

North Carolina Manufactured and Modular  
Homebuilders Association  
MEDIA GUIDE



**REACH 85% OF RETAILERS AND  
MANUFACTURERS IN NORTH CAROLINA!**

Membership Directory & Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

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## A CLOSER LOOK

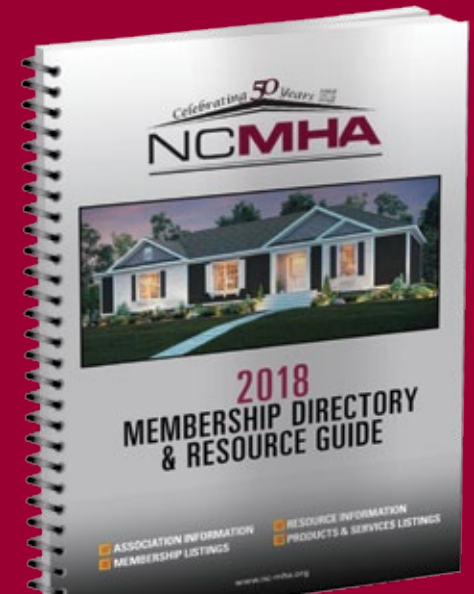
- We represent **85% of retailers and manufacturers** and more than **4 out of 5** manufactured and modular homes in North Carolina
- North Carolina ranks **first for modular shipments**
- North Carolina ranks in the **top five** manufactured home shipments
- **Over \$1 billion** in annual industry contributions to North Carolina's economy

### OUR MEMBERS

- Retailers
- Manufacturers
- Finance Companies
- Insurance Companies
- Community Owners
- Community Managers
- Developers
- Service and Supplier Companies
- Installation Contractors
- Transporters

**Reach key-decision makers in the manufactured and modular housing industry.**

**Contact Naylor Today!**



**MEMBERSHIP DIRECTORY  
& RESOURCE GUIDE**

PRINT AND DIGITAL EDITIONS

# MEMBERSHIP DIRECTORY & 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	\$3,189.50
Outside Back Cover	\$2,579.50
Inside Front or Inside Back Cover	\$2,479.50
Full Page	\$2,329.50
2/3 Page	\$1,949.50
1/2 Page	\$1,469.50
1/3 Page	\$1,079.50
1/4 Page	\$839.50
1/6 Page	\$659.50
1/8 Page	\$499.50

Black-and-White Rates	1x
Full Page	\$1,409.50
2/3 Page	\$1,199.50
1/2 Page	\$1,019.50
1/3 Page	\$699.50
1/4 Page	\$499.50
1/6 Page	\$419.50
1/8 Page	\$339.50

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      **Skyscraper** | \$720      **Toolbar** | \$310

## Products and Services Marketplace



This section is designed for companies who want to highlight their products and services to NCMHA members. Our Products and Services Marketplace allows you to increase the visibility of your advertising message at a discounted rate. Take advantage of this opportunity and reach those with purchasing power!

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.

## MEMBERSHIP DIRECTORY & RESOURCE GUIDE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- 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 NCMHA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the *Membership Directory & Resource Guide* 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 | \$310

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 | \$720

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

### Sponsorship MAX\* | \$515

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

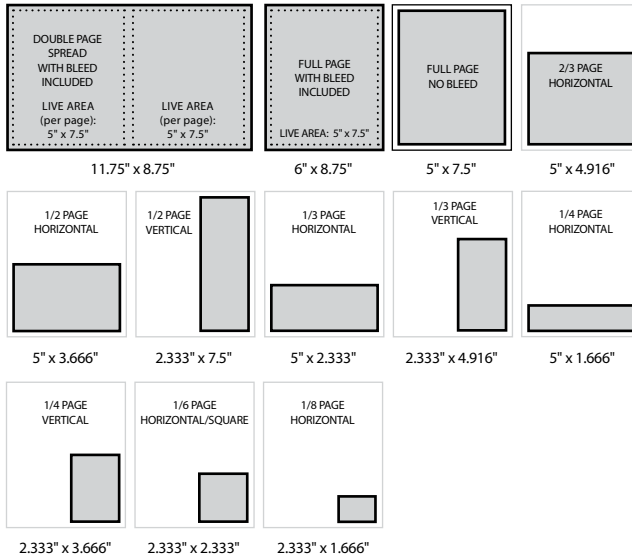
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For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

# PRINT ADVERTISING SPECIFICATIONS

## MEMBERSHIP DIRECTORY & 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/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

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### Digital Edition

For the latest online specs, please visit [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)

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.