The leading media brand for residential construction professionals
Fine Homebuilding is the most trusted and authoritative resource for the residential construction and remodeling industry. We source our content from the job sites and design offices of the most qualified and talented builders and designers in the industry to empower a global workforce with the ability to create the most advanced homes possible.

Driven by the ethos that exceptional homes are achievable and that craftsmanship is an honorable and worthy pursuit, Fine Homebuilding has become the media brand for professional tradespeople, knowledgeable enthusiasts, industry influencers, and forward-thinking companies who are collectively committed to shaping the way we build.

FineHomebuilding.com
Fine Homebuilding Solutions

Our solutions leverage the Fine Homebuilding brand authority, storytelling expertise, relationships with construction-industry experts and influencers, extensive reach across multiple platforms, marketing experience, and social media savviness to deliver impactful, top-to-bottom funnel campaigns.

PRINT MEDIA
- Custom publishing
- High-impact units
- Gatefolds
- Special editions

DIGITAL MEDIA
- Native advertising
- Podcasts
- High-impact interstitials
- Digital display
- eLetters
- Custom email campaigns
- Sponsored content hubs
- Mobile solutions

CONTENT
- Video-series sponsorship
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs

CUSTOM INTEGRATION
- FHB House
- Contests and sweepstakes (lead gen)
- Demonstration Home series
- Captivate social media extension
  - #KeepCraftAlive philanthropy
- Custom content

EXPERIENTIAL
- Influencer marketing
- FHB Summit conference
- Custom events
- Social media livestreaming events
- Industry-event podcasts
- Sweepstakes/contests
- Dealer/distributor content-development program
  - #KeepCraftAlive events

SOCIAL
- Instagram TV (IGTV)
- Brand ambassadors
- Social livestreaming
- Captivate social extension program
Our Reach

DEMOGRAPHIC PROFILE
- 65% building professionals
- 50% business owners
- 85% involved in the specification of products or materials
- 57 average age
- 94% male
- $176k average household income
- $621K average home market value
- 26% architects/designers
- 18% custom home builders
- 29% general contractors
- 27% remodeling contractors

PURCHASING POWER
- $15B+ in buying power
- $216k average spent on related purchases
- 63% have purchased a product as a result of advertising they saw on FHB
- 81% have sought out product information as a direct result of advertising they saw on FHB
- 97% would consider purchasing a product as a result of seeing advertising on FHB

PRINT ENGAGEMENT
- 2.4 hours spent reading each issue
- $33 average print subscription price
- 92% of FHB readers read every issue
- 82% save their issues

STATS
- 1.1MM unique website visitors per month
- 500k+ total social media audience
- 144k+ paid circulation
- 25k+ paid online memberships

DIGITAL ENGAGEMENT
- 50% average open rate on eLetters
- $37 average digital subscription price
- 159k eLetter subscribers
- 50-60k podcast downloads per month

SOCIAL MEDIA FOOTPRINT
- 122k YouTube subscribers
- 205k Facebook followers
- 129k Instagram followers
- 19.8k Twitter followers
- 28k Pinterest followers
Leading the Industry

In the Professional/Trade category, Fine Homebuilding is

#1 in paid circulation (144k+)
#1 in newsstand sales (25k+)
#1 in digital reach (1.1MM monthly uniques)
#1 in social footprint (500k+)
#1 in podcast downloads (55k-60k per month)
#1 in paid online members (25k+)

Defined by trade competitive set.
Print Editorial Calendar 2020

DECEMBER/JANUARY
- Popular Tools
- Remodeling Work
- Electrical How-To
- Windows & Doors
- Advanced Framing

AD CLOSE: 9/20/19
MATERIALS DUE: 9/27/19
ON-SALE DATE: 11/18/19

FEBRUARY/MARCH
- Bathroom Remodel
- Window Returns
- Guard & Handrail Code Requirements
- Metal Roofing
- Flat-Roof Drainage Details
- Net-Zero Communities

