

# GHBA e-Newsletter Advertising



MEDIA PLANNING GUIDE

## WHAT IS THE GHBA E-NEWSLETTER?

An opt-in email newsletter delivered weekly to home building professionals associated with the Greater Houston Builders Association. Advertising in the GHBA e-Newsletter gives you exposure to the decision makers in the multi-billion dollar home building industry. These individuals control enormous purchasing power.

### Editorial Mission

The official email newsletter of the Greater Houston Builders Association. Its purpose is to educate the membership of the newest products and trends in residential construction, keep them up to date on legal issues and new codes and standards affecting their businesses. The e-Newsletter also highlights member achievements and industry events.

### Subscriber Profile

Reach a Broad Cross-Section of the Multi-Billion Dollar Home Building Industry

*More than 80% of subscribers are business owners, division presidents or upper level management.*

- 45%** Executives (President, Vice President, Owner, Managing Partner, etc)
- 43%** Sales & Marketing professionals, including Marketing Directors, Purchasing Managers, Sales Counselors, Account Execs, etc.
- 11%** Superintendents, Project Managers, Foremen, Field Supervisors
- 1%** Other

#### Geographic Breakdown

Approximately 90% of subscribers are within the eight county Greater Houston area (Harris, Fort Bend, Brazoria, Montgomery, Liberty, Chambers, Galveston and Waller counties). The remaining distribution is scattered through Texas, Louisiana and Oklahoma.

### Subscribers

6,000+ Weekly

### Who Reads the e-Newsletter?

Your message in the GHBA e-Newsletter reaches more than 6,000 top business executives and industry professionals 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.

- CUSTOM BUILDERS
- PRODUCTION/VOLUME BUILDERS
- COMMERCIAL CONTRACTORS
- REMODELERS
- ARCHITECTS
- DESIGNERS
- DEVELOPERS
- TRADE CONTRACTORS
- BUILDING MATERIALS SUPPLIERS
- VENDORS
- FINANCIAL INSTITUTIONS
- MORTGAGE LENDERS
- PURCHASING AGENTS
- WARRANTY SERVICES
- REAL ESTATE BROKERS & AGENTS

### Advertising Contact:

Brittany Feldmann, Publisher  
(832) 215-7232  
bfeldmann@ghba.org

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

# GHBA e-Newsletter Advertising

## ADVERTISING SPECS

**728 x 90**

**GHBA** GHBA Weekly eNewsletter ISSUE: WEDNESDAY, DECEMBER 3

### THE HEADLINES

**Industry Top Story**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. **Read more**

**180 x 150**

**728 x 90**

**180 x 600**

**300 x 250**

**SPONSORED CONTENT**  
**Your 5-Word Headline**  
50 words of text maximum, with a click-through link to your website or a landing page. Use this space for advertorial, company announcements or to promote your new products & services. **Learn more**

**logo or product photo**

### TOP LEADERBOARD

**EXCLUSIVE POSITION!**  
Size: 728 x 90 pixels  
This exclusive, premier position provides your company with top exposure.

### SMALL RECTANGLE

Size: 180 x 150 pixels  
Small but mighty, this economical ad placement will get you noticed.

### MIDDLE LEADERBOARD

Size: 728 x 90 pixels  
This leaderboard style ad appears between articles for maximum exposure.

### FEATURE STORY

Integrated into the newsletter articles, a feature story text ad targets your buying audience with an image, headline and description.

### MEDIUM RECTANGLE

Size: 300 x 250 pixels  
This medium format, rectangular ad with premium positioning will you noticed!

### SKYSCRAPER

Size: 180 x 600 pixels  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

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## ADVERTISING RATES

### EXCLUSIVE TOP LEADERBOARD - 728 x 90 pixels

	MEMBER	NONMEMBER
Single issue	\$160	\$460
One month	\$560 (4 issues @ \$140)	
Three months	\$1,500 (12 issues @ \$125)	
Six months	\$2,875 (25 issues @ \$115)	
Twelve months	\$5,000 (50 issues @ \$100)	

### MIDDLE LEADERBOARD - 728 x 90 pixels

	MEMBER	NONMEMBER
Single issue	\$115	\$415
One month	\$400 (4 issues @ \$100)	
Three months	\$1,020 (12 issues @ \$85)	
Six months	\$1,875 (25 issues @ \$75)	
Twelve months	\$3,250 (50 issues @ \$65)	

