



NAHB Digital Media Kit **Build with Us**

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 approximately 80% 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



KNOWLEDGE



EXPERTISE



ADVOCACY



SAVINGS



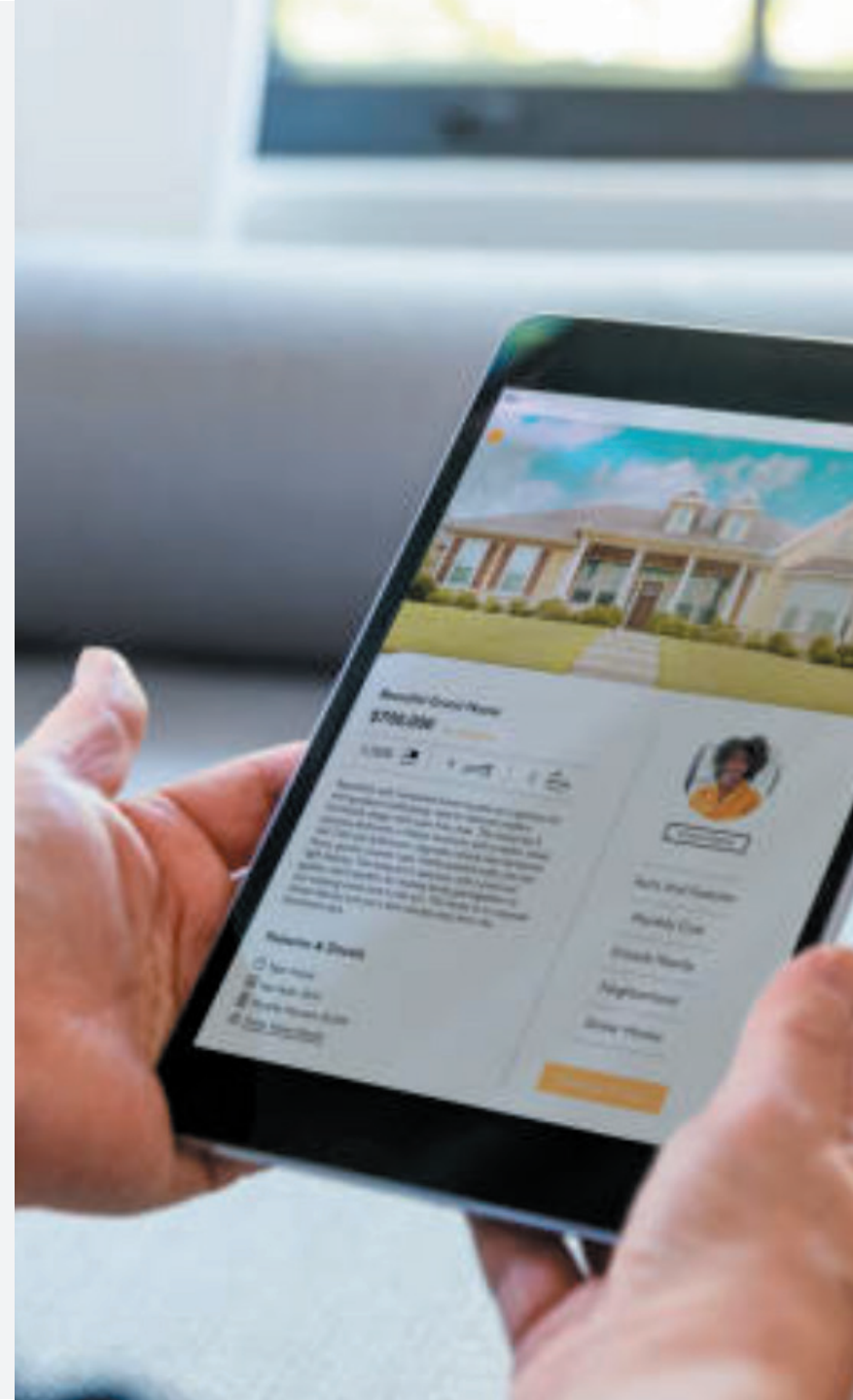
NETWORKING



■ Non-Members
■ Members



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



Builder Member: Primary/Secondary

49%

Single Family Custom

16%

Land Development

4%

Multifamily Condo

42%

Res. Remodeling

9%

Comm. Gen. Cont.

3%

Multifamily Gen. Cont.

28%

Sing. Fam. Spec. Tract

10%

Comm. Remod.

3%

Commercial

33%

Sing. Fam. Gen Contracting

8%

Multifamily Rental

1%

Modular



NAHB.org Site Statistics

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

Users:

441,000

Views:

2.1M

Average Engagement Time:

2 min 23 sec

Engaged Sessions per User:

1.2

Event Count:

6.4M

Male:

56.3%

Female:

43.7%



- Builder & Contractors
- Consumers
- Building Services
- Media



*Data reflects GA4 update, 2023.

