



HOUSING NOW NEWSLETTER
FactoryBuiltNewYork.com
NYHousing.org

ADVERTISING OPPORTUNITIES



TWO WEBSITES AND A MONTHLY NEWSLETTER BUILT FOR OUR MEMBER'S SUCCESS

Designed specifically to attract people searching for homes in our state, the New York Housing Association's two websites and monthly newsletter offer our members excellent opportunities to advertise their company directly to consumers searching for manufactured housing. From banners to featured position placements, the NYHA websites and monthly newsletter offer many different ways you can take advantage of our one-of-a-kind advertising base.



FactoryBuiltNewYork.com PREMIUM AD POSITIONS

1 Sub-header Banner

A horizontal banner ad that is below the site navigation and above all page content

2 Slider Inclusion

Occupy a position in the homepage hero slider, with a Call to Action (CTA) of your choosing

3 Home Page Section

A home page module that drives users to your desired CTA as they scroll down the page

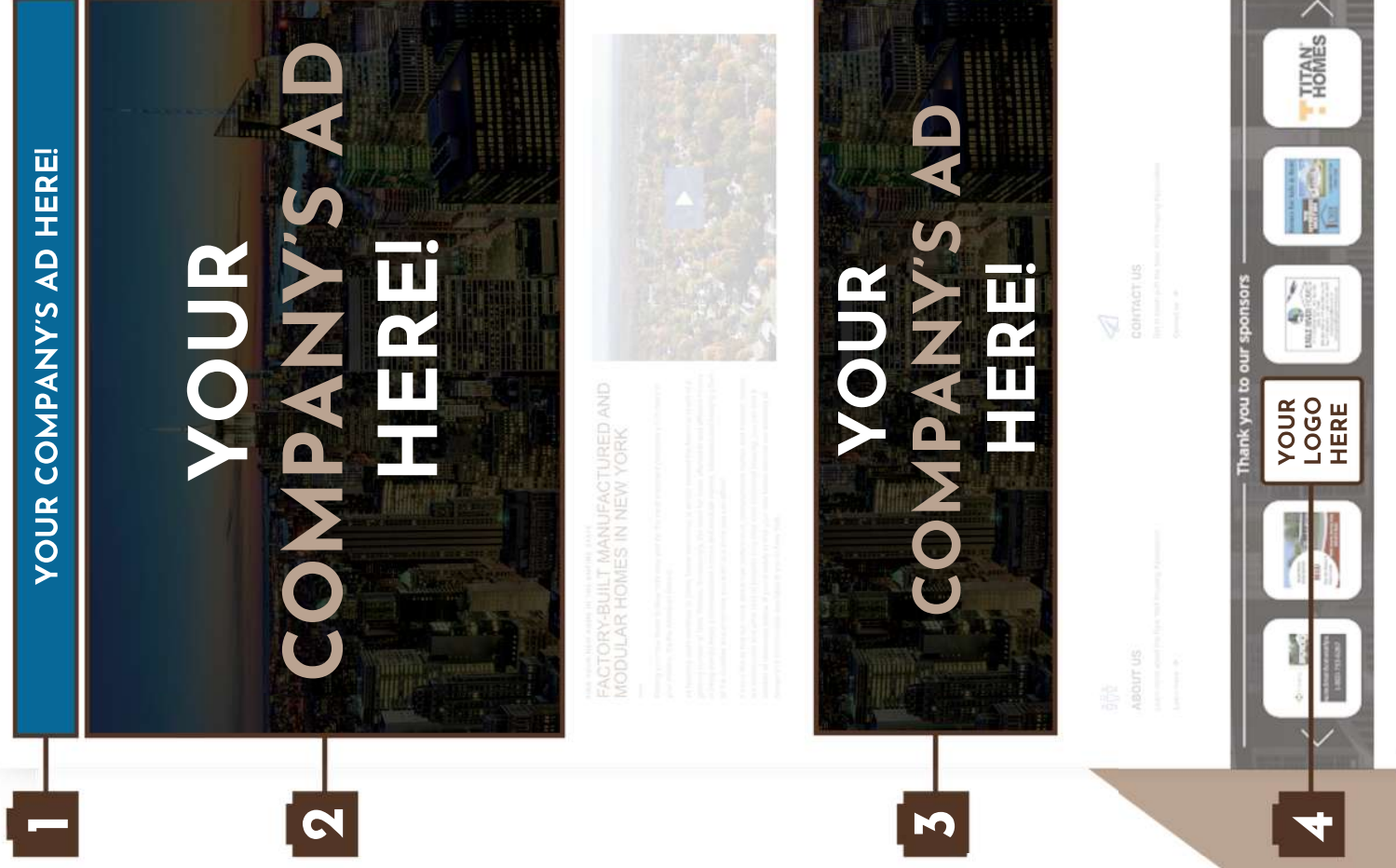
4 Sponsor Inclusion

Your company's logo is included in the "Sponsors" section

PLUS

Custom Landing Page

A full page with its own URL dedicated to your products and services



NYHOUSING.ORG BANNER AD POSITIONS

1 Sub-header Banner

A horizontal banner ad that is below the site navigation and above all page content

