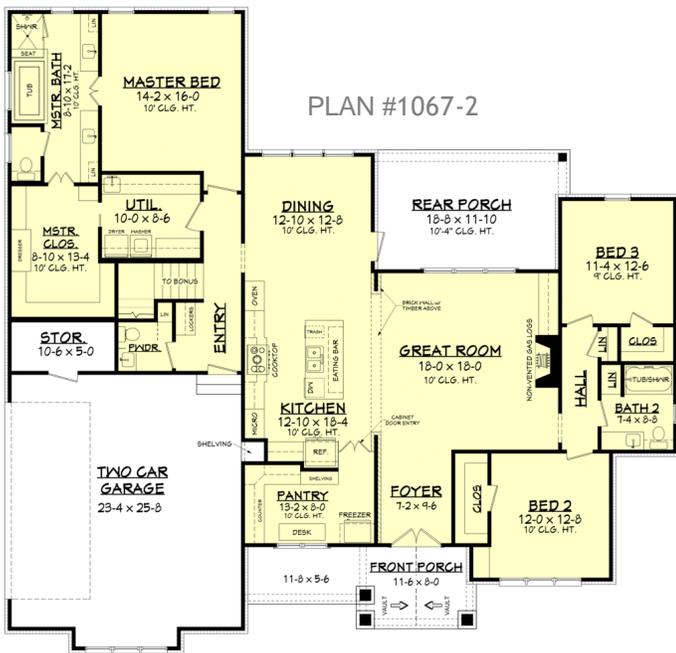




# 2020 CONSUMER MARKETING SOLUTIONS



Hanley Wood's Consumer Media network reaches 2 million customers monthly who are actively looking to build—or remodel—their dream home. These consumers are directly engaged in the purchase process and are seeking building product partners to make their vision a reality. Our dynamic digital platform of websites and newsletters directly connects you to this vital audience segment and enhances your consumer marketing strategies with impact.



# AUDIENCE ENGAGEMENTS

## CONSUMER AUDIENCE

- Homeowners
- Small Builders
- Developers
- Remodelers

20MM  
Page Views  
Monthly

ESTIMATED USERS MONTHLY: **2 MILLION**

ESTIMATED SEARCH MARKET SHARE ON DESKTOP: **72%**

NEWSLETTER SUBSCRIBERS: **400,000+**

FREQUENCY (PER SITE): **1-5X/WEEK**

UNIQUE ECOMMERCE HOUSE PLANS WEBSITES: **7**

ESTIMATED MONTHLY SOCIAL REACH: **6.7 MILLION**

SMALL BUILDER ACCOUNTS: **22% OF TOTAL LEADS**

The Hanley Wood Consumer Media network offers a robust collection of home design resources so readers have the confidence to turn their dreams into reality. Hanley Wood's consumer audience is passionate about their homes and actively searching for the ideal building products/materials to complete the vision they have always imagined. These powerful brands attract and unleash purchasing power of ready, committed buyers who are actively looking for ideas and inspirations to build their dream homes.

# DIGITAL RATES

## 2020 Consumer Rate Card

### NATIVE ADVERTISING WITH CUSTOM CONTENT CREATION

#### TOTAL COST

FREQUENCY	RATE	W/ CONTENT
1	\$5,500	\$6,750
2	\$9,900	\$12,400
3	\$13,500	\$17,250
6	\$24,000	\$31,500
9	\$33,750	\$45,000
12	\$42,000	\$57,000

#### RATE PER POST

FREQUENCY	RATE	W/ CONTENT
1	\$5,500	\$6,750
2	\$4,950	\$6,200
3	\$4,500	\$5,750
6	\$4,000	\$5,250
9	\$3,750	\$5,000
12	\$3,500	\$4,750

### SPONSORSHIP OPPORTUNITIES

<b>CUSTOM WHITEPAPER</b> (up to 2,000 words, 6-8 pages in final layout)	\$8,000
<b>LEAD GENERATION</b> (using custom whitepaper)	\$30 CPL
<b>LEAD NURTURING PROGRAM</b> (with client-supplied materials )	\$12 CPL
<b>SPONSORED CUSTOM COLLECTION</b> (3 months)	\$7,500
<b>SPONSORED CUSTOM COLLECTION</b> (6 months)	\$10,500
<b>CUSTOM DIGITAL MAGAZINE</b>	\$15,000

