INTERNATIONAL BUILDERS SHOW[®] INDUSTRY TRACKER E-Newsletter

Sent bi-weekly (Wednesdays) to **108,000+ paid attendees** of the NAHB International Builders' Show from 2017-2022.

Reaches both members and non members across all areas of residential construction.

Content comes from **exhibitor blogs and news** and uses AI to determine relevance and popularity.

Recipient can **customize content** by product category or specific companies and receive a unique, customized email.

Open rates 20%, Click Rate 14%

A Top Full Banner* Premium position at the top of the eNewsletter guarantees all will seee your ad when they open the newsletter. Ad. spec: JPG, GIF, PNG • 468x60px • Max size: 40K \$2,200 \$9,000 \$14,400 \$21,600 x1 x6 x12 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 \$10,800 \$16,200 \$24,000 x1 x6 x12 x24

Medium Rectangle*

These versatile ads can be used for branding or product promotion. Ad. spec: JPG, GIF, PNG • 300x250px • Max size: 40K

\$1,800 \$7,200 \$12,600 \$24,000 x1 x6 x12 x24

D Full Banner*

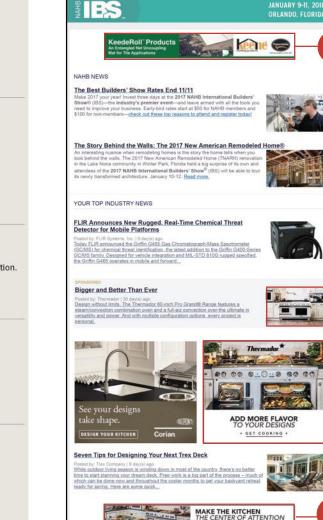
Banners allow companies to combine imagery, color and text in an interesting and compelling manner. Ad. spec: JPG, GIF, PNG • 468x60px • Max size: 40K

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

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



Thermador