2 Slider Inclusion

Occupy a position in the homepage hero slider, with a Call to Action (CTA) of your choosing

3 Home Page Section

A home page module that drives users to your desired CTA as they scroll down the page

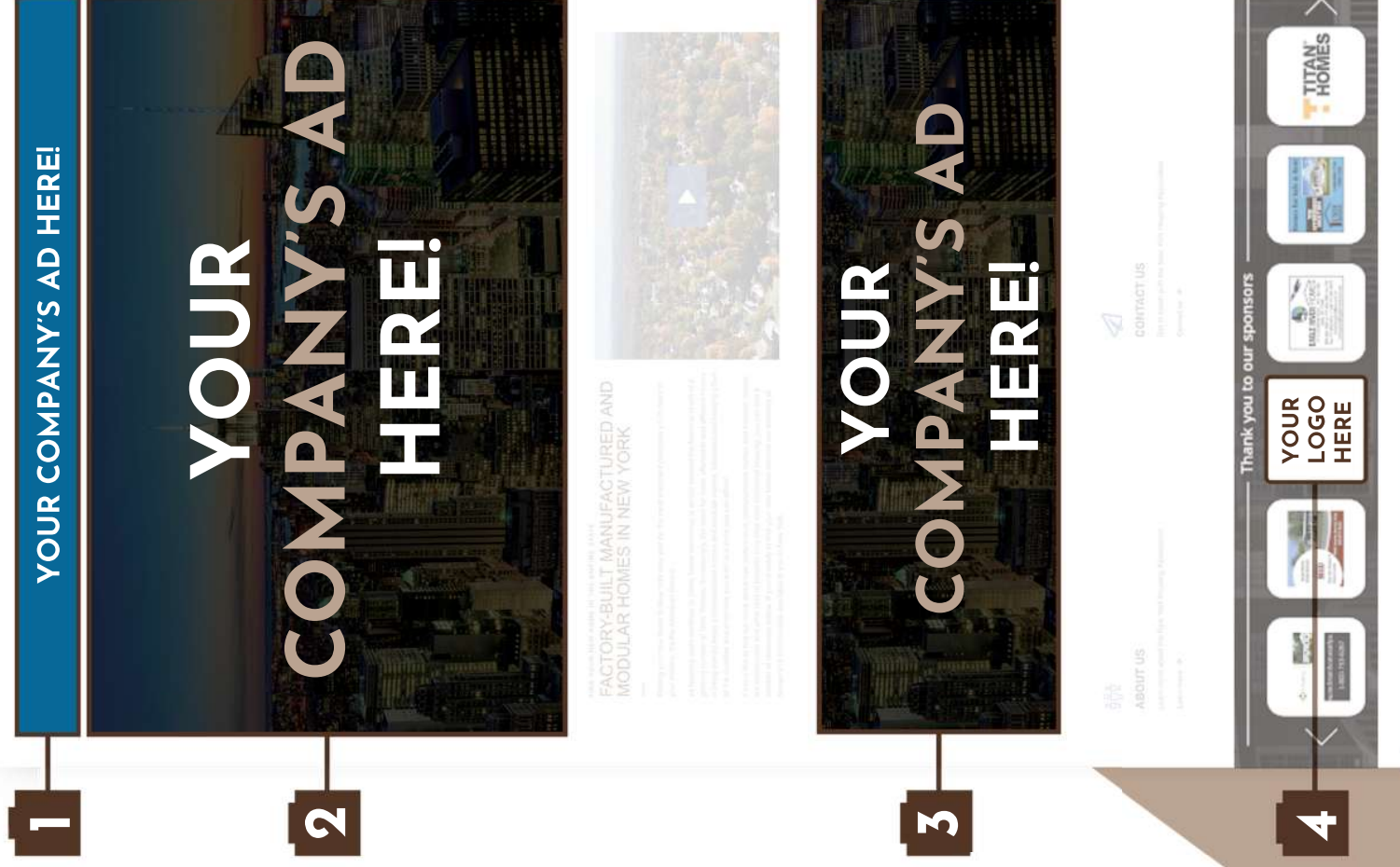
4 Sponsor Inclusion

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PLUS

Custom Landing Page

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FactoryBuiltNewYork.com FEATURED HOME PLACEMENT