### NEWSLETTER ENGAGEMENT MARKETING

Per Email (Per Site)

<b>CO-BRANDED EMAIL</b> (with minimum 10K distribution) *	\$250 CPM
<b>EMAIL ADVERTISING</b> (600 x 90 or 300 x 250)	\$1,500 (one newsletter placement)

\*Client supplied content subject to Hanley Wood review and approval.

### SOCIAL MEDIA AUDIENCE ENGAGEMENT CAMPAIGNS

Impressions target rate (CPM)

<b>FACEBOOK TARGETED PROMOTED POST</b>	\$12 CPM
<b>FACEBOOK GEO-TARGETED PROMOTED POST</b>	\$14 CPM
<b>FACEBOOK WEBSITE RETARGETING AUDIENCE POST</b>	\$20 CPM

### DIGITAL ADVERTISING RATES

AD UNIT	ROS (NO TARGETS) CPM RATE (NET)	ROS (TARGETED/GEO SELECTS) CPM RATE (NET)
LEADERBOARD (728 x 90)	\$8.00	\$10.00
MEDIUM RECTANGLE (300 x 250)	\$10.00	\$12.50
SKYSCRAPER (160 x 600)	\$10.00	\$12.50
PERSISTENT FOOTER (728 X 90)	\$8.00	\$10.00

HOUSEPLANS 1-800-913-2350 ENTER PLAN # GO

SEARCH STYLES COLLECTIONS SIGNATURE SALE BLOG LOGIN SAVED CART

Bedrooms: 1 2 3 4 5+

Bathrooms: 1 2 3 4+ 1.5 2.5 3.5

Stories: 1 2 3+

SEARCH PLANS

View Modern Plan 1042-19 →

HOUSEPLANS 1-800-913-2350 ENTER PLAN # GO

SEARCH STYLES COLLECTIONS SIGNATURE SALE BLOG LOGIN SAVED CART

### Curb Appeal You Can Take to the Bank

Brought to you by Clopay

imagine  
loving your home

Browse doors >

Building a home? Open your eyes! Even though garage doors represent up to 40% of a home's facade, they're often overlooked. Not anymore. Today's garage doors earn your attention; they are stronger, more energy-efficient and designed to impress! And considering the tremendous return on investment, a garage door can be an easy and worthwhile way to start creating your dream home.

Welcome back! Your recently viewed plans:

Plan 430-160 from \$995.00

Plan 430-165 from \$1045.00

Signature Plan 497-57 from \$700.00

Signature Plan 47-641 from \$650.00

Sign up for our newsletter!  
Learn about sales and new plans

Email address...

Choose the Right Garage Door  
Learn More »

*Brought to you by Clopay*

Know Your Plan Number?  
Search for plans by plan number

Enter plan number

## Choose the Right Garage Door

Learn More »

*Brought to you by Clopay*

### Finding Your Perfect Garage Door

From modern and sleek to rustic and charming, garage doors come in a wide variety of styles and materials to match any aesthetic. It's more fun than you might expect to discover the perfect door to complement your personality, your lifestyle and your home. Get started by considering various styles, materials and custom touches:

#### Door Styles

**Carriage House:** loaded with character and versatile enough to fit Craftsman, farmhouse, traditional homes and more.

**Contemporary:** clean and simple look with sleek windows and features that enhance modern exteriors.

imagine  
loving your home

Browse doors >

Clopay

# DIGITAL SOLUTIONS

## Native Advertising

Native advertising is prominently placed on consumer sites to expose products and brands to millions of monthly visitors looking for home building, remodeling, and improvement ideas.