### SKYSCRAPER - 180 x 600 pixels

	MEMBER	NONMEMBER
Single issue	\$150	\$450
One month	\$540 (4 issues @ \$135)	
Three months	\$1,440 (12 issues @ \$120)	
Six months	\$2,750 (25 issues @ \$110)	
Twelve months	\$4,500 (50 issues @ \$90)	

### SMALL RECTANGLE - 180 x 150 pixels

	MEMBER	NONMEMBER
Single issue	\$90	\$390
One month	\$320 (4 issues @ \$80)	
Three months	\$840 (12 issues @ \$70)	
Six months	\$1,500 (25 issues @ \$60)	
Twelve months	\$2,500 (50 issues @ \$50)	

### MEDIUM RECTANGLE - 300 x 250 pixels

	MEMBER	NONMEMBER
Single issue	\$125	\$425
One month	\$440 (4 issues @ \$110)	
Three months	\$1,140 (12 issues @ \$95)	
Six months	\$2,125 (25 issues @ \$85)	
Twelve months	\$3,500 (50 issues @ \$70)	

### FEATURE STORY - Headline, 50 words, image and link

	MEMBER	NONMEMBER
Single issue	\$175	\$475
One month	\$660 (4 issues @ \$165)	
Three months	\$1,860 (12 issues @ \$155)	
Six months	\$3,625 (25 issues @ \$145)	
Twelve months	\$6,750 (50 issues @ \$135)	

## Subscribers

6,000+ Weekly

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## Rates & Discounts

Rates quoted are NET and not subject to agency discount.

Frequency discounts quoted above are available to GHBA members only.

## Deadline

The GHBA Weekly e-Newsletter is sent every Wednesday afternoon.

New art and featured stories are due by close of business on Monday prior to mail date.

All advertisements subject to approval by the Greater Houston Builders Association.

GHBA members receive priority consideration for premium positions.

## Specs

Please send art as JPG, PNG or GIF format to [bfeldmann@ghba.org](mailto:bfeldmann@ghba.org).

Please include click-through URL and Alternate text (100 characters max) with your order.

Animation is allowed. However, if using an animated GIF, include branding and important information on the first frame, as GIFs may not render in all email providers.

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## "THE TOP 5" HELPFUL TIPS FOR ADVERTISERS

Your success is our success. Here are the top five suggestions to maximize your ad performance in GHBA's online newsletter.

(Source: *The Interactive Advertising Bureau*)

### 1. Succinct Language = Successful Campaign

Cut to the chase quickly in your advertisement and more readers will read your entire ad and take action.

### 2. Update your ad copy frequently.

Readers are not likely to click on the same ad more than once. To keep your click rates high, update your materials frequently, or rotate 3-5 ads per campaign.

### 3. Choose an ad format that fits your objective.

Banner ad vs. Logo+Feature Story? Ad type and position matter.

### 4. Hit "Hot Button" Issues.

GHBA readers are engaged in the business of homebuilding and remodeling, and they respond to ads that speak the industry language. Use current trends, buzz words, concepts to show that you're abreast of the current industry news, trends and challenges where possible.

### 5. Create an enticing "Call to Action."

"Click Here" only goes so far... "Click here to download a free white paper" or "Click here to receive a 20% discount on your first order" tend to generate much higher click rates. Focus on what's in it for the reader.

#### Past Advertisers:

2-10 HOME BUYERS WARRANTY

ALL-TEX EXTERIORS

ALTERNATIVE POWER SOLUTIONS

BATHS OF AMERICA

CRL BENEFITS GROUP, LLC

CHAMPIONS SCHOOL OF REAL ESTATE

DIVERSIFIED THERMAL INC.

GLASSCRAFT WINDOWS & DOORS

HOUZZ - THE ZERO ENERGY HOME

NORBORD INDUSTRIES

PERFECTION SUPPLY

REALTY RESOLUTIONS INC.

SOUTHERN FOREST PRODUCTS  
ASSOCIATION

STRUCSURE HOME WARRANTY

SUNBELT BUILDERS SHOW

TAMLYN

TRENDMAKER HOMES

WESTAR MORTGAGE CO.

AND MORE...

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