

# GHBA e-Newsletter Advertising



2012 MEDIA PLANNING GUIDE

## ADVERTISING SPECS

728 x 90

GHBA e-Newsletter



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THE HEADLINES - WEDNESDAY, OCTOBER 19, 2011

### Possible Senate Consideration of Conforming Loan Limits

Call Your Senators at 866-924-NAHB (6242)

On September 30, 2011, the conforming loan limits for Fannie Mae, Freddie Mac and Federal Housing Administration (FHA) were lowered. The disruption caused by this lowering of the current loan limits is damaging the already fragile housing market and impeding the economic recovery of our nation.



450 x 150

180 x 150

180 x 600

SPONSORED CONTENT

#### Your Headline

120 words of text maximum, with a click-through link to your website or to a landing page on the GHBA website.

Use this space for advertorial, company announcements or to promote your new products and services.

logo or product photo

### LEADERBOARD

Size: 728 x 90 pixels

Format: .gif or .jpg

No limits on animation

Click through URL

Alternate text (100 characters max) can be embedded behind image

### SIDEBAR TILE

Size: 180 x 150 pixels

Format: .gif or .jpg

No limits on animation

Click through URL

Alternate text (100 characters max) can be embedded behind image

### FEATURE BANNER

Size: 450 x 150 pixels

Format: .gif or .jpg

No limits on animation

Click through URL

Alternate text (100 characters max) can be embedded behind image

### SKYSCRAPER

Size: 180 x 600 pixels

Format: .gif or .jpg

No limits on animation

Click through URL

Alternate text (100 characters max) can be embedded behind image

### FEATURE STORY

120 words text, with your logo or product photo. Link to your site or a landing page on ghba.org.

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## ADVERTISING RATES

### LEADERBOARD - 728 x 90 pixels

	MEMBER	NONMEMBER
Single issue	\$150	\$300
One month	\$500 (4 issues @ \$125)	\$1,000 (4 issues @ \$250)
Three months	\$1,300 (13 issues @ \$100)	\$2,600 (13 issues @ \$200)
Six months	\$2,340 (26 issues @ \$90)	\$4,680 (26 issues @ \$180)
Twelve months	\$4,160 (52 issues @ \$80)	\$8,320 (52 issues @ \$160)

### SIDEBAR TILE - 180 x 150 pixels

	MEMBER	NONMEMBER
Single issue	\$100	\$200
One month	\$340 (4 issues @ \$85)	\$680 (4 issues @ \$170)
Three months	\$910 (13 issues @ \$70)	\$1,820 (13 issues @ \$140)
Six months	\$1,560 (26 issues @ \$60)	\$3,120 (26 issues @ \$120)
Twelve months	\$2,600 (52 issues @ \$50)	\$5,200 (52 issues @ \$100)

### FEATURE BANNER - 450 x 150 pixels

	MEMBER	NONMEMBER
Single issue	\$125	
One month	\$460 (4 issues @ \$115)	
Three months	\$1,170 (13 issues @ \$90)	
Six months	\$2,080 (26 issues @ \$80)	
Twelve months	\$3,640 (52 issues @ \$70)	

### SKYSCRAPER - 180 x 600 pixels

	MEMBER	NONMEMBER
Single issue	\$175	\$325
One month	\$600 (4 issues @ \$150)	\$1,100 (4 issues @ \$275)
Three months	\$1,625 (13 issues @ \$125)	\$2,925 (13 issues @ \$225)
Six months	\$2,990 (26 issues @ \$115)	\$5,590 (26 issues @ \$215)
Twelve months	\$5,460 (52 issues @ \$105)	\$9,620 (52 issues @ \$185)

### FEATURE STORY - 120 words plus logo/product photo and link

\$150 per issue  
Available to GHBA members only

### Who Reads the e-Newsletter?

Your message in the GHBA e-Newsletter reaches more than 4,000 top business executives and industry leaders every week. The e-newsletter gives you exposure to the decision makers in this multi-billion dollar homebuilding industry. These individuals control enormous purchasing power.

- RESIDENTIAL BUILDERS
- COMMERCIAL BUILDERS
- REMODELERS
- ARCHITECTS
- DESIGNERS
- DEVELOPERS
- TRADE CONTRACTORS
- FINANCIAL INSTITUTIONS
- PURCHASING AGENTS

### Deadlines & Specs

The GHBA Weekly e-Newsletter is sent to more than 4,000 industry professionals every Wednesday.

All new art and featured stories are due by Monday.

All advertisements subject to approval by the Greater Houston Builders Association. GHBA members receive priority consideration for premium positions.

Animated .gifs and static .jpps only. If using an animated .gif, include branding and important information on the first frame, as .gifs will not animate for Outlook 2007 users. Flash files will not render in email, and are not accepted.

### Advertising Contact:

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[www.ghba.org/newsletter](http://www.ghba.org/newsletter)