



## Remodel With Confidence Advertising Rates Sheet

The housing market may be down but remodeling is on the rise. Take advantage of interested, active buyers who are looking for remodeling products and services on the HBA's "Remodel With Confidence" web site.

Remodel With Confidence is a consumer targeted site offering timely advice & tips to area homeowners as well as links to the HBAs Remodelers Council members.

Four ad sizes are available.

### **600 x 100 Premium Banner**

Premium position on the front page above the lead story content.

### **300 x 250 Sidebar**

Superior sidebar ad position.

### **300 x 125 Sidebar**

Right sidebar position

### **150 x 150 In Story A (Rotator)**

Located within story content. Ad may be included in email blast to list members based on its location in the rotation.

### **How It Works**

Ads are served up on a rotating basis in one of 4 positions. Each time your ad shows up on a page, it is considered an impression. Number of potential impressions per user session is based on number of ads/visitors. Ads are available for purchase in impression blocks as indicated below.

	<b>600x100</b>	<b>300x250</b>	<b>300x125</b>	<b>150x150</b>
<b>1,000</b>	\$100	\$40	\$25	\$50
<b>2,500</b>	\$250	\$100	\$60	\$125
<b>5,000</b>	\$500	\$175	\$100	\$225
<b>10,000</b>	\$1,000	\$350	\$175	\$400

Other ad sizes & programs may be available. Prepayment is required for all advertising. Please make out your check to AFL MARKETING, LLC. Credit cards are also accepted. Contact afl Marketing for details.

### **Who Can Advertise?**

Advertising on the PRC/RWC site is limited to members in good standing of the PRC at this time.

### **Advertising Content**

Advertising content must be approved by the HBA

### **Acceptable Files**

Acceptable files include: .jpg, .gif, .png or .swf files sized to the dimensions described above. File must be placement ready and in the RGB color space. If file requires any changes, it will be returned to you for correction.

If you are sending an .swf file, you must place the destination URL link within the file. URL must open in a new window. If you are embedding a video, it must not loop and it must be clicked to activate – no autoplay.

Please email your ad files to [ante@aflmarketing.com](mailto:ante@aflmarketing.com).

Ad sizes, positions, availability and rates are under the discretion of the HBA and subject to change without notice. Advertising on the PRC/RWC site is being managed with the assistance of afl Marketing.

### **Need Help?**

If you're not currently working with a designer and you require assistance designing your ads, contact afl Marketing. Please note that you are NOT REQUIRED to use afl Marketing for the design of your online ads.

### **About afl Marketing**

afl Marketing is an advertising, marketing firm that serves home builders and developers. Over the past four years alone, the company has worked with over 25 Northeast Ohio builders and developers as well as the HBA and HBA of Greater Cleveland.

Ante Logarusic, is the former VP of Sales & Marketing for a leading NEO home builder and has a decade and a half of professional marketing experience working with companies in the healthcare and homebuilding industries.

Most of all, afl Marketing "knows homes". Ante knows the difference between a plenum and a plumb bob so your discussions are focused on how to promote your properties – not providing a home building primer.

afl Marketing is a member of the HBA and the HBA of Greater Cleveland as well as a member of the Sales & Marketing Council and Remodelers Council for each organization.

afl Marketing offers a full suite of marketing & advertising services including:

- Marketing Programs
- Budgeting & Planning
- Media Placement
- Web Design
- Product Launches
- Press Releases
- Graphic Design
- Logo Design
- Catalogs / Flyers
- Trade Show Displays
- Banners/Pop-Ups
- Photography
- Video Production
- Audio Production
- Online Advertising
- Search Engine Optimization
- Copy Writing
- Paid Search Campaigns
- Social Media
- Custom Programming
- Flash Development

Contact afl Marketing at 440-941-7355 or [ante@aflmarketing.com](mailto:ante@aflmarketing.com) for samples, testimonials and pricing.