Get the most visibility for your homes by placing them directly on the NYHA homepage in two locations:



Retailers Featured Home Slide

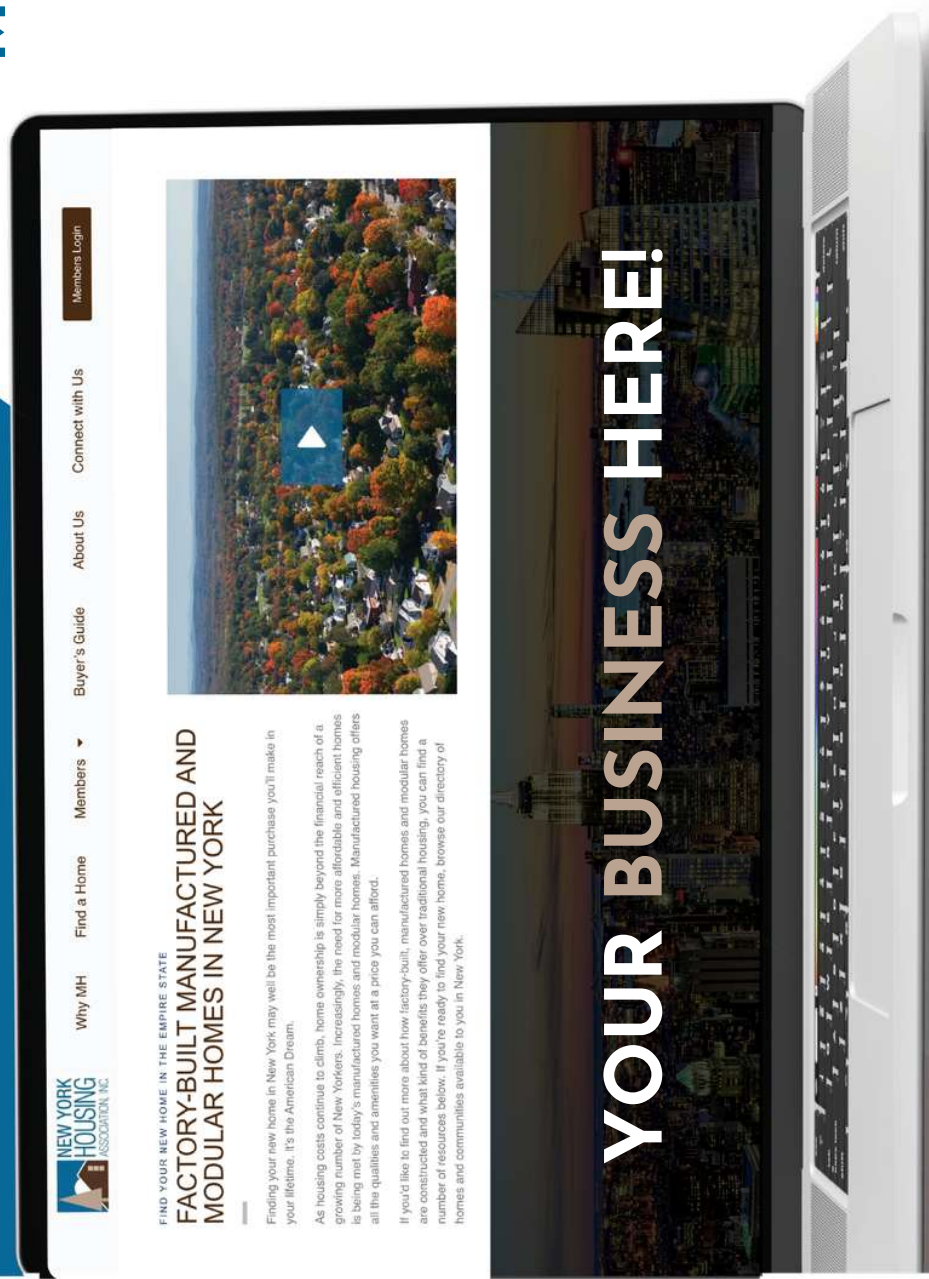
Feature your home in the slider at the top of the homepage - this is the first place that users will see a manufactured home



Featured Manufactured Homes Section

Further down the page, you can select up to 3 homes to occupy the "Featured Homes" section

FactoryBuiltNewYork.com FEATURED RESULTS ON MEMBER SEARCH PAGES



Simply put, your business moves to the top of the list in search results.