AD CLOSE: 11/15/19
MATERIALS DUE: 11/22/19
ON-SALE DATE: 1/14/20

APRIL/MAY
- Shaker Roof Trim
- Exterior Electrical Boxes
- Pretty Good House 2.0
- Cedar Roofing
- Essential Deckbuilder Tools
- Scribing Porch Railings to Columns

JUNE
- HOUSES Awards
- Painting Advice
- Tile-Leveling Systems
- Craftsman Mantel
- Most Efficient Water Heaters
- A Case for Double-Stud Walls
- Installing a Flangeless Window

AD CLOSE: 5/15/20
MATERIALS DUE: 5/22/20
ON-SALE DATE: 7/14/20

JULY
- Clapboard-Siding Installation
- Rock-Solid Deck Railings
- Clever Methods for Cabinet Installation
- Replacing a Tank-Style Water Heater
- Ultimate Waterproof Window Installation
- Assembly Table

AD CLOSE: 3/20/20
MATERIALS DUE: 3/27/20
ON-SALE DATE: 5/19/20

AUGUST/SEPTEMBER
- Fireblocking Details
- Survey of Underdeck Drainage Systems
- Reproducing Historic Moldings
- Leveling an Old Ceiling
- High-Performance European Windows
- Step Flashing 101

AD CLOSE: 5/15/20
MATERIALS DUE: 5/22/20
ON-SALE DATE: 7/14/20

OCTOBER/NOVEMBER
- Making Sense of Minisplits
- Installing Open-Web Floor Trusses
- Insulated Cathedral Ceilings
- Designing a Modern Mechanical Room
- Framing a Brick Arch
- Brushwork: Basics and Beyond
- Waterproofing a Foundation

KITCHENS & BATHS
- One Kitchen, Three Designs
- Shower Waterproofing Systems
- Simple Frame-and-Panel Cabinet Door
- Slab-Tile Installation
- Installing a Tub
- Perfecting a Plumbing Rough-in
- Kitchen and Bath Design Features

AD CLOSE: 8/21/20
MATERIALS DUE: 8/28/20
ON-SALE DATE: 10/20/20

SHEDS & OUTDOOR PROJECTS
- AD CLOSE: 1/31/20
  MATERIALS DUE: 2/7/20
  ON-SALE DATE: 3/31/20

DOWNSIZE
- AD CLOSE: 6/19/20
  MATERIALS DUE: 6/26/20
  ON-SALE DATE: 8/18/20

ENERGY-SMART HOMES
- AD CLOSE: 10/9/20
  MATERIALS DUE: 10/16/20
  ON-SALE DATE: 12/8/20

Calendar content details may be subject to change. For more information, contact Ad Sales at FHads@taunton.com

Fine Homebuilding Advertising · 800-309-8953 · FHads@taunton.com · FineHomebuildingMediaKit.com
# 2020 Digital Content and Features

Guide to FHB email, podcast, video, and social media focus areas throughout the year.

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEME</td>
<td>THEME</td>
<td>THEME</td>
</tr>
<tr>
<td>Additions and Remodels</td>
<td>Floors and Walls</td>
<td>Framing</td>
</tr>
<tr>
<td>SPECIAL EVENTS</td>
<td>SPECIAL EVENTS</td>
<td>SPECIAL EVENTS</td>
</tr>
<tr>
<td>International Builders’ Show (IBS)</td>
<td>FHB 2020 Remodel launch</td>
<td>KCA event in Providence, RI</td>
</tr>
<tr>
<td>SPECIAL COVERAGE</td>
<td>SPECIAL COVERAGE</td>
<td>SPECIAL COVERAGE</td>
</tr>
<tr>
<td>Social promotion for IBS and Kitchens &amp; Baths call for entries</td>
<td>FHB 2020 Remodel</td>
<td>Women in the trades, FHB special-focus podcast on tools and workwear</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEME</td>
<td>THEME</td>
<td>THEME</td>
</tr>
<tr>
<td>Kitchens and Baths</td>
<td>Windows and Doors</td>
<td>Decks and Outdoor Projects</td>
</tr>
<tr>
<td>SPECIAL EVENTS</td>
<td>SPECIAL EVENTS</td>
<td>SPECIAL EVENTS</td>
</tr>
<tr>
<td>The GBA Build North launch</td>
<td>KCA event in Boston, MA</td>
<td>Father’s Day contest/giveaway</td>
</tr>
<tr>
<td>SPECIAL COVERAGE</td>
<td>SPECIAL COVERAGE</td>
<td>SPECIAL COVERAGE</td>
</tr>
<tr>
<td>HOUSES awards</td>
<td>FHB special-focus podcast on windows and doors</td>
<td>FHB special-focus podcast on decks and outdoor projects, GBA webinar on air conditioning</td>
</tr>
</tbody>
</table>
## 2020 Digital Content and Features