WHITEPAPER



hanleywood  
HOUSE PLANS  
NETWORK

Plan 430-204

## BUILDING HOUSE PLANS IN TEXAS AND THE SOUTH

A high-level guide to building below the Mason-Dixon Line

- 1. DIFFERENCES.** Some subtle, some major considerations make building a home in the South different from everywhere else.
- 2. LOWER COSTS.** Here's the good news: All else equal, it's cheaper to build in the South than other regions of the country.
- 3. LOT CONCERNS.** Lot sizes in the South mirror the national average. But damp soil conditions make building a basement problematic.
- 4. DESIGN CONSIDERATIONS.** Southern homes emphasize the outdoor environment, with porches, outdoor rooms, and integrated landscaping.
- 5. FLOOR PLAN OPPORTUNITIES.** While architects may lean toward traditional, southern floor plans tend to be modern and family-friendly, with the occasional nod to tradition.
- 6. MATERIAL CHOICES.** Traditional homes call for traditional materials—like brick siding, metal roofing, and wood framing.
- 7. ENERGY EFFICIENCY.** Abundant sunshine puts the focus on building a tight envelope with high-efficiency cooling.
- 8. WEATHER CONCERNS.** High winds, driving rain, and shifting earth point to the need for lateral supports, tie downs, and anchors.

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## Download your complete guide now

**But first, tell us about your project.**

Please fill out the form fields below - Click **SUBMIT**, then go to the next page where you will find PDFs Part 1 and 2.

First Name

Last Name

Email

Phone

Company Name (Builders)

When do you want to start construction?  
- Select -

Do you have a lot?  
- Select -

Are you working with a builder?  
- Select -

Where do you plan on building?  
- Select Country -  
- Select State -

Send me your Newsletter, too! See [Terms & Conditions](#) and [Privacy Policy](#)

Tell us about your project.

**SUBMIT and DOWNLOAD**

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Search for plans by plan number  
Enter plan number  **SEARCH**