### **afl Marketing, LLC**

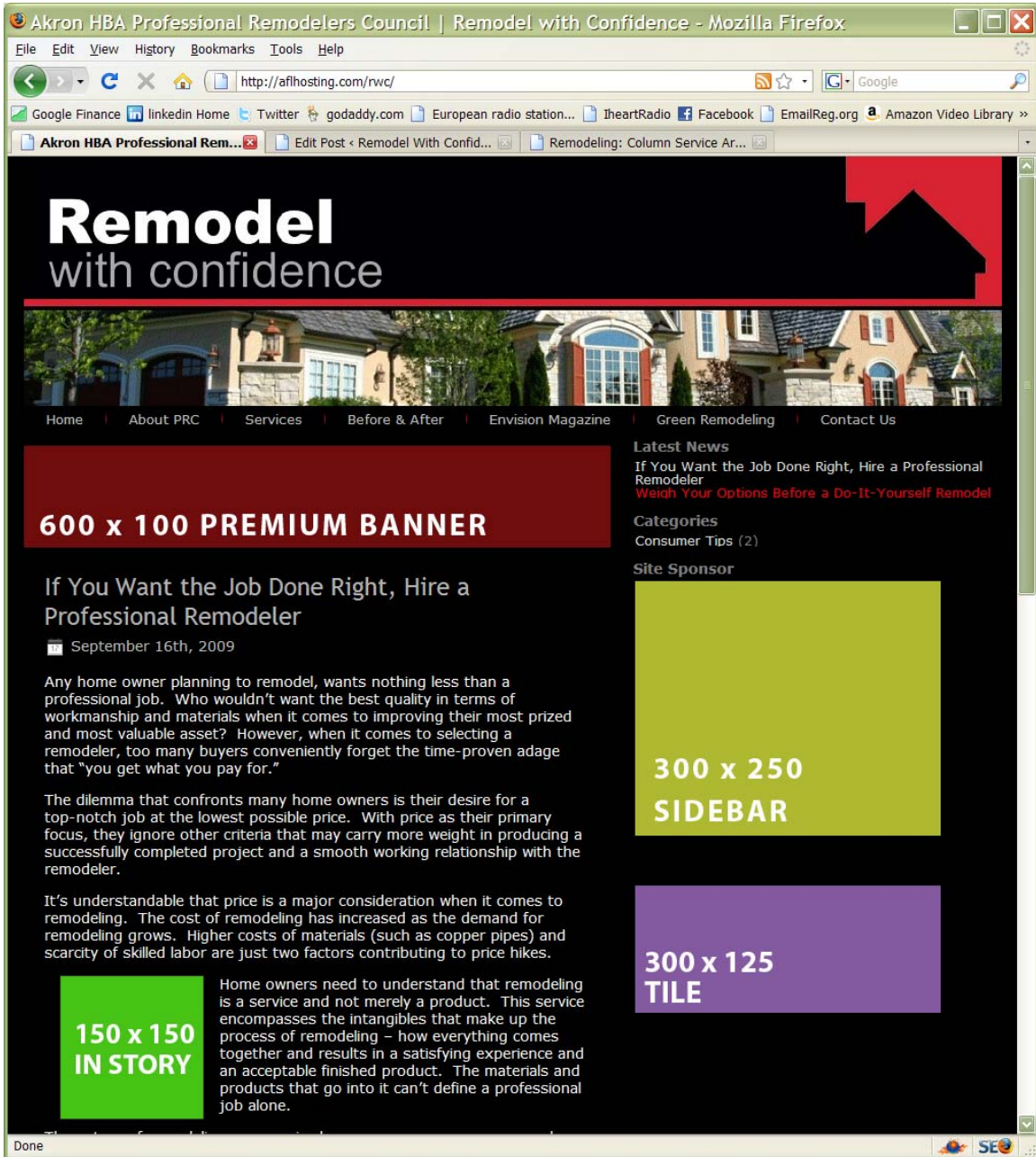
897 Pebble Beach Cove  
Painesville Twp., OH 44077

Tel: 440-941-7355  
Fax: 440-435-2805

Web: [www.aflmarketing.com](http://www.aflmarketing.com)  
Email: [ante@aflmarketing.com](mailto:ante@aflmarketing.com)  
Twitter: [@aflmarketing](https://twitter.com/aflmarketing)  
Facebook: [www.tinyurl.com/aflmarketing](http://www.tinyurl.com/aflmarketing)  
Skype: aflmarketing

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## Available Ad Positions



Rev: September 16, 2009

(Subject to Change)