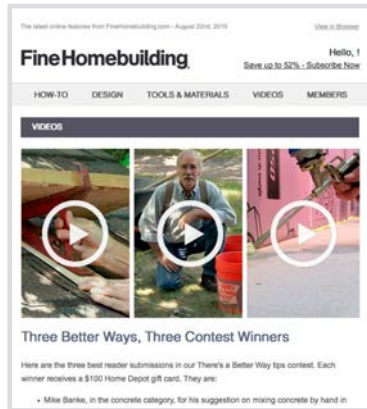


## Reach your target with our eLetters

**Fine Homebuilding** has content-specific eletters for you to choose from, geared toward getting your message in front of your best audience. Newly updated to be fully mobile responsive, they'll reach your audience on every device.



### Fine Homebuilding eletter

- Pro-level building and design information
- Weekly deployment
- 170,000 subscribers
- 50% open rate

### Ad Sizes

300 x 250, 300 x 600, 300 x variable depth, 300 x 100

### Premium Opportunities

**Themed eletters** - Single-topic, broad-themed eletters align with your product and provide 100% SOV.

**Expanded reach eletters** - Double your exposure. Your ads in eletters and road blocked on click-through content pages.

### Dedicated emails

Own the email. Your creative and marketing message deployed to up to 150,000 **Fine Homebuilding** email subscribers.



### Tip of the Day eletter

- Quick tips to save time and boost efficiency on job site
- Daily deployment
- 14,000 subscribers reached daily
- 70% open rate



### Building Business eletter

- Solid advice to help builders succeed in business
- Bi-monthly deployment
- 10,000 subscribers
- 40% open rate



### Green Building Advisor eletter

- Cutting-edge high performance, sustainable building insight
- Weekly deployment
- 12,000 subscribers
- 50% open rate

# Finehomebuilding.com Online Specs & Rates

Ad Unit	Size	Rate
MREC (Big Box)	300 x 250	\$23
MREC (Big Box) Expansion	300 x 250 (max 504 x 250)	\$28
Half-Page	300 x 600	\$28
Leaderboard	728 x 90	\$21
Leaderboard Expansion	728 x 90 (max 728 x 225)	\$26
Wide Sky	160 x 600	\$19
Wide Sky Expansion	160 x 600 (max 200 x 600 left)	\$24
Homepage Roadblock Sponsorship	728 x 90 and 300 x 250	\$2,000/week
Mobile Sponsorship	320 x 50	\$15
Taunton Audience Platform (TAP)	728 x 90	\$20
Taunton Audience Platform (TAP)	300 x 350	\$20
Geo, Contextual and Behavioral Targeting	300 x 250	\$27
Geo, Contextual and Behavioral Targeting	728 x 90	\$25
Geo, Contextual and Behavioral Targeting	160 x 60	\$22
Pro Targeting	300 x 250, 728 x 90, 160 x 600	\$25

**FILE FORMAT:**

.jpg, .gif, .html5

**MAX FILE SIZE:**

40k at 72 dpi, 200k for .html5

**ANIMATION LOOPS:**

15 seconds at 3 loops max with CTA in final frame

**RUN OF SITE SPECS AND EXPANSION UNITS:**

Accepts third-party banners and site-served banners

\*CPM unless otherwise noted.

# Online Rate Card (continued)

## eLetter Specs

Ad Unit	Dimensions	Rate
MREC (Big Box) eLetter	300 x 250	\$18
SOV Button eLetter	300 x 100	\$1,000 per month
Custom eblasts	300 x variable depth	\$60 CPM

## eLetter Rate Card

eLetter	Rate
Weekly eLetter	\$15CPM
Themed Weekly eLetter	\$20CPM
Tip of the Day eLetter	\$1,000 Flat Fee/week
Themed Tip of the Day	\$1,200 Flat Fee/week
GBA eLetter	\$1,000 Flat Fee
Building Business eLetter	\$800 Flat Fee

The image displays three examples of digital advertising units:

- Green Building Advisor Banner:** A banner for Green Building Advisor, dated December 7, 2014, featuring the headline "Best Path to Net-Zero Energy" and a "Sustainable Building Essentials Series" book promotion.
- buildingbusiness Article Snippet:** A snippet from Fine Homebuilding titled "Self-Taught MBA: Unclogging Business" by Fernando Pages Ruiz, discussing bottlenecks in business operations.
- FineHomebuilding Video Player:** A video player interface for FineHomebuilding, showing a video titled "Three Better Ways, Three Contest Winners" with a list of winners and their tips.

### FILE FORMAT:

.jpg, .gif, .png

### eLETTER SPECS:

Site Server Banners only.

### MAX FILE SIZE:

40k

# Online Rate Card (continued)

## Rich Media

Ad Unit	Dimensions	File Format	Max File Size	Banners		
				TP	SS	Rate
Pre Roll	High resolution at 1080p (1920 x 1080). 16 x 9 aspect ratio	.mp4	40k at 72dpi with 25 frames per second max, 15 seconds total	Yes	Yes	\$30
Site Skin	Two (2) images: 200 x 800 at 60kb each side. Site content is 1100px.	.jpg, .gif	100k at 72dpi	No	Yes	\$3,325 per day
Interstitial	640 x 480	.jpg, .gif, .html5	10 seconds with 24 frames per second max	Yes	Yes	\$60

TP: Third Party Banners  
 SS: Site Serve Banners  
 PLEASE NOTE: We accept html5 for all ad unit sizes. Max file size is 200k. Third-party served only.

Rising Star Units to be advertiser created/supplied. Visit Interactive Advertiser Bureau (IAB) website at [www.iab.com](http://www.iab.com) for more detailed specs.

## Rising Star Units

Ad Unit	Dimensions	File Format	Max File Size	Banners		
				TP	SS	Rate
Billboard	970 x 250	.mp4, .jpg, .gif, .html5	60 at 72dpi with 24 frames per second, 15 seconds at 3 loops max.	Yes	No	\$30
Portrait	300 x 1050	.jpg, .gif, .html5	80k at 72dpi with 24 frames per second, 15 seconds at 3 loops max.	Yes	No	\$30
Push Down	970 x 90	.jpg, .gif, .html5	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max.	Yes	No	\$30
Film Strip	300 x 600	.gif, .html5, .jpg	60k at 72dpi with 24 frames per second	Yes	No	\$30