**12 steps to building your dream home**  
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Home Plan Collections



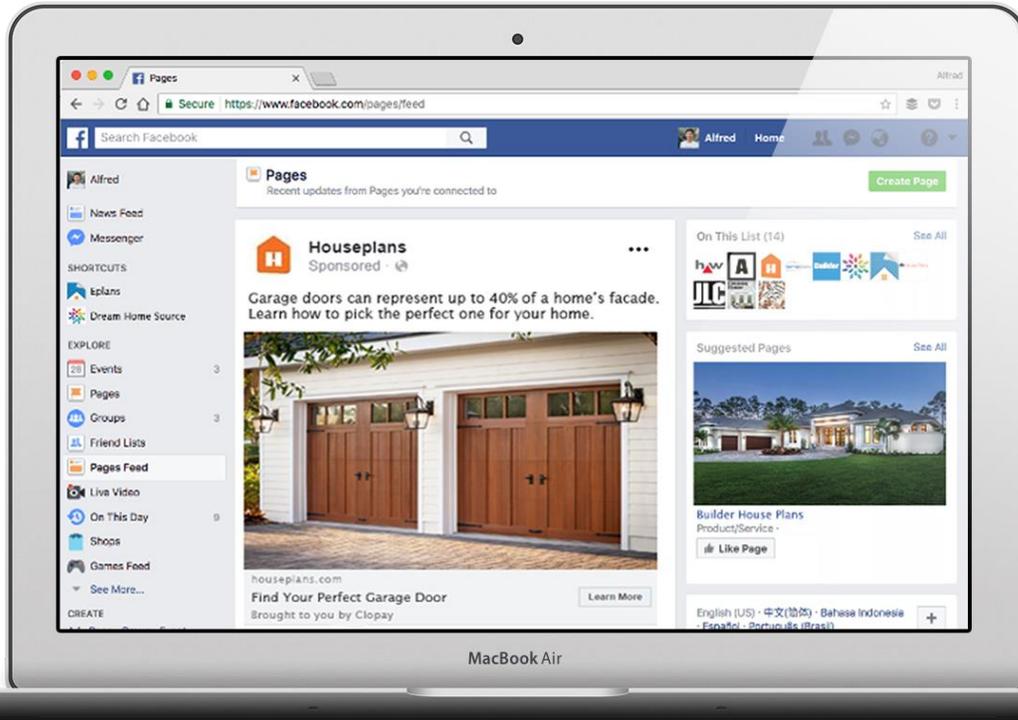


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## DIGITAL SOLUTIONS

### Whitepaper Trend Guides with Lead Gen & Delivery

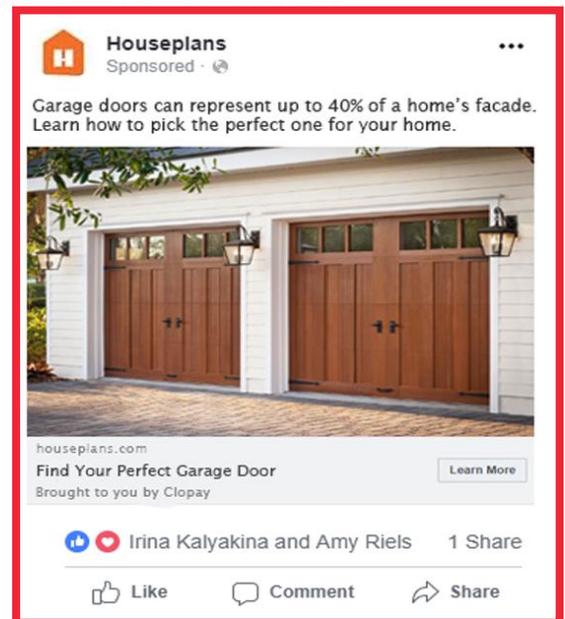
Relevant educational and trend-driven content placed behind a lead-gen form gate. User fills out form and downloads guide. Themed topics and editorial content tailored to sponsor's niche. Could include indoor-outdoor living, fireplaces, window walls, and more.



## DIGITAL SOLUTIONS

### Social Media Audience Engagement Campaigns

Tap into the Hanley Wood House Plans Network of sites to reach targeted consumers by utilizing Facebook's Sponsored Advertisements. Your ad hits consumers who are looking for home building, remodeling, and home improvement ideas.



HOUSEPLANS

Get the Picture?

Explore inside some of our favorite photographed plans.



This modern farmhouse from Visbeen Architects is all about the kitchen (there's room for 12 people to sit at the island!) and breezy outdoor living.

Plan 928-310

*Aurora*

Aurora Zeledon, Director of Content

More Plans Like This

See similar styles [here](#) or call 1-800-913-2350



**Plan 930-19** Designer Dan Sater actually lives here with his family, so you know that the plan is a winner. The great room opens out to the rear porch and flows into the spacious island kitchen. Each bedroom gets a private bathroom, with the master suite boasting a luxurious walk-in shower and linen storage.

VIEW PLAN



**Plan 892-25** This master bathroom feels clean-lined, spacious, and open, just like the rest of the modern design. Other highlights include the sleek kitchen, wood beams on the ceiling (giving a nice rustic touch), and a big terrace in back. A big game room can become almost anything, from office to craft space.

VIEW PLAN

Which garage door style will look right on your home?  
[Explore different looks](#) and find the perfect match.  
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Which garage door style will look right on your home?

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DIGITAL SOLUTIONS

Sponsored Newsletters

Get access to our engaged audience of prospective homeowners and design enthusiasts through sponsoring one of our newsletters. Choose from among six branded lists (the largest sends to over 150K contacts) or create a package with multiple brands. You get prominent placement (250 x 300 block or 600 x 90 banner) within an engaging, visually appealing newsletter. Includes link to sponsor's chosen URL and reporting.



## DIGITAL PACKAGES

### Custom Digital Catalog

A Custom Digital Catalog is a great way to showcase your products and brand directly through Hanley Wood's House Plans Network. This stunning 68-page interactive digital magazine is showcased to site visitors and promoted via dedicated newsletter blasts (including your ad) and social media posting. Sponsor receives a suite of clickable ad placements, including 7 full pages of advertisement in the magazine.

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### Visbeen talks

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Feature Home

**VIEWS ON 3 LEVELS**

Designed to capture views all around, this one-of-a-kind plan provides an open layout and room to expand on the lower level.

### contents

- 2 The Architect Steps Out: An Interview with Wayne Visbeen