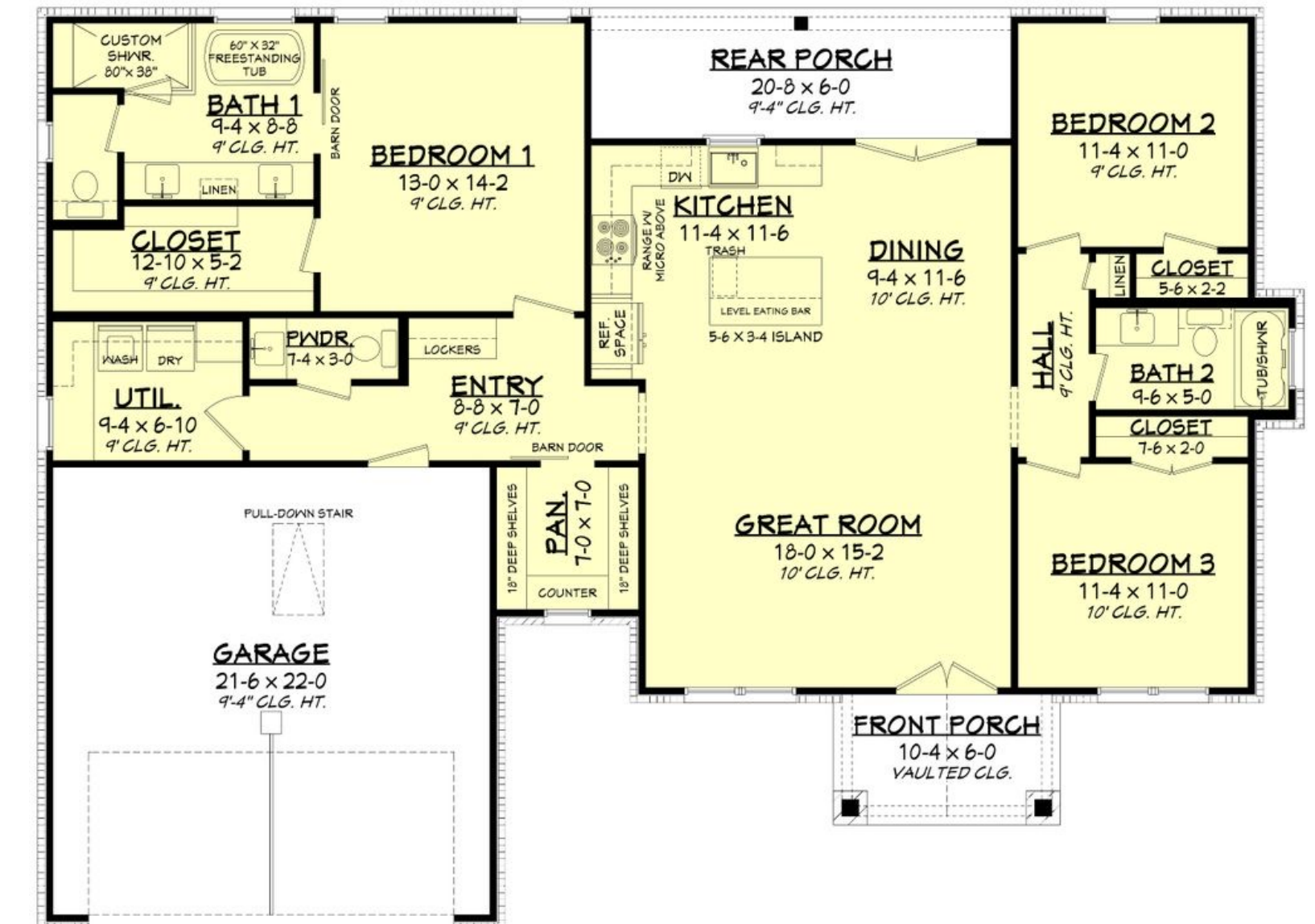




We Dominate the House Plan Market

Zonda's Consumer Media network is the industry leader for pre-drawn house plans. Our huge audience of consumers and builders is looking to build homes and get inspiration.

- **18 million** annual visitors across sites
- **196 million** annual pageviews across sites





Organic Ranking Authority

We dominate search engine results for a huge selection of building-related terms to pull in a vast audience

- **150 million** organic impressions annually
- **6 million** organic clicks annually





Our Audience is Engaged

- **5 minutes** average session
- **6.5** average pages viewed

Large social following across our brands

- Pinterest: 295,874
- Facebook: 48,816
- Instagram: 10,559





They are Ready to Spend (A Lot)

A house plan is a high-consideration, high-value purchase. But it's just the beginning for our customers, as they are getting ready to buy much, much more. That's where you come in.