Guide to FHB email, podcast, video, and social media focus areas throughout the year.

### JULY
- **THEME:** HVAC and Mechanicals
- **SPECIAL EVENTS:** KCA event in Detroit, MI
- **SPECIAL COVERAGE:** FHB special-focus podcast on high-performance mechanicals, GBA Product Guide

### AUGUST
- **THEME:** Building Science
- **SPECIAL EVENTS:** Westford Symposium on Building Science
- **SPECIAL COVERAGE:** Taunton book giveaway, GBA giveaway

### SEPTEMBER
- **THEME:** Roofing and Siding
- **SPECIAL EVENTS:** KCA event in Austin, TX
- **SPECIAL COVERAGE:** Labor Day, GBA Pioneer Series

### OCTOBER
- **THEME:** Plumbing and Electrical
- **SPECIAL EVENTS:** FHB Summit - Boston Area, The GBA Build South launch
- **SPECIAL COVERAGE:** Kitchens & Baths, The GBA Build South

### NOVEMBER
- **THEME:** Painting
- **SPECIAL EVENTS:** STAFDA, KCA event in NC, Greenbuild
- **SPECIAL COVERAGE:** FHB special-focus podcast on holiday gift ideas, GBA Live at Greenbuild

### DECEMBER
- **THEME:** Tools
- **SPECIAL EVENTS:** Hannakuh, Christmas, and New Year’s
- **SPECIAL COVERAGE:** Tool buyer guide, 2020 in Review, GBA’s Best of 2020
Special Opportunities: Video

Fine Homebuilding produces a full spectrum of high-quality video options for our partners, from Sponsored editorial videos to Custom videos, including how-to for professionals, product installations, video tours of manufacturers’ facilities, company profiles, and much more.

SHOP CLASS
Editorial director Justin Fink teams up with home-building experts to offer a multi-episode video series aimed specifically at serious builders and remodelers who need help navigating the diverse options for products and materials.

TOOL TECH
Without sharing any proprietary processes, senior editor Patrick McCombe travels with a team of producers and goes inside partner’s manufacturing or innovation centers with an appointed guide to capture the research, development, and/or manufacturing practices that produce partner’s premium-quality building products.

BUILDER’S ADVOCATE
Through this video, we shine an editorial spotlight on interesting products, helping builders learn enough about the offerings to make their own decisions about whether they’re right for their work.

FHB PODCAST
The Fine Homebuilding Podcast dives into topics from the front lines every week with informal but rigorous conversation around home-building best practices, construction tips, and advice.

MASTERED IN A MINUTE
This editorial video series delivers short, focused how-to video tips in 2 minutes or less that quickly give real, best-practice solutions to job-site challenges.

CUSTOM VIDEO CREATION
Custom video content creation includes products and messaging of partner’s choice and allows partner to provide direction and maintain creative control.
Special Opportunities:
Influencer Marketing

Fine Homebuilding understands how to create value for professional audiences across multiple platforms.

We’ve demonstrated explosive growth with our social footprint, our website traffic and audience engagement among the construction trades with the #KeepCraftAlive initiative, our professional brand ambassador network, and our weekly 5-star-rated podcast featuring building and construction topics.

We’ve accomplished this by leveraging what we’ve achieved over the past 37 years: compelling storytelling, expert content, and helping tradesmen excel at their craft.