NAHB.org Banner Advertising

Run-of-site banner advertising runs across over 10,000 pages of nahb.org and nahbnow.com.

Banner advertising with NAHB announces or reenforces your brand with our audience of members and home building industry professionals, your customers.

Campaigns can be geo-targeted, based on the states most applicable to your business objectives.

Run-of-site advertising is priced from \$27 CPM

Programmatic Retargeting

Retargeting allows you to keep your brand in front of your potential customers after they have left our website. The audience continues to see your message, reinforcing your brand and persuading them to consider your product or service.

Retargeting can focus on both NAHB.org or Buildersshow.com audience as well as other segmented audiences.

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

Retargeting Advertising from \$28 CPM

Minimum purchase of 20,000 impressions per month

Monday Morning Briefing Newsletter

Monday Morning Briefing is the primary weekly newsletter of NAHB.

- Provides NAHB created industry insights to NAHB members and wider home building industry
- Can be used to deliver banner advertising or sponsored content
- Sponsored content includes a posting on NAHBNow for a high impact content marketing solution
- Content limited to only one sponsored story per week for maximum impact
- 29% Open Rate*

Banners ads from \$1,850

Content Marketing from \$3,125

**Emailed every Monday
to ~205,000 members
and subscribers.**

*Average open rate from October 2023



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
- We only offer this opportunity to two advertisers per calendar month to ensure engagement remains strong
- The only sponsored content option where the entire email is your content
- Average open rate of 30% *

Priced from \$9,000

Ability to target
select audience with
NAHB Membership
business codes.

*based on November 2023



NAHB Connect Digest Ad

- Daily digest of content from the NAHB Connect member forum – the online discussion platform for NAHB members
- Email displays discussion overviews and individual posts
- Exclusive 320x100 ad unit on top of page
- Strong levels of open rates and engagement of 34%*

Priced from \$5,500 per week

Sent to approximately 65,000 members five days per week.

*open rate based on November 2023



International Builders' Show® Industry Tracker Newsletter

- Sent bi-weekly (Wednesdays) to 115,000 attendees of the NAHB International Builders' Show from prior years (3)
- Reaches approximately 50% members and 50% non-members across all areas of residential construction
- Curated content from exhibitors, home building industry and NAHB
- Options for both banner advertising and sponsored content as featured stories
- Average open rate of 34%*

Prices start from \$1,000

*Fall 2023

A Top Full Banner*

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

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.

C Medium Rectangle*

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

D Full Banner*

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

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.

The screenshot displays the 2024 IBS eNewsletter interface. At the top, the header includes the 2024 IBS logo, the dates Feb 27 - 29 Las Vegas, and a 'GET UPDATES' button. Below the header is a 'Verisk XactRemodel' banner (labeled A) with a 'Try for free' button. The main content area features several articles: 'IBS Pre-show Learning: U40 Summit, Symposiums & NAHB Courses' with a photo of attendees; 'Put Your Business on the Map with the Best of IBS™ Awards' with a photo of award winners; and 'Explore the 2024 Learning Labs at the Builders' Show' with a photo of a learning lab. A 'Quantum FIBER' medium rectangle ad (labeled C) is placed between the second and third articles. Below the articles is a 'RECOMMENDED ARTICLES' section with a photo of a home interior and the title 'Inside Troye Sivan's Victorian-Era Melbourne Home'. At the bottom, another 'Quantum FIBER' full banner ad (labeled D) is shown with the text 'Find next-gen fiber solutions for your multifamily community.' and 'Engage with us'.