- **\$1,261** average plan order
- **53%** of our leads already have land
- **47%** of our leads expect to start building within the next 12 months





We are Growing Rapidly

Although we're the industry leader, that's not enough. We're perfectly poised for expansion.

- **23%** revenue growth YoY
- **Texas, North Carolina, Georgia, Tennessee:** our top states for sales are aligned with many of the hottest housing markets
- **Every region** is represented in our sales

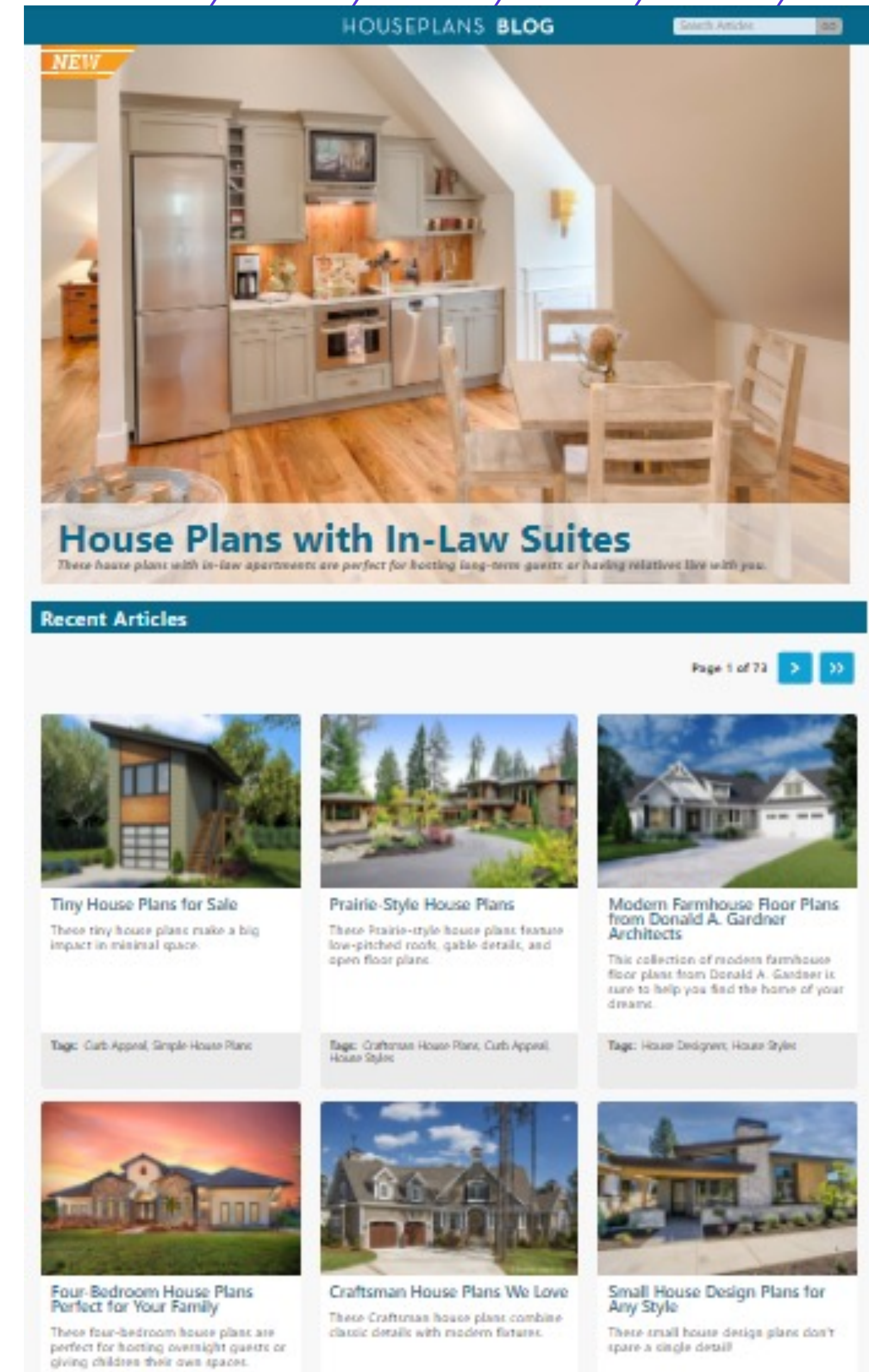




Our Content Gets Their Attention

Based on meticulous SEO research, our blogs, collections, trend guides, and other articles are optimized to rank high in search results and deliver engaging, informative content to our visitors.