**17 BRAND AMBASSADORS** with a social footprint of over 1.2 MILLION FOLLOWERS. These talented craftspeople embody the FHB ethos and core values: They take pride in their work; hold quality and durability above all else; and tirelessly stay on the cutting edge of the construction industry.
Fine Homebuilding’s Captivate is a robust social audience extension program that allows partners to leverage Fine Homebuilding’s proprietary 1st party data and our custom Facebook pixel data. Using multiple tools, we have developed targeting models for our professional trade audiences and can reach and engage them across their social streams at scale.

Use Captivate to:

• Showcase your brand in highly engaging sponsored content posts on Facebook and Instagram
• Reach expanded professional trade audiences (created with the use of Fine Homebuilding’s 1st Party and Facebook Pixel data)
• Engage through links back to Fine Homebuilding web content hub
• Dominate with 100% SOV - roadblock ad units on the content hub pages
For each of the past 4 years, Fine Homebuilding has built a demonstration home that highlights the benefits of your product and aligns your brand with an elevated standard of building. The 2020 Fine Homebuilding House is a complete remodel project transforming a 1940s traditional, shingled, colonial-style home into a modern farmhouse with a more open floor plan, clean contemporary lines, and zero-energy performance, with upscale finishes and exceptional craftsmanship.

**Special Opportunities**

<table>
<thead>
<tr>
<th>ARCHITECT</th>
<th>Trillium Architects</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUILDER</td>
<td>BPC Green Builders</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Greenwich, Conn.</td>
</tr>
<tr>
<td>SIZE</td>
<td>Approx. 8,000 sq. ft</td>
</tr>
</tbody>
</table>
Special Opportunities

#KeepCraftAlive

Fine Homebuilding launched the Keep Craft Alive initiative in 2016 to bring awareness to the skilled labor gap in the construction industry.

THE SKILLS GAP
The disparity between the employment demands of a growing housing construction industry and the shortage of trained, qualified labor, more commonly referred to as the skills gap, continues to be a serious concern for the vitality of the industry and the economy overall. The recession displaced many workers, and now baby boomers are exiting the workforce at a rapid rate—there are not enough people entering the trades to meet the demands.

From the pace of building, to the cost of construction, the prices of homes, and the quality of our housing infrastructure, the skills gap is having a deep and far-reaching impact on our society.

OUR RESPONSE
What started as a campaign is now a movement. Fine Homebuilding partnered with industry organizations and influencers to build awareness of the problem, to surface skills training and educational opportunities, and to fund student scholarships to support those who want to pursue a path in the trades.

RECOGNIZED LEADERSHIP AWARD
The Magazine Media Industry Association recently awarded Fine Homebuilding and the Keep Craft Alive program with the 2018 Imagination Award for leadership, the category that honors projects and teamwork done to define, build, or evolve the business or culture of a magazine media brand.
In the fall of 2020, Fine Homebuilding will host its 2nd annual builders summit conference, which will bring together industry experts, influencers, media, and manufacturers for a unique and collaborative 2+ day learning experience. The Fine Homebuilding Summit is a one-of-a-kind, intensive event that explores advanced building and design principles, construction techniques, and materials in order to empower the building community with ideas and inspiration to raise the quality of construction in North America. Continuing education credits will be available.

**Location:** Boston Area
GreenBuildingAdvisor.com (Fine Homebuilding’s companion brand) is the most comprehensive source for building, designing, and remodeling high-performance, energy-efficient homes. Designed specifically for professionals, the site provides complete access to all the latest advances in this rapidly evolving environment.

- Weekly eLetters
- Dedicated custom emails
- Native advertising
- Whitepapers
- Webinars

**NEW IN 2020**
- The GBA Podcast
- Pioneer Video Series
- The GBA Build North Project
**Research Capabilities**

**CATEGORY BEHAVIOR STUDIES**
Learn about what the Fine Homebuilding audience values and desires, the motivations for purchase, and more within your industry category.

**ATTITUDE STUDIES**
See how the Fine Homebuilding audience thinks and feels about building-industry factors.

**BRAND AWARENESS / FAVORABILITY STUDIES**
Understand brand perceptions and see where your brand fits in the Fine Homebuilding landscape.

