



PENNSYLVANIA
MANUFACTURED
HOUSING ASSOCIATION

PMHA.ORG

PMHA MEDIA GUIDE

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

FOR MORE INFORMATION, PLEASE CONTACT:

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ASSOCIATION SOLUTIONS



ABOUT PMHA

PMHA is the legislative, regulatory and educational voice of the factory-built housing industry. We help facilitate the growth and advancement of the factory-built housing industry while promoting the highest professional standards.



Membership Directory and Resource Guide
(print & digital editions)



\$11.2 B

Home manufacturing is an \$11.2 billion industry, nationally.*

100%

PMHA members produce 100% of the manufactured homes in Pennsylvania.

\$81 M

PMHA members spend over \$81 million on products and services each year.

Top PMHA Manufacturers

- Adventure Homes
- Champion Home Builders
- CMH Manufacturing
- Clayton Homes
- Colony Factory Crafted Homes
- Commodore Home Systems
- Eagle River Homes
- Fleetwood Homes
- Manorwood Homes
- Marlette Homes
- New Era Building Systems
- Pennwest Homes
- Pine Grove Manufactured Homes
- Pleasant Valley Homes
- Redman Homes
- Ritz-Craft Corp. of PA
- Skyline Homes

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*Source: IBISWorld Report 32199A

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE



Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x
Double Page Spread	\$3,659.50
Outside Back Cover	\$2,979.50
Inside Front or Inside Back Cover	\$2,829.50
Full Page	\$2,529.50
2/3 Page	\$2,109.50
1/2 Page	\$1,599.50
1/3 Page	\$1,199.50
1/4 Page	\$969.50
1/6 Page	\$729.50
1/8 Page	\$599.50

Black-and-White Rates	1x
Full Page	\$1,609.50
2/3 Page	\$1,389.50
1/2 Page	\$1,039.50
1/3 Page	\$769.50
1/4 Page	\$639.50
1/6 Page	\$489.50
1/8 Page	\$399.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$515

Sponsorship Max | \$630

Skyscraper | \$865

Toolbar | \$345

Please contact Tracy Henry at tracy@pmha.org for membership info. Approximate annual cost = \$395.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

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MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA (NAYLORNETWORK.COM/PMH-NXT)

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on PMHA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the directory is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Toolbar | \$345

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$865

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Sponsorship* | \$515

Sponsorship MAX* | \$630

Your message will be prominently displayed directly across from the cover of the magazine.

**Video capabilities are not supported for Sponsorship MAX.*

Last year's digital edition received 1,750+ page views!

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlineSpecs

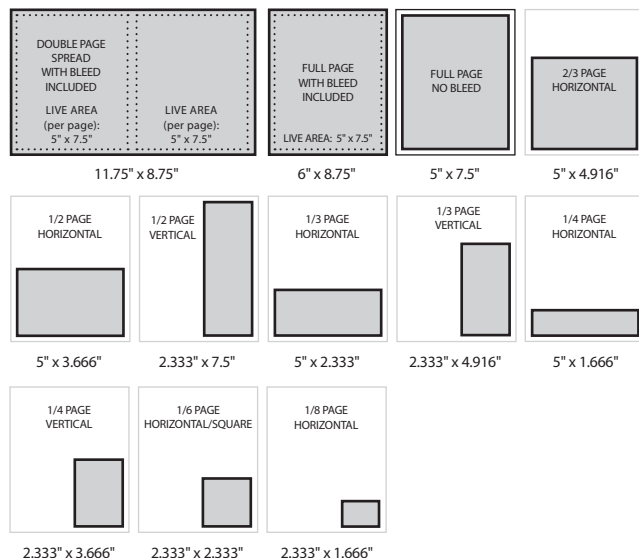
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PRINT ADVERTISING SPECIFICATIONS



MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

For more information, visit:
<http://www.naylor.com/onlinespecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.