- **1.2 million** pageviews annually for the Houseplans.com blog
- **Over two minutes:** the average time on page for our Houseplans.com blog



The Consumer Advantage

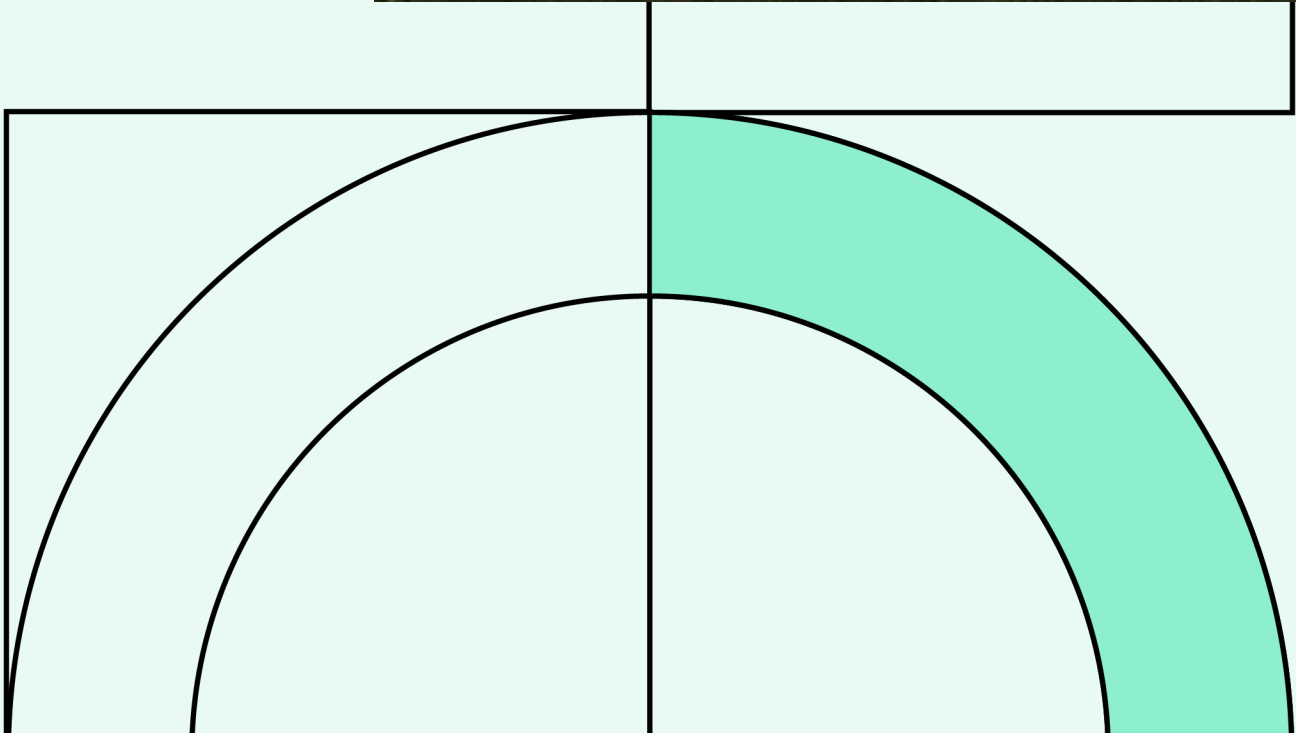
Build brand awareness with a huge, engaged consumer audience

Get your products seen by end users in the market to build their dream homes

Showcase your offerings in our relevant, exciting content for maximum engagement



House plan 1074-50 at Homeplans.com





2022 Marketing Solutions Menu

Sponsored content

- Blog posts
- Gated, downloadable trend reports with lead-gen program
- Native advertising
- Social media posts
- Full digital magazine with advertising

Newsletter engagement marketing

Digital advertising/retargeting



Our Audience your Goals.

Looking to build brand awareness?

