



Greater Atlanta Home Builders Association

Strengthen your business and reach the top 20 home builders in Atlanta.

We are comprised of 10 geographic chapters and eight specialized councils, led by member volunteers and professional staff, and we strive to address issues unique to the various professionals within the association.

- Home starts with HBA members is **expected to increase 15-20%** in 2012.
- The Greater Atlanta Home Builders Association **represents the top 20-plus builders** in Atlanta and continues to be the driving force of home building and remodeling activity throughout the metro Atlanta area.
- Green building has become a global phenomenon, with 53% of respondents expecting to be dedicated to green on more than 3 out of 5 of their projects in the next five years. (Source: *Global Green Building Trends*, McGraw-Hill)

Member Profile

Members represent an array of housing-related businesses and industries, including:

- trade contractors
- building materials manufacturers
- suppliers and distributors
- lending institutions
- real estate companies
- utilities and surveyors
- title companies
- attorneys
- accountants
- engineers
- architects
- designers

Participating in the *ABN Weekly* eNewsletter strengthens the position of the industry and secures top-of-mind awareness with your clients.

Contact your Naylor account executive today to secure your space.

For more information, please contact:

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Connecting you with the **top 20-plus builders** in Atlanta throughout the year.

Atlanta Building News Weekly eNewsletter



ABN Weekly allows members to stay informed of timely industry topics and association news, whether they are in the office or on the road.

Past Advertisers

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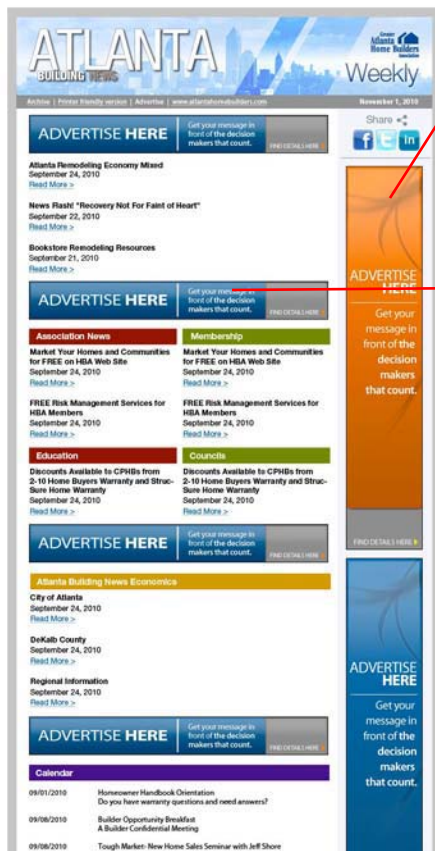
To learn more about the
 Greater Atlanta Home Builders Association, visit
www.atlantahomebuilders.com

Atlanta Building News Weekly

The Greater Atlanta Home Builders Association (HBA) is dedicated to promoting, protecting and preserving the homebuilding industry in the Atlanta area. We are comprised of nine geographic chapters and five specialized councils, led by member volunteers and professional staff, and we strive to address issues unique to the various professionals within the association.

- Home starts with HBA members is **expected to increase 15-20%** in 2012.
- The Greater Atlanta Home Builders Association **represents the top 20-plus builders** in Atlanta and continues to be the driving force of home building and remodeling activity throughout the metro Atlanta area.
- Green building has become a global phenomenon, with 53% of respondents expecting to be dedicated to green on more than six out of 10 of their projects in the next five years. (Source: *Global Green Building Trends*, McGraw-Hill)

Participating in our communication resources such as ABN Weekly strengthens the position of the industry and secures top-of-mind awareness with your clients.



Skyscraper Ads (120 x 600 pixels - JPG format preferred, no animation and should not exceed 100KB)

12 Months | \$4,300 JUST 1 SPOT LEFT!

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Horizontal Banner (468 x 60 pixels - JPG format preferred, no animation and should not exceed 100KB)

12 Months | \$3,250 JUST 1 SPOT LEFT!

- Five spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Delivered every Tuesday to home building decision makers

- **New Feature Weekly**
- **President's Letter**
- **Certified Professional Home Builder Program**
- **Councils, Earthcraft House, Education, HomeAid Atlanta, Legal Corner and more.**