CONNECT TO THE BUILDING INDUSTRY

2019 NAHB Advertising Kit
NAHB OVERVIEW

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 80,000+ attendees, 600,000 sq ft of exhibits, and 2,000+ exhibitors

US Housing Starts

- Members
- Non-Members

NAHB Membership Breakdown

- Builder/Developer 32%
- Subcontractor 22%
- Dealer/Distributor 9%
- Associate 37%
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+

Page Rank 7/10

Builders and Contractors
Consumers
Building Services
Media
Run-of-site banner advertising runs across all units of that size in over 12,000 pages across nahb.org and nahbnow.com. Both positions run above and below fold. 300x250 also delivers on mobile site.

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

### Run of Site Advertising
- **300x250**: $45 cpm
- **728x90**: $25 cpm
- **Blended**: $34 cpm

### Additional Premiums
- **Geotargeting**: +50% Region, State, Market
- **Auto-Expandable**: +150% 1x per day per user

### Creative Guidelines
- .gif, .jpg, .swf, .flv AND URL if hosted
- .3rd 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
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%.

<table>
<thead>
<tr>
<th>e-blasts</th>
<th>1x eblast</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAHB Industry Connections</td>
<td>$12,000</td>
</tr>
</tbody>
</table>
Monday Morning Briefing is the official e-newsletter of NAHB.

- Emailed every Monday to **180,000 members and subscribers**
- Provides industry and association updates to NAHB members.
- **15-20% Open Rate**

<table>
<thead>
<tr>
<th>Inserts</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>Sponsored Content</td>
<td>$3,450</td>
<td>$12,900</td>
<td>$33,600</td>
<td>$60,200</td>
<td>$115,200</td>
</tr>
<tr>
<td>580x72 Ad</td>
<td>$2,050</td>
<td>$7,550</td>
<td>$21,100</td>
<td>$39,200</td>
<td>$70,100</td>
</tr>
<tr>
<td>300x600 Ad</td>
<td>$3,100</td>
<td>$11,470</td>
<td>$32,550</td>
<td>$58,000</td>
<td>$105,925</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Insertions</th>
<th>1x</th>
<th>4x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Editorial</td>
<td>$3,500</td>
<td>$12,900</td>
<td>$33,600</td>
<td>$60,200</td>
</tr>
</tbody>
</table>
- 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></th>
<th>Month (4x)</th>
<th>Quarter (12x)</th>
<th>Year (48x)</th>
</tr>
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<tbody>
<tr>
<td>Top 580x72</td>
<td>$5,625</td>
<td>$15,000</td>
<td>$45,000</td>
</tr>
<tr>
<td>Second</td>
<td>$5,250</td>
<td>$13,875</td>
<td>$41,625</td>
</tr>
<tr>
<td>Third</td>
<td>$4,875</td>
<td>$12,750</td>
<td>$38,250</td>
</tr>
<tr>
<td>Fourth</td>
<td>$4,500</td>
<td>$11,625</td>
<td>$34,875</td>
</tr>
<tr>
<td>Fifth</td>
<td>$4,125</td>
<td>$10,500</td>
<td>$28,125</td>
</tr>
<tr>
<td>300x250</td>
<td>$3,750</td>
<td>$9,375</td>
<td>$28,125</td>
</tr>
</tbody>
</table>
HOUSING HEADLINES
PRODUCT NEWS EDITORIAL

- 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

<table>
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<tr>
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<th>1x</th>
<th>4x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Placement</td>
<td>$1500</td>
<td>$5000</td>
<td>$12,500</td>
<td>$22,500</td>
</tr>
</tbody>
</table>
INTERNATIONAL BUILDERS SHOW® INDUSTRY TRACKER ENEWS

Sent bi-weekly (Wednesdays) to 101,000 paid attendees of International Builders’ Show from 2014-2019.

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

Note: 25% premium for non-exhibitors

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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

$2,200 x1
$9,000 x6
$14,400 x12
$21,600 x24

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, GIF, PNG • 144x98px • Max size: 20K

100 Characters for title plus 350 characters for message.

$2,200 x1
$10,800 x6
$16,200 x12
$24,000 x24

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 x1
$7,200 x6
$12,600 x12
$24,000 x24

D  Full Banner*

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

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

$1,000 x1
$6,000 x6
$10,500 x12
$20,000 x24

E  Subject Line*

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

Available only for purchased feature Stories.

$700 x1

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Note: Pricing based on 119,000 distribution.

* Top Full Banner, Featured Stories, Medium Rectangle, Full Banner, Subject Line

** Pricing based on 119,000 distribution.
Reach 46,000 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.

Buy both ad units for a brand roadblock.

<table>
<thead>
<tr>
<th>Placements</th>
<th>1X</th>
<th>Month (4x)</th>
<th>2 Months (8x)</th>
<th>6 Months (24x)</th>
<th>12 Months (48x)</th>
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</thead>
<tbody>
<tr>
<td>Exclusive - Includes Positions 1 &amp; 2</td>
<td>$3,000</td>
<td>$10,650</td>
<td>$21,870</td>
<td>$52,000</td>
<td>$82,000</td>
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<tr>
<td>600 x 101 Top</td>
<td>$1,750</td>
<td>$5,513</td>
<td>$11,498</td>
<td>$30,902</td>
<td>$46,352</td>
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<tr>
<td>600 x 101 Bottom</td>
<td>$1,450</td>
<td>$4,568</td>
<td>$9,527</td>
<td>$25,604</td>
<td>$38,406</td>
</tr>
</tbody>
</table>

Placements do not need to be consecutive

National Association of Home Builders
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

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Week/1x</th>
<th>4x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Content Package</td>
<td>$3,500</td>
<td>$13,000</td>
<td>$33,600</td>
</tr>
<tr>
<td>Blog Post on nahbnow.com only</td>
<td>$1,200</td>
<td>$3,900</td>
<td>$11,500</td>
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</table>
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.

**Sponsor Existing Webinar**  $4,000

**Develop New Webinar**  $7,500
WEBINAR PROMOTION AND RECOGNITION

Webinar Listing

Slides and Verbal Recognition in Webinar

E-newsletter Headline and Editorial

Webinar Registration

Targeted, Dedicated Emails

Website Promos
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 publicly available to maximize exposure. 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 |
WE BUILD COMMUNITIES

For more information contact:

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Marketing and Business Development

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C  202-441-6119

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