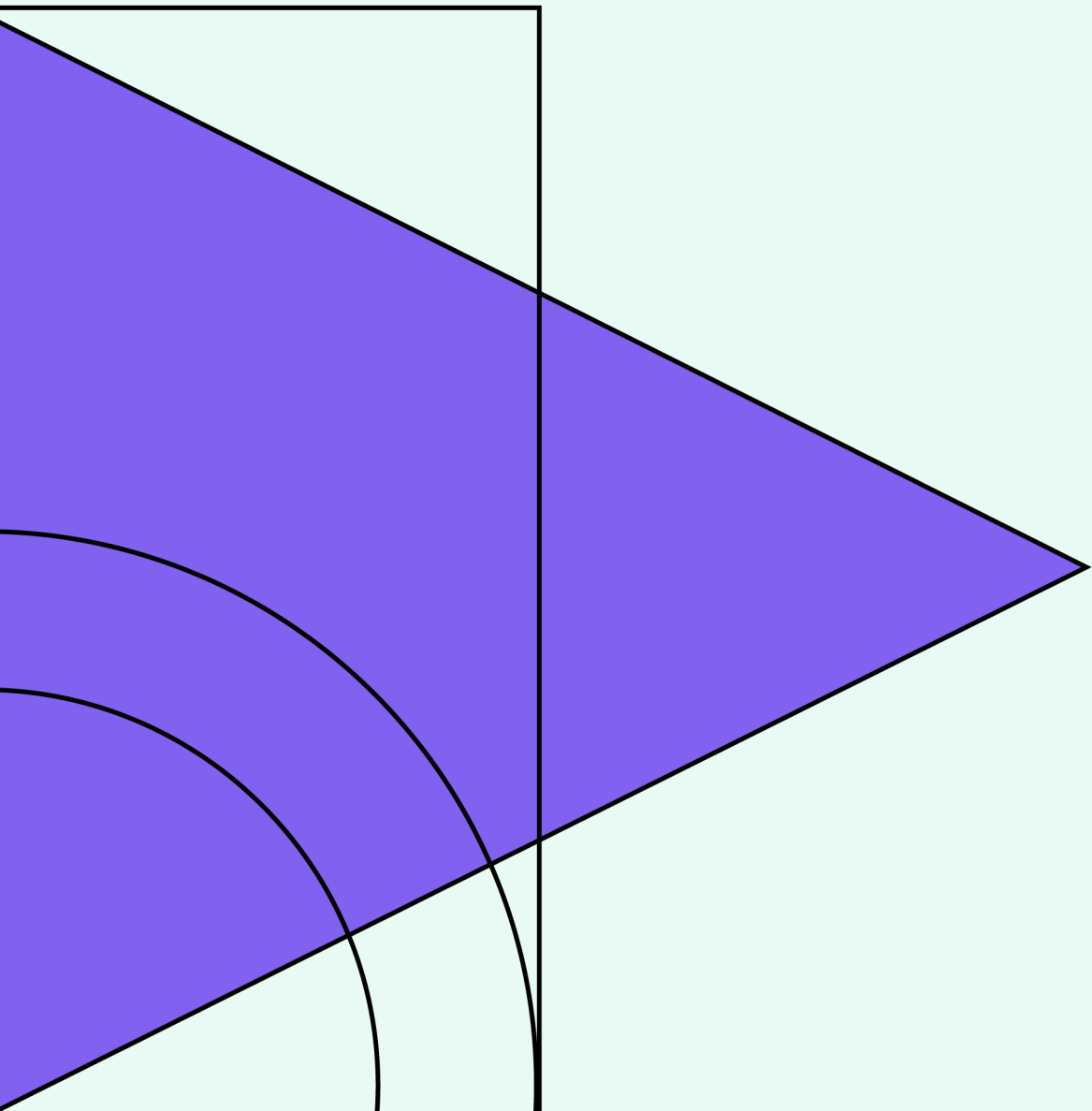
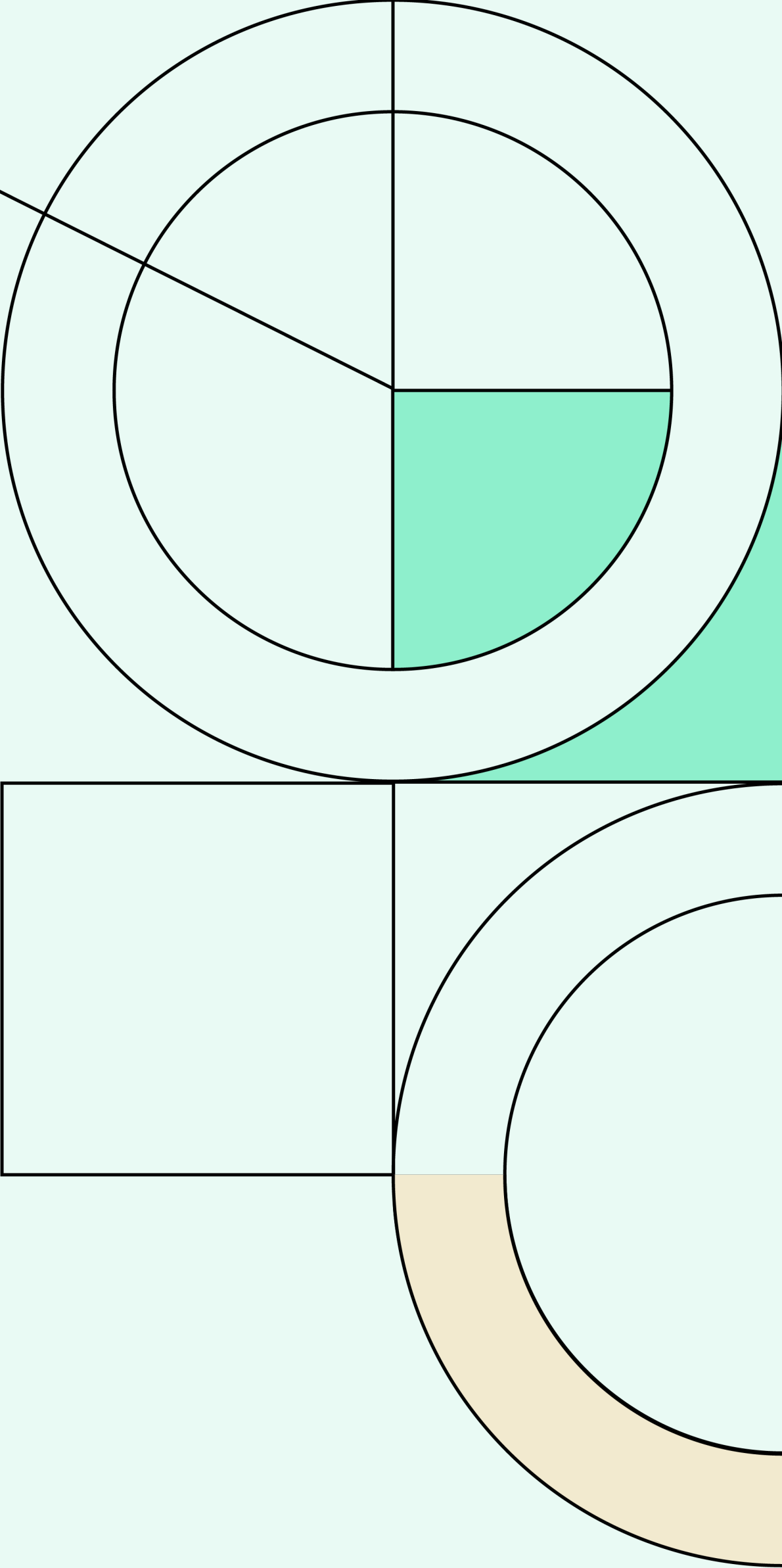
Our blogs, trend guides, and magazines will integrate your branding in a natural, relevant way.