**PRE-PUBLICATION CREATIVE MEASUREMENT**
Uncover whether potential ads resonate with the Fine Homebuilding audience.

**PRODUCT TESTING / REACTION**
Solicit the Fine Homebuilding audience to test and provide feedback on your products.

**ADVERTISING EFFECTIVENESS STUDIES**
Evaluate how impactful your message is to the Fine Homebuilding audience.

**BRAND LIFT PRE/POST STUDIES**
Discover the power of ad exposure on lifting brand metrics.

**OPPORTUNITIES FOR CUSTOM RESEARCH**
Unlock additional insights with research that addresses your strategic needs.
Thank you

For more information on how you and your brand can get in touch with Fine Homebuilding’s engaged professionals, please call 1-800-309-8953 or reach out to us by email at FHads@taunton.com.

Find an online version of this media kit at FineHomebuildingMediaKit.com

Discover more at: FineHomebuilding.com GreenBuildingAdvisor.com KeepCraftAlive.org
## Fine Homebuilding Print Mechanical Requirements

### Page Unit Sizes (= width x height)
- **Spreads** = bleed all sides; 17 1/2" x 11 1/8"
- **Bleed only available for ½ page and larger ads**

### Full Page
- **Live Area** 7 5/8" x 9 3/4"
- **Trim Size** 8 5/8" x 10 7/8"
- **Bleed Size** 8 7/8" x 11 1/8"

### 1/2 Page (Digest)
- **Live Area** 5" x 7 1/4"
- **Bleed available**

### 1/2 Page (Vertical)
- **Live Area** 3 11/15" x 9 3/4"
- **Bleed available**

### 1/4 Page
- **Live Area** 3 11/16" x 4 3/4"

### 1/8 Page (Horizontal)
- **Live Area** 3 11/16" x 2 1/4"

### 2/3 Page (Vertical)
- **Live Area** 5" x 9 3/4"

### 1/3 Page (Vertical)
- **Live Area** 2 3/8" x 9 3/4"
- **Bleed available**

### 1/3 Page (Square)
- **Live Area** 5" x 4 3/4"

### 1/6 Page (Vertical)
- **Live Area** 2 3/8" x 4 3/4"
- **Bleed available**

### 1/6 Page (Horizontal)
- **Live Area** 5" x 2 1/4"

### 1/2 Page (Horizontal)
- **Live Area** 7 5/8" x 4 3/4"
- **Bleed available**
<table>
<thead>
<tr>
<th>Section</th>
<th>Live Area (w x l)</th>
<th>Bleed Available (w x l)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 PAGE SPREAD</td>
<td>7.625&quot; x 9.75&quot;</td>
<td>8.875 x 11.125</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>7.625&quot; x 9.75&quot;</td>
<td>8.875 x 11.125</td>
</tr>
<tr>
<td>2/3 PAGE VERTICAL</td>
<td>5 x 9.75</td>
<td>5.625 x 11.125</td>
</tr>
<tr>
<td>1/2 PAGE DIGEST (TOP)</td>
<td>5 x 7.25</td>
<td>5.625 x 7.847</td>
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<tr>
<td>1/2 PAGE DIGEST (BOTTOM)</td>
<td>5 x 7.25</td>
<td>5.625 x 8.028</td>
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<tr>
<td>1/2 PAGE HORIZONTAL (TOP)</td>
<td>7.625 x 4.75</td>
<td>8.875 x 5.347</td>
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<tr>
<td>1/2 PAGE HORIZONTAL (BOTTOM)</td>
<td>7.625 x 4.75</td>
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<tr>
<td>1/3 PAGE SQUARE</td>
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<tr>
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<td>2.375 x 9.75</td>
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<tr>
<td>1/4 PAGE</td>
<td>3.688 x 4.75</td>
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</tr>
<tr>
<td>1/6 PAGE HORIZONTAL</td>
<td>5 x 2.25</td>
<td>No bleed available</td>
</tr>
<tr>
<td>1/6 PAGE VERTICAL</td>
<td>2.375 x 4.75</td>
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</tr>
<tr>
<td>1/8 PAGE HORIZONTAL</td>
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</tr>
<tr>
<td>1/12 PAGE</td>
<td>2.375 x 2.25</td>
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# Fine Homebuilding Digital Specs - Web Ad Units

<table>
<thead>
<tr>
<th>Units</th>
<th>Size/Max Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MREC (BIG BOX)</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>MREC (BIG BOX) EXPANSION</strong></td>
<td>300 x 250, Max 504 x 250</td>
</tr>
<tr>
<td><strong>HALF PAGE</strong></td>
<td>300 x 600</td>
</tr>
<tr>
<td><strong>LEADERBOARD</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>LEADERBOARD EXPANSION</strong></td>
<td>728 x 90, Max 728 x 225</td>
</tr>
<tr>
<td><strong>HOMEPAGE ROADBLOCK SPONSORSHIP</strong></td>
<td>728 x 90 (2)</td>
</tr>
<tr>
<td><strong>MOBILE SPONSORSHIP</strong></td>
<td>320 x 50</td>
</tr>
</tbody>
</table>

**TAUNTON AUDIENCE PLATFORM (TAP)**
- **Size** 728 x 90
- **Size** 300 x 250

**GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING**
- **Size** 300 x 250
- **Size** 728 x 90

**PRO TARGETING**
- **Size** 300 x 250 or 728 x 90
- **Ask a sales rep for specs**

**File Format**
- JPG, GIF, SWF, HTML5

**Max File Size**
- 40k at 72dpi, 200k for HTML5

**Animation Loops**
- 15 seconds at 3 loops max with CTA in the final frame

**Run of site specs and expansion of units**
- Accepts third-party banners and site-served banners

---

Fine Homebuilding Advertising  ·  800-309-8953  ·  FHads@taunton.com  ·  FineHomebuildingMediaKit.com
## Fine Homebuilding Digital Specs - Video Units

### RICH MEDIA UNITS

<table>
<thead>
<tr>
<th><strong>PRE-ROLL</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>High res, 1080p (1920 x 1080), 16 x 9 aspect ratio</td>
</tr>
<tr>
<td><strong>Format</strong></td>
<td>MP4</td>
</tr>
<tr>
<td><strong>Max Size</strong></td>
<td>40k at 72dpi with 25 fps max, 15 seconds</td>
</tr>
<tr>
<td><strong>TP</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>SS</strong></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SITE SKIN</strong></th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>Two 200 x 800 Images at 60kb for each side (left/right) Site content is 1100px.</td>
</tr>
<tr>
<td><strong>Format</strong></td>
<td>JPG, GIF</td>
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<tr>
<td><strong>Max Size</strong></td>
<td>100k at 72dpi</td>
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<tr>
<td><strong>TP</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>SS</strong></td>
<td>Yes</td>
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<table>
<thead>
<tr>
<th><strong>INTERSTITIAL</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td><strong>Format</strong></td>
<td>JPG, GIF</td>
</tr>
<tr>
<td><strong>Max Size</strong></td>
<td>10 seconds with 24 fps max</td>
</tr>
<tr>
<td><strong>TP</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>SS</strong></td>
<td>Yes</td>
</tr>
</tbody>
</table>

### RISING STAR UNITS

<table>
<thead>
<tr>
<th><strong>BILLBOARD</strong></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
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</tr>
<tr>
<td><strong>Format</strong></td>
<td>MP4, JPG, GIF, HTML5</td>
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<tr>
<td><strong>Max Size</strong></td>
<td>60k at 72dpi with 24 fps; 15 seconds at 3 loops max</td>
</tr>
<tr>
<td><strong>TP</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>SS</strong></td>
<td>No</td>
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<table>
<thead>
<tr>
<th><strong>PORTRAIT</strong></th>
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<tbody>
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<td><strong>Size</strong></td>
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<tr>
<td><strong>Format</strong></td>
<td>JPG, GIF, HTML5</td>
</tr>
<tr>
<td><strong>Max Size</strong></td>
<td>80k at 72dpi with 24 fps, 15 seconds at 3 loops max</td>
</tr>
<tr>
<td><strong>TP</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>SS</strong></td>
<td>No (FHB), Yes (GBA)</td>
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<table>
<thead>
<tr>
<th><strong>FILM STRIP</strong></th>
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<tbody>
<tr>
<td><strong>Size</strong></td>
<td>300 x 600</td>
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<tr>
<td><strong>Format</strong></td>
<td>JPG, GIF, HTML5</td>
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<tr>
<td><strong>Max Size</strong></td>
<td>60k at 72dpi with 24 fps</td>
</tr>
<tr>
<td><strong>TP</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>SS</strong></td>
<td>No (FHB), Yes (GBA)</td>
</tr>
</tbody>
</table>

**File Format**
- We accept HTML5 for most ad unit sizes. Max file size is 200k. Third-party served only.
- **Rising Star Units** To be advertiser created/supplied.

**TP** Third-party banners  
**SS** Site-serve banners

Visual Interactive Advertiser Bureau (IAB) website at [www.iab.com](http://www.iab.com) for more detailed Rising Star specs.
Fine Homebuilding eLetters and Publish Dates

**eLetter Specs** Site-serve banners only
**File Format** JPG, GIF, PNG
**Max Size** 40kb
**Dedicated Custom Email Specs** Please ask sales rep for details. Email design and HTML build services with supplied partner assets available at additional cost.

**WEEKLY ELETTER**
Publishing Mondays

**THEMED WEEKLY ELETTER**
Publishing Thursdays

**TIP OF THE DAY ELETTER**
Publishing Daily

**THEMED TIP OF THE DAY ELETTER**
Publishing Daily

**GREEN BUILDING ADVISOR ELETTER**
Publishing Wednesdays

All FHB eLetters can be enhanced:
Ask your sales rep for more details.

**PODCAST ELETTER**
Publishing Every Friday

**DEDICATED CUSTOM EMAIL**
Publishing Any day
*Partner to supply assets*
**Green Building Advisor Digital Specs - Web Ad Units**

<table>
<thead>
<tr>
<th>File Format</th>
<th>JPG, GIF, SWF, HTML5</th>
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<tbody>
<tr>
<td>Max File Size</td>
<td>40k at 72dpi, 200k for HTML5</td>
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<tr>
<td>Animation Loops</td>
<td>15 seconds at 3 loops max with CTA in the final frame</td>
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<tr>
<td>Run of site specs and expansion of units</td>
<td>Accepts third-party banners and site-served banners</td>
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</table>

<table>
<thead>
<tr>
<th>MREC (BIG BOX)</th>
<th>Size 300 x 250</th>
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<tbody>
<tr>
<td>MREC (BIG BOX) EXPANSION</td>
<td>Size 300 x 250, Max 504 x 250</td>
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<tr>
<td>LEADERBOARD</td>
<td>Size 728 x 90</td>
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<tr>
<td>LEADERBOARD EXPANSION</td>
<td>Size 728 x 90, Max 728 x 225</td>
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<tr>
<td>WIDE SKY</td>
<td>Size 160 x 600</td>
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<tr>
<td>WIDE SKY EXPANSION</td>
<td>Size 160 x 600, Max 200 x 600</td>
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<tr>
<td>SOV BUTTON AD</td>
<td>Size 300 x 100</td>
</tr>
<tr>
<td>HOMEPAGE ROADBLOCK SPONSORSHIP</td>
<td>Size 728 x 90 and 300 x 250</td>
</tr>
<tr>
<td>MOBILE SPONSORSHIP</td>
<td>Size 320 x 50</td>
</tr>
<tr>
<td>TAUNTON AUDIENCE PLATFORM (TAP)</td>
<td>Size 728 x 90</td>
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<tr>
<td>TAUNTON AUDIENCE PLATFORM (TAP)</td>
<td>Size 300 x 250</td>
</tr>
<tr>
<td>GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING</td>
<td>Size 300 x 250</td>
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<tr>
<td>GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING</td>
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<tr>
<td>GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING</td>
<td>Size 160 x 60</td>
</tr>
<tr>
<td>GBA ELETTER</td>
<td>Size 300 x 250</td>
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</tbody>
</table>
Contact

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