This is available for:



Retailers



Manufacturers



Lenders

Includes access to leads submitted to the "Get Matched With a Lender" Form



Suppliers & other
Businesses

EMAIL MARKETING

Stay up-to-date with your customers and keep them engaged long after they leave our site.

The association will provide custom member-to-member email marketing within our member database.

Choose from adding your logo to our Monthly Tool Kit and/or on our weekly email blasts to 800+ members throughout NY.



ADVERTISEMENT PRICING

FactoryBuiltNewYork.com

Ad Placement (6 Month Price / Quarter)

Sub-header Banner - Incl. Landing Page	\$1000 / 500
Slider Inclusion Position #1 - Incl. Landing Page	\$900 / 450
Slider Inclusion Position #2 - Incl. Landing Page	\$750 / 400
Slider Inclusion Position #3 - Incl. Landing Page	\$500 / 300
Homepage Section - Incl. Landing Page	\$600 / 450
Sponsor Inclusion	\$150

Homepage Featured Homes (6 Month Price / Quarter)

Featured Home Slide	\$500 / 300
Featured Factory-built Homes Section (x3)	\$400 / 250

Advertisement Pricing on www.NYHousing.org

Banner Ads	\$500/year; \$125/quarter; \$50/month
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Advertisement in the *Housing Now* Newsletter

Full page ad: \$500/year. Half-page ad: \$250/year. Quarter-page ad: \$150/year. Business Card ad: \$100/year

BUNDLE & SAVE! ADVERTISEMENTS PRICING

Gold (Retailer, Manufacturer, Community, Lender)

*FactoryBuiltNewYork.com (6 mos/quarter): \$1000 / 750 NYHousing.org (year/6 mos): \$500 / 350

Bundle Website Advertising (6 mos/quarter): \$1200 / 900

Housing Now - 12 months (full/half/quarter/business card): \$500 / 250 / 150 / 100

Bundle Websites and Newsletter (year): \$1500 / 1300 / 1100 / 900 (6 months): \$1300 / 1100 / 900 / 700

Silver (Retailer, Manufacturer, Community, Lender)

*FactoryBuiltNewYork.com (6 mos/quarter): \$750 / 500 NYHousing.org (year/6 mos): \$500 / 350

Bundle Website Advertising (6 mos/quarter): \$1000 / 800

Housing Now - 12 months (full/half/quarter/business card): \$500 / 250 / 150 / 100

Bundle Websites and Newsletter (year): \$1400 / 1200 / 1000 / 800 (6 months): \$1200 / 1000 / 800 / 600

Bronze (Retailer, Manufacturer, Community, Lender)

*FactoryBuiltNewYork.com (6 mos/quarter): \$500 / 300 NYHousing.org (year/6 mos): \$500 / 350

Bundle Website Advertising (6 mos/quarter): \$800 / 700

Housing Now - 12 months (full/half/quarter/business card): \$500 / 250 / 150 / 100

Bundle Websites and Newsletter (year): \$1300 / 1100 / 900 / 700 (6 months): \$1100 / 900 / 700 / 500

*One for each 6 month period = Jan-Jun or Jul-Dec AND one for each quarter = Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec.

BUNDLE & SAVE! EMAIL ADVERTISEMENT PRICING

Gold (Supplier)

*FactoryBuiltNewYork.com (6 mos/quarter): \$500 / 300 NYHousing.org (year/6 mos): \$500 / 350

Bundle Website Advertising (6 mos/quarter): \$800 / 700

Housing Now - 12 months (full/half/quarter/business card): \$500 / 250 / 150 / 100

Bundle Websites and Newsletter (year): \$1300 / 1100 / 900 / 700 (6 months): \$1100 / 900 / 700 / 500

Toolkit / Weekly Email - Company Logo ONLY

*FactoryBuiltNewYork.com: \$100 per month. NYHousing.org: \$100 per month

Bundle Website Advertising: \$150 per month

**One for each 6 month period = Jan-Jun or Jul-Dec AND one for each quarter = Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec.*



PRICING & CONTACT

Pricing for each advertising opportunity is based on the category and whether the ad involves any design work. Please contact Kathy Pratt for further details.

 (518) 867-3242

 kathy@nyhousing.org

Note that all graphics contained in this document are for demonstration purposes only. Ad placement and appearance is subject to change.