Want to generate leads?

We're the content experts, and we know what entices people to fill out a form. We'll build a program to suit your budget and goals.

Ready to get a lot of eyes on your products?

Our digital advertising brings the volume.





Sponsored Blog Posts

Ideal for building brand awareness

We create an optimized, highly engaging blog post using our knowledge of SEO best practices and keyword research.

You choose the topic from a short list designed to complement your product category. Articles will focus on house plan trends and fun design topics, typically focusing on around ten layouts.

The article will contain a short paragraph explaining how your product ties in with the theme, along with 1-2 direct links to your site. Promotion includes social media posts (one Pinterest pin, one Facebook post, and one Instagram post) and one newsletter blast. Typical blog posts can get 6,000 or more pageviews!

Package: Starting at \$10,500 per article





Sponsored Trend Guides

Ideal for lead generation

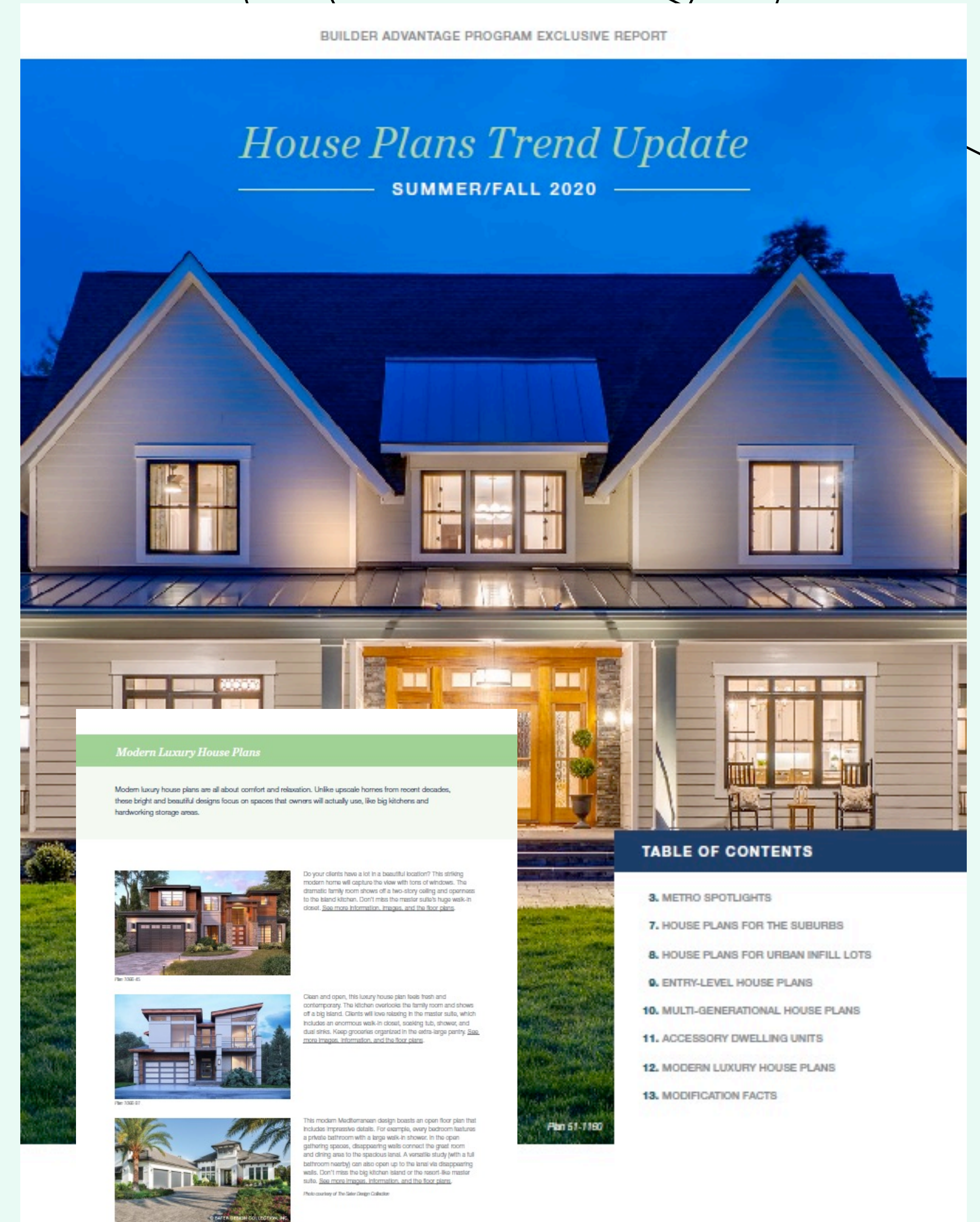
We create an exciting, 6-8 page downloadable PDF that is gated by a lead-generation form.

You choose the topic from a short list designed to complement your product category. Articles will focus on design trends of interest to consumers.

You get your logo on every page. Promotion includes social media posts (two Pinterest pins, two Facebook posts, and two Instagram posts) and one newsletter blast.

Leads delivered at the end of program. Minimums apply.

Starting at \$9,000 for guide creation + \$30 CPL (segmentation available for higher rates)



Native Advertising

Ideal for brand awareness and thought leadership

- Position yourself as a category expert by sponsoring a prominent article on one or more of our consumer sites
- Let our experts write an article for you, or supply your own content (subject to editorial review). Topics should be design-focused and editorial in nature.
- Promotion includes social media posts (two Pinterest pins, two Facebook posts, