Both positions run above the fold.

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

### Run of Site Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
<td>$22</td>
</tr>
<tr>
<td>728x90</td>
<td>$35</td>
</tr>
<tr>
<td>Blended</td>
<td>$25</td>
</tr>
</tbody>
</table>

### Additional Premiums

- **Geotargeting**: +25% Regional Only

### Creative Guidelines

- gif, .jpg AND URL if hosted
- 3rd party ad tags accepted
- Rich media must be user initiated
- Ads are delivered by Google Ad Manager
- All specs should adhere to IAB guidelines
- You may run as many different creative versions as you want with your impressions
Programmatic Retargeting

*CPM Net Rates (cost per thousand impressions)*

Retarget visitors of nahb.org across a network of websites on the internet.

Visitors of nahb.org will see your ads appear on other sites after they have left.

Advertisers receive a custom tracking link for real-time delivery and performance tracking.

**Retargeting Advertising**  
$20 CPM  
*Minimum $500/month*

**Why Retargeting?**
Our audience becomes your audience with retargeting. Get exclusive direct access to NAHB website visitors and retarget them with your company’s ads that will showcase your brand, anywhere they visit online.

**Quality Targeting**
Don’t rely on broad, generic targeting on common ad platforms to market your company. Stand out with NAHB’s uniquely qualified audience that will showcase your business to those who need you the most.

**Creative Guidelines**
- Minimum of 300x250, 728x90, and 160x600
- Other sizes available
- gif, .jpg, AND URL if hosted
- 3rd party ad tags accepted
- All specs should adhere to IAB guidelines
- You may run as many different creative versions as you want with your impressions
Monday Morning Briefing is the primary weekly e-newsletter of NAHB.

- Emailed every Monday to **189,000 members and subscribers**
- Provides NAHB created industry insights to NAHB members
- **15-20% Open Rate**

### Insertions

<table>
<thead>
<tr>
<th>Insertion Size</th>
<th>1x</th>
<th>Month or 4x</th>
<th>Quarter or 12x</th>
<th>6 month or 24x</th>
<th>Year or 48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>580x72 Ad</td>
<td>$1,750</td>
<td>$6,400</td>
<td>$17,935</td>
<td>$33,320</td>
<td>$55,600</td>
</tr>
<tr>
<td>300x600 Ad</td>
<td>$2,600</td>
<td>$9,750</td>
<td>$27,650</td>
<td>$49,300</td>
<td>$85,250</td>
</tr>
</tbody>
</table>
Deploy non-promotional thought leadership, published as sponsored content in a multi-channel solution.

Content appears:

- On NAHBNow – the official news blog of NAHB
- In one issue of Monday Morning Briefing sent to 189,000 members and subscribers
- Throughout nahb.org and local associations newsfeeds

Only one story available per week.

~500 words + promotional byline with links

Click here for examples.

### Insertions

<table>
<thead>
<tr>
<th>(do not need to be consecutive)</th>
<th>1x</th>
<th>4x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Content</td>
<td>$2,975</td>
<td>$10,965</td>
<td>$28,560</td>
<td>$51,680</td>
</tr>
</tbody>
</table>
NAHB Industry Connections

Direct Email Promotion

Dedicated email sent from NAHB to a recipient list of up to 75,000 opt-in members with your HTML content.

Segment up to 2x with targeted messaging going to selected business codes of membership.

We only offer this opportunity to two advertisers per calendar month — so book quickly.

Average open rate (to date) of 20%.

<table>
<thead>
<tr>
<th>e-blasts</th>
<th>1x eblast</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAHB Industry Connections</td>
<td>$9,000</td>
</tr>
</tbody>
</table>
NAHB Connect Digest Ad

- Daily digest from NAHB Connect – the online discussion forum for NAHB members
- Email displays discussion overviews and individual posts
- Sent to approximately **80,000 members** daily
- Exclusive **320x100** ad unit on top of page
- Ad appears in a minimum of 5 daily insertions per week

<table>
<thead>
<tr>
<th>1 week</th>
<th>1 month</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>$15,000</td>
</tr>
</tbody>
</table>
Sent bi-weekly (Wednesdays) to **101,000 paid attendees** of the NAHB International Builders’ Show from 2017-2022.

Reaches both **members and non-members** across all areas of residential construction.

Content from **exhibitor blogs and news** and uses AI to determine relevance and popularity.

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

**Open rates 20%, Click Rate 14%**
HOUSING HEADLINES E-NEWSLETTER ADVERTISING

- Weekly roundup of the most valuable news from around the industry.
- Aggregated news from WSJ, CNBC, Washington Post, and other trusted sources.
- Emailed weekly to 115,000 members and subscribers.
- Sent on Fridays at 12pm. 16% open rate.

<table>
<thead>
<tr>
<th>Month or 4x</th>
<th>Quarter (12x)</th>
<th>Year (48x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 580x72</td>
<td>$5,625</td>
<td>$15,000</td>
</tr>
<tr>
<td>Second</td>
<td>$5,250</td>
<td>$13,875</td>
</tr>
<tr>
<td>Third</td>
<td>$4,875</td>
<td>$12,750</td>
</tr>
<tr>
<td>Fourth</td>
<td>$4,500</td>
<td>$11,625</td>
</tr>
<tr>
<td>Fifth</td>
<td>$4,125</td>
<td>$10,500</td>
</tr>
<tr>
<td>300x250</td>
<td>$3,750</td>
<td>$9,375</td>
</tr>
</tbody>
</table>
• 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
Best in American Living – Design Blog

Reach builders, land developers, remodelers, designers and architects specifically interested in home and community design.

Content features NAHB produced content on home design, design trends, products, project ideas, development, land development, community planning and more.

Provide non-promotional, trend content for two weeks on Trending Now on the site (17,000 pageviews per month) plus inserted into one e-newsletter sent to 46,000.

<table>
<thead>
<tr>
<th>1x</th>
<th>2x</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trending Now Sponsored Content</td>
<td>$2500</td>
<td>$4750</td>
<td>$9000</td>
<td>$12,700</td>
</tr>
</tbody>
</table>
Collect leads from educational webinars

Sponsored webinars are educational webinars which are produced and presented by sponsors.

- Present an live educational webinar on a high priority topic
- Webinars are free for attendees, and on-demand registration will be available for up to a year after live webinar date.
- Sponsor collects opt-in leads from webinar, including up to three custom questions in registration
- Sponsor recognition in Webinar Description, Registration Site, Confirmation Email, Webinar Slides, Thank You email.
- Sponsor recognition, logo and/or links in marketing of webinar (e-newsletter, social, blog, etc)
- Webinar concept and content will need to be approved by NAHB Education

Develop New Webinar  $10,000+
WE BUILD COMMUNITIES

For more information contact:

Andrew Flank  
AVP, Partnerships and Innovation  
National Association of Home Builders

P 202-266-8059  
C 202-441-6119

aflank@nahb.com  
nahb.org/advertising