



What is MH NewsWire?

The *MH Newswire* is sent each business day, delivering a quick one-stop news briefing on the top news stories via e-mail to key decision makers who rely on this information to stay successful. Readers are kept apprised of the most current market conditions so that busy executives can make vital and informed decisions that directly affect their bottom line. The *MH Newswire* contains top economic and broad housing news, as well as manufactured and modular-specific news and association information. This offers sponsors an ideal, affordable vehicle to reach thousands of prospective customers in a branded, highly trusted news environment on a daily basis.

Circulation

MH NewsWire has a circulation of more than 12,000 including those that produce 90 percent of all manufactured homes, 80 to 90 percent of modular homes, community owners with over 1/2 a million sites across the country, in addition to lenders, suppliers, retailers, developers, installers and other interest groups.

Sponsorship Rates and Specifications

1 - 3 months (Equivalent to 4 to 12 weeks of advertising)

Banner ad— top center and headline ads (468 x 80 pixels) : \$2700/four weeks

Sidebar ads:

\$950/four weeks (top—1 space available) - (150 x 120 pixels)

\$750/four weeks (5 spaces available) - (150 x 90 pixels)

- JPEG or GIF
- 1 URL
- Up to 25k
- No Flash or Java Script
- Up to 150 characters of text with caption
- Space should be reserved two weeks prior to month of placement.
- Ads should be received five business days before month of placement.
- Ads will be sold by weekly track (Ad to appear same week every month for length of run).
- Newsletter will not be published on Federal holidays, day after Thanksgiving and week between Christmas and New Years.

**For more information, contact Cheryl Hardee, Director, Business Development
Phone: 703-558-0668; Fax: 703-558-0401, cheryl@mfghome.org**