

# FHBA Online Rates

## www.fhba.com



The FHBA's online network of e newsletters and websites offers a wide variety of unique online sponsorship opportunities designed to effectively target your message to Florida's housing industry professionals.

- Run of Site Banner Placement
- Rich Media Campaigns
- Custom Packaging
- Exclusive Sponsorship Opportunities
- Newsletter Placement
- Online Custom Publishing
- Integrated Online and Print Packages

Recent Average hits per  
six month period:

**1,517,178**

For more information print or online advertising, please contact  
Lynne Edwards, Advertising and Sponsorship Director,  
Digital and Print Sales  
800-261-9447 ext. 109  
Email: Ledwards@fhba.com

### www.fhba.com Advertising Annual Rate

#### Home Page

**300X250 (A) \$10,000**

**728X90 (B) \$ 7,500**

**120X240 (C) \$ 3,950**

#### Run of Site

**300X250 (A) \$ 7,500**

**728X90 (B) \$ 4,500**

**120X240 (C) \$ 3,000**



# FHBA Action News E-Newsletter Rates



- ⇒ Publishes Each Monday
- ⇒ Opt-in Readership
- ⇒ Hosted on [www.fhba.com](http://www.fhba.com)
- ⇒ Provides important industry and association news
- ⇒ Traffic stats
  - 12,500 Subscribers
  - 90% Delivery Rate
  - 5% Click-Through Rate



# of Insertions	Cost per Insertion (Includes both Email Version and Online)	Total
1X	\$2,500	\$2,500
4X	\$2,000	\$8,000
12X	\$1,500	\$18,000
24X	\$1,250	\$30,000
52X	\$1,000	\$52,000