

TAB NEWS BRIEFS

REACH

10,000

TEXAS RESIDENTIAL CONSTRUCTION PROFESSIONALS

TWICE A WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view.

Mobile version RSS Subscribe Unsubscribe TAB Product Depot: [Search] Dec. 15, 2009

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The NAHB University of Housing  
*Invest. Learn. Thrive.*  
www.nahb.org/education

**TEXAS ASSOCIATION OF BUILDERS News Briefs**  
A NEWS AND INFORMATION RESOURCE FROM THE TEXAS ASSOCIATION OF BUILDERS

**Housing tax credit now open to more home buyers**  
The Corpus Christi Caller-Times Share [Facebook] [Twitter] [LinkedIn] [StumbleUpon]  
If you've been thinking about buying a home, and weren't eligible for the first-time home buyer tax credit, here's some good news: the housing tax credit has been expanded and extended. This article's author should know - he's Freddie Gonzalez, President, Builders Association Corpus Christi, a local professional trade organization, affiliated with the Texas Association of Builders and the National Association of Home Builders. [MORE](#)

**Auditor says Army should revisit shift of contract and 3,000 jobs from Texas to Wisconsin**  
The Austin American-Statesman Postcards Blog Share [Facebook] [Twitter] [LinkedIn] [StumbleUpon]  
Federal auditors say the U.S. Army should re-evaluate a contract decision that stands to shift the manufacture of certain tactical vehicles - and 3,000 jobs - from a plant based in Sealy, Texas to Wisconsin. The Army has 60 days to respond to the judgment by the U.S. Government Accountability Office. [MORE](#)

**Local conservatives mum on where to cut local pork**  
The Fort Worth Star-Telegram Politex Blog Share [Facebook] [Twitter] [LinkedIn] [StumbleUpon]  
Star-Telegram writer Darren Barber took a wide-angle look at all the federal funding that flows to Tarrant County. What he found: Among the 20 most-populated U.S. counties, Tarrant raked in more federal money in 2008 than any except Los Angeles and Cook County, Ill., not counting flood insurance payments. Barber asked some of the county's conservative leaders, many of whom have been publicly criticizing Washington, D.C.'s fiscal policies this year at tea party rallies, what federal funding should Tarrant part with? He's still waiting for suggestions. [MORE](#)

**South Padre Island wind farm looks years away at the earliest**  
The Brownsville Herald Share [Facebook] [Twitter] [LinkedIn] [StumbleUpon]  
So far, talk of wind farms off South Padre Island has been just that: wind. However, giant turbines offshore may be closer to reality now that the state has awarded leases to two companies studying their feasibility along the Texas coast. [MORE](#)

**MLAW CONSULTANTS & ENGINEERS**  
Engineering for Texas buildings since 1964. MLAW provides soils reports, foundation designs, framing plans, wind storm plans, forensic engineering and inspections. [www.mlaw-eng.com](#) [MORE](#)

**Kinky exits governor's race, will seek agriculture commissioner post**  
Texas Tribune Share [Facebook] [Twitter] [LinkedIn] [StumbleUpon]  
Musician and author Kinky Friedman will drop his Democratic bid for Texas governor and seek the agriculture commissioner post instead. "This has never been about me; this has always been about what is best for the people of Texas and the Democratic Party," Friedman said. Friedman finalized his decision after meeting with Democratic gubernatorial candidates Bill White and Farouk Shami separately over the weekend. [MORE](#)

**Tarrant medical examiner joins forensic panel**  
The Houston Chronicle Share [Facebook] [Twitter] [LinkedIn] [StumbleUpon]  
Gov. Rick Perry on Monday appointed Tarrant County Medical Examiner Dr. Nizam Peerwani to the Texas Forensic Science Commission, replacing a previous appointment who resigned rather than make public names of his family members. [MORE](#)

**Kinky not planning to endorse White or Shami**  
The Fort Worth Star-Telegram Politex Blog Share [Facebook] [Twitter] [LinkedIn] [StumbleUpon]  
Kinky Friedman's announcement that he's jumping to the agriculture commissioner race instantly raised the question of who Friedman will endorse for governor. Looks like no one. [MORE](#)

**Get the latest Texas Association of Builders news as well as information affecting the building industry by visiting [www.TexasBuilders.org](#). For information about Education, Exhibits and Special Events happening at the 2009 Sunbelt Builders Show, visit [www.SunbeltBuildersShow.com](#).**

**PRODUCT SHOWCASES**

**Mid-Continent Group**  
Proud sponsor of the Texas Association of Builders since 2000. Providing the highest quality insurance protection to the building industry since 1993. [www.mcgrp-ins.com](#)

**Industry Leaders Since 1978**  
**EA EISELEY & ASSOCIATES**  
SURETY INSURANCE  
Eiseley & Associates is a full service independent insurance and risk management firm specializing in the construction industry. We are committed to serving the unique needs of all our clients. Helping our clients prepare for risk and prevent uninsured losses during these uncertain times is Eiseley's most important mission.

**THE START OF A GREAT BUILD**  
**TruFlor**  
TruFlor T&G subflooring is a great value for today's smart builders. Visit [www.truflort&g.com](#) to find out why.

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**Recent Issues**  
Dec. 10, 2009  
Dec. 8, 2009  
Dec. 3, 2009  
Dec. 1, 2009

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 26 emails to 5,600 Texas residential construction professionals (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$3000/\$2500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
**\$3000/\$2500**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Product Showcase  
**\$1250**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad  
**\$1000**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$500**

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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TAB NEWS BRIEFS, POWERED BY MULTIBRIEFS,  
PROVIDES NEWS AND INFORMATION TO LEADERS IN  
THE TEXAS RESIDENTIAL CONSTRUCTION INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of contractors, home builders, remodelers, industry suppliers, and architects, TAB News Briefs keeps professionals informed of topics that impact the daily operation of their programs. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the industry.

TAB NEWS BRIEFS  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN TAB NEWS BRIEFS:



## CREDIBLE SOURCE

For over 60 years, our members have turned to the association as the informational authority of the industry. Advertising in TAB News Briefs solidifies your place among weekly information provided to TAB members.



## TARGETED DISTRIBUTION

Advertising in TAB News Briefs allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to TAB News Briefs have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, TAB News Briefs ensures your ad will be seen twice a week by our 10,000 subscribers.



## AFFORDABLE

Advertising in TAB News Briefs is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of TAB News Briefs has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in TAB News Briefs.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.