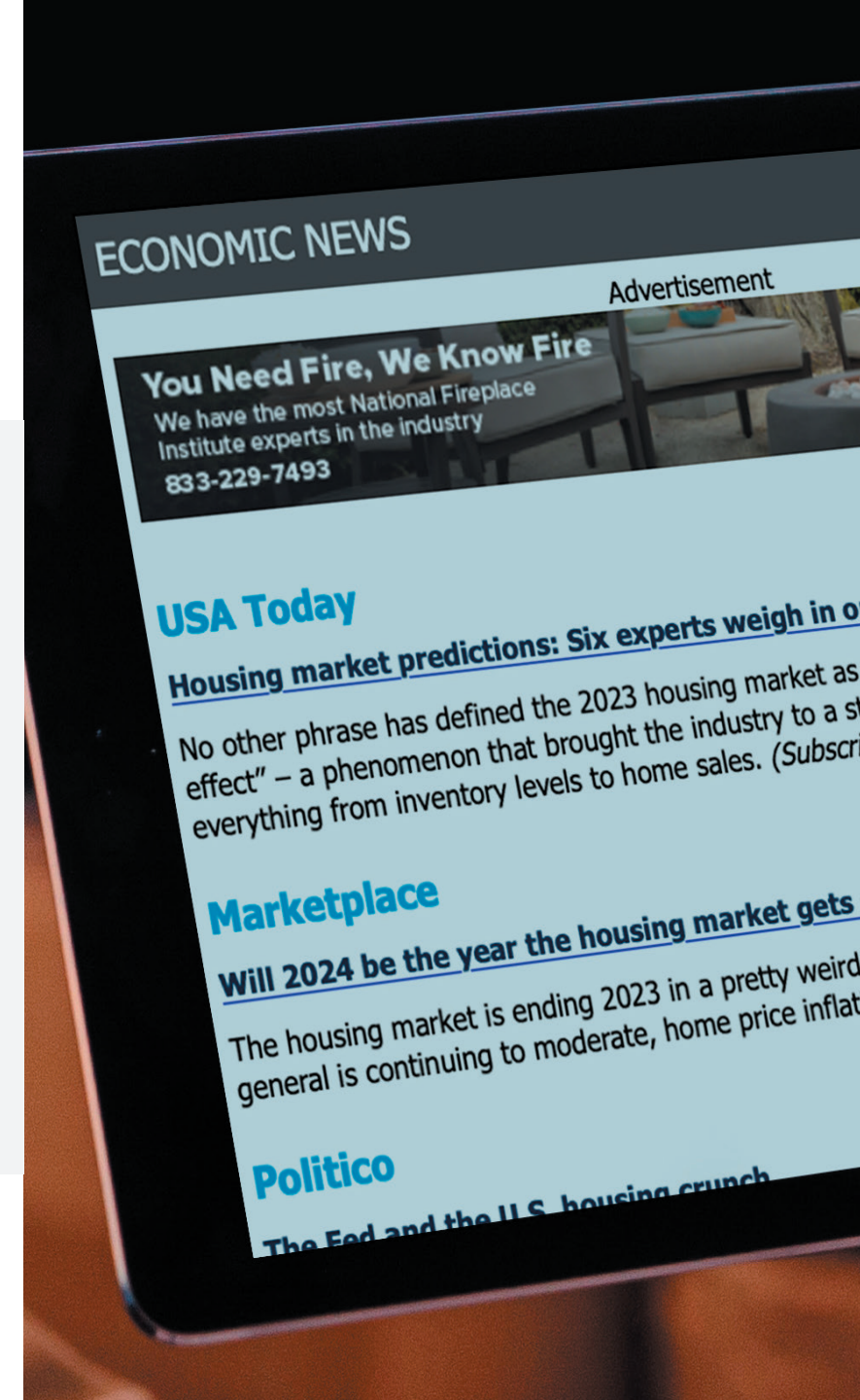
Housing Headlines Newsletter Advertising

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**
- Can feature 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
- Maximum of 3 stories per issue
- Banner advertising available throughout the newsletter

Prices start from \$1,050

**Ideal for
new product
announcements,
company news,
or maintaining a
communications
channel with
NAHB members.**



Design Blog

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

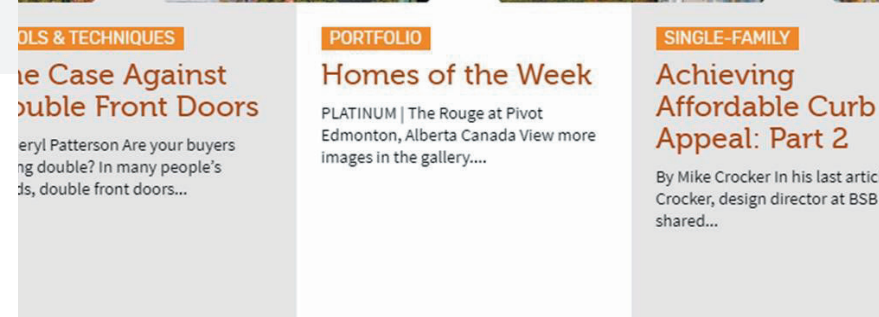
Provide non-promotional, trend content for two weeks on *Trending Now* on the site (17,000 pageviews per month) plus inserted into one e- newsletter sent to 46,000.

Prices from \$2,650

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



TRENDING NOW



Housing Developments

A podcast hosted by NAHB CEO Jim Tobin and NAHB Chief Operating Officer Paul Lopez. The two discuss the latest developments in housing, in Washington, and inside NAHB.

- Promoted to over 400,000 social media followers.
- Sponsorship packages for 12 months, 3 months or individual podcasts.
- Podcast presented by senior NAHB executives with expert guests.

From \$5,000



HOUSING
DEVELOPMENTS



NAHB Digital Media Kit
**Advertising Rates
& Creative Guidelines**

NAHB.org

Sizes

Creative Guidelines

Medium Rectangle

300 x 250

• .gif, .jpg AND URL if hosted

Leaderboard

728 x 90

• 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

Sizes

Creative Guidelines

Medium Rectangle

300 x 250

• .gif, .jpg AND URL if hosted

Leaderboard

728 x 90

• 3rd party ad tags accepted

160 x 600

• 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

Monday Morning Briefing	Sizes	Creative Guidelines
Leaderboard	580 X 72	.gif, .jpg All specs should adhere to IAB guidelines
Medium Rectangle	300 X 600	.gif, .jpg All specs should adhere to IAB guidelines
Sponsored content	Blog Post	Content must be editorial/informational in nature, but can have promotional bylines including links and contact information. Content will be labeled sponsored content, 400-700 words maximum. NAHB Editorial team will review content and provide feedback to you for approval. Contact advertising rep for full list of specifications
NAHB Industry Connections	Sizes	Creative Guidelines
NAHB Industry Connections E Blast	HTML	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
NAHB Connect Digest	Sizes	Creative Guidelines
Leaderboard	320 x 100	.gif, .jpg All specs should adhere to IAB guidelines

Housing Headlines Newsletter	Sizes	Creative Guidelines
All Banners	580 X 72	.gif, .jpg, PNG All specs should adhere to IAB guidelines
Medium Rectangle	300 X 250	.gif, .jpg, PNG All specs should adhere to IAB guidelines
Editorial Placement		
International Builders' Show Industry Tracker Newsletter	Size	Creative Guidelines
Leaderboard (Top Full Banner)	1490 x 180 px	.gif, .jpg, PNG All specs should adhere to IAB guidelines
Featured Stories	144 x 92 pxx	.gif, .jpg, PNG All specs should adhere to IAB guidelines. 100 Characters for title and 350 characters for messages.
Medium Rectangle	300 x 250 px	.gif, .jpg, PNG All specs should adhere to IAB guidelines
Full Banner	1490 x 180 px	.gif, .jpg, PNG All specs should adhere to IAB guidelines

NAHB.org	Rate	Notes
Run of Site Banner Advertising	\$27 CPM	Minimum of 10,000 impressions per month
ROS Banner - Geotargetting	\$32 CPM	Minimum of 10,000 impressions per month
Programmatic Retargeting	Rate	Notes
NAHB.org	\$28 CPM	Minimum of 10,000 impressions per month
Buildersshow.com	\$28 CPM	Minimum of 10,000 impressions per month
Geotargetting	\$32 CPM	Minimum of 10,000 impressions per month
NAHB Industry Connections	Rate	Notes
1x E-Blast	\$9,000	Dedicated email sent from NAHB to a recipient list of opt-in members
NAHB Connect Digest Ad	1 Week	1 Month
320 x 100	\$5,500	\$16,250
Best in American Living	1x	4x
Sponsored Content	\$2,625	\$9,450

Monday Morning Briefing	1x	4x	12x	24x	48x
580 x 72	\$1,850	\$6,720	\$11,830	\$34,986	\$58,380
300 x 600	\$2,750	\$10,235	\$29,000	\$54,765	\$89,500
Sponsored Content	\$3,125	10,965	29,985	\$54,265	
IBS Industry Tracker	1x	6x	12x	24x	
IBS Tracker Top Banner	\$2,375	\$9,720	\$11,552	\$23,328	
IBS Tracker Rectangle	\$1,950	\$7,775	\$13,600	\$25,920	
BS Tacker Banner	\$1,100	\$6,000	\$10,500	\$20,000	
IBS Tracker Featured Story	\$2,375	\$9,720	\$11,552	\$23,328	
Housing Headlines Newsletter	4x	12x	48x		
1x E-Blast	\$5,900	\$15,750	\$47,250		
Second 580 x 72	\$5,500	\$14,569	\$43,700		
Third 580 x 72	\$5,100	\$13,388	\$40,160		
Fourth 580 x 72	\$4,725	\$12,206	\$36,600		
Fifth 580 x 72	\$4,300	\$11,025	\$29,250		
300 x 250	\$3,950	\$9,845	\$26,250		
Housing Headlines Newsletter	1x	4x	12x	24x	
Editorial Placement	\$1,050	\$3,675	\$10,500	\$18,375	

Build with Us

For more information contact:

Robin Habberley

Director, Business Development

National Association of Home Builders

T 202-266-8051

C 202-615-3909

rhabberley@nahb.com

Rates, Specs and Pricing please go to:

nahb.org/advertising

Build with Us

For more information contact:

Kimberly Friedman

Manager, Business Development

National Association of Home Builders

T 202.266.8059

KFriedman@nahb.org

Rates, Specs and Pricing please go to:

nahb.org/advertising