

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 see 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

C 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

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.

\$700
x1

The screenshot shows the NAHB IBS Industry Tracker E-Newsletter for January 9-11, 2018, in Orlando, Florida. The layout includes several ad placements:

- A:** A top full banner for KeedeRoll Products, featuring a green background and product images.
- B:** A featured story titled "The Best Builders' Show Rates End 11/11" with a photo of two men in a workshop.
- C:** A featured story titled "The Story Behind the Walls: The 2017 New American Remodeled Home®" with a photo of a home renovation.
- D:** A full banner for FLIR Systems, Inc. announcing a new rugged, real-time chemical threat detector for mobile platforms, featuring a photo of the device.
- E:** A subject line for a sponsored article titled "Bigger and Better Than Ever" for Thermador, featuring a photo of a kitchen range.
- F:** A full banner for Thermador, featuring a photo of a kitchen sink and range, with the text "See your designs take shape." and "ADD MORE FLAVOR TO YOUR DESIGNS".
- G:** A subject line for a sponsored article titled "Seven Tips for Designing Your Next Trex Deck" with a photo of a deck.
- H:** A full banner for Thermador, featuring a photo of a kitchen range, with the text "MAKE THE KITCHEN THE CENTER OF ATTENTION".