

International Builders' Show® Industry Tracker Newsletter

- Sent bi-weekly (Wednesdays) to 115,000 attendees of the NAHB International Builders' Show from prior years (3)
- Reaches approximately 50% members and 50% non-members across all areas of residential construction
- Curated content from exhibitors, home building industry and NAHB
- Options for both banner advertising and sponsored content as featured stories
- Average open rate of 34%*

Prices start from \$1,000

*Fall 2023

A Top Full Banner*

Premium position at the top of the eNewsletter guarantees all will see your ad when they open the newsletter.

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.

C Medium Rectangle*

These versatile ads can be used for branding or product promotion.

D Full Banner*

Banners allow companies to combine imagery, color and text in an interesting and compelling manner.

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.

The screenshot displays the 2024 IBS eNewsletter interface. At the top, the header includes the 2024 IBS logo, the dates Feb 27 - 29 Las Vegas, and a 'GET UPDATES' button. Below the header is a 'Verisk XactRemodel' banner (labeled A) with a 'Try for free' button. The main content area features several articles: 'IBS Pre-show Learning: U40 Summit, Symposiums & NAHB Courses' with a photo of attendees; 'Put Your Business on the Map with the Best of IBS™ Awards' with a photo of award winners; and 'Explore the 2024 Learning Labs at the Builders' Show' with a photo of a learning lab. A 'Quantum FIBER' medium rectangle ad (labeled C) is placed between the second and third articles. Below the articles is a 'RECOMMENDED ARTICLES' section with a photo of a home interior and the title 'Inside Troye Sivan's Victorian-Era Melbourne Home'. At the bottom, another 'Quantum FIBER' full banner ad (labeled D) is shown with the text 'Find next-gen fiber solutions for your multifamily community.' and an 'Engage with us' button.

A

C

B

D