



Home Builders Association of Greater Cincinnati

Reach decision-makers in Greater Cincinnati who spend more than \$2 billion in the home building industry!

The Association Advantage

- Members contribute to **4 out of 5 housing starts** in the Greater Cincinnati area.
- HBA of Greater Cincinnati members represent **more than \$2 billion in spending on products and services** in the state of Ohio.
- HBA of Greater Cincinnati members include **builders, land developers and remodeling contractors** who are responsible for approximately 6,000 housing starts in Cincinnati annually.

Who We Are

HBA of Greater Cincinnati (HBAGC) is a trade association dedicated to the promotion of professionalism, educational opportunities, economic growth and community development. We are committed to providing services such as networking opportunities, marketing opportunities, discounts on products and services, and education that will help our members grow their businesses in **the \$7 billion Ohio residential construction industry.**

Member Profile

HBAGC represents more than 900 builder and associate member companies including about 15,000 employees. HBA of Greater Charlotte members include:

- Builders
- Land Developers
- Remodeling Contractors

Don't miss out on this opportunity to build your brand within Ohio's \$7 billion home building market. Contact your Naylor account executive today to place your ad on the HBA of Greater Charlotte Website!

For more information, please contact:

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 Online Media Director | Naylor, LLC
 Toll-free: (800) 796-2638 x 2610
 Direct: (770) 576-2610
 Email: devans@naylor.com



Connecting you with HBA of Greater Cincinnati members throughout the year!



HBA of Greater Cincinnati's website is a user-friendly resource that's available to visitors 24 hours a day, 365 days a year. The interactive guide makes it easy for home building leaders to locate the products and services geared to the residential construction industry.

Cincinnati Area Top Homebuilders/Members:

- The Drees Co
- Fischer Homes
- Lucke
- M/I Homes
- Cristo Homes
- Zicka Homes
- Maronda Homes
- NVR Ryan Homes
- John Henry Homes
- Potterhill Homes
- Doyle Builders
- Daniels Homes

To learn more about the Home Builders Association of Greater Cincinnati, visit:

www.cincybuilders.com

HBA of Greater Cincinnati Website

Direct access to 100% of the home builders in Cincinnati

Advertising on the Greater Cincinnati website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.cincybuilders.com to learn about upcoming association events, find new homes built by our members and search for other members with whom to do business. Advertising on cincybuilders.com offers several cost-effective opportunities to position your company as a leader in front of an influential group of home building professionals.

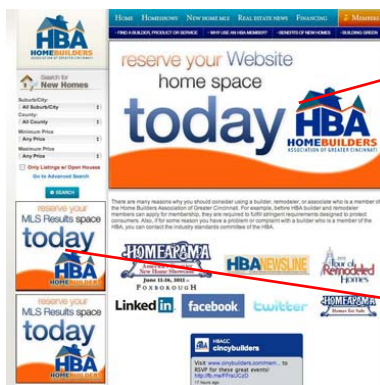
Features of Greater Cincinnati website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

cincybuilders.com receives:

- 3,078 visits per month
- 2,278 unique visitors per month
- 5,653 page views per month
- 1.84 page views per visit
- 1.26 minutes average time spent on site per visit

*Traffic numbers from January - September 2011



Large Rectangle (614 x 330)

Highly visible position which will rotate on most sub-pages (1 position, 4 rotations).

12 months: \$3,000

6 months: \$1,650

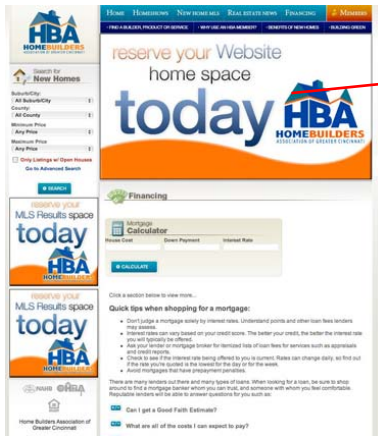
Square (200 x 200)

Available on the home and sub-pages (2 positions, 2 advertisers per rotation).

12 months: \$1,500

6 months: \$825

HBA of Greater Cincinnati Website



EXCLUSIVE Finance Page Sponsor (614 x 330)

Appears **exclusively** on the Finance page which achieves high visibility with the help of the rate calculator being placed there.

12 months: \$1,500



EXCLUSIVE New Home MLS Page Sponsor (614 x 330)

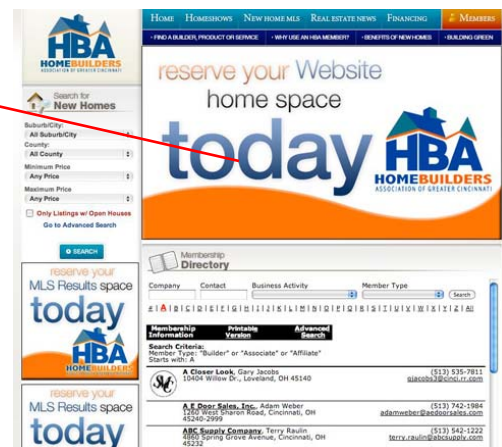
Appears **exclusively** on the New Home MLS page and receives high visibility when buyers are trying to find new homes built by our members.

12 months: \$1,500

EXCLUSIVE Find a Builder/Product/Service Page Sponsor (614 x 330)

Appears **exclusively** on the Find a Builder/Product/Service page and receives high visibility when members are searching for specific product and service providers.

12 months: \$1,500



HBA of Greater Cincinnati Website

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Website

Large Rectangle

- 614 x 330 pixels
- JPG, GIF or Flash/SWF* accepted

Square

- 200 x 200 pixels
- JPG, GIF or Flash/SWF* accepted

Please note: File size for ad submissions must not exceed 100 kb.

***Flash Guidelines**

- Publish or export your .SWF file for Flash Player 9 and ActionScript 3.0.
- All fonts, images and support animation files should be embedded within the animation.
- Files should be compressed best as possible.
- Set the frames per second (FPS) to 24.
- Bitmaps should have "smoothing enabled" for best pixel quality.
- Do not add buttons, button actions, weblinks or URL actions.
- Avoid any ActionScript that can affect the Nextbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.

Creating a proper button using ActionScript 3.0:

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, and select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Then convert your shape to a 'Symbol' and track it as a button.
5. From properties set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button selected, go to the 'Actions' Panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

NOTE: DO NOT TYPE THE COMPANY URL but the word "URL". The purpose of setting up your Flash creative like this is so that we can control the URL. Please contact your Naylor account executive to supply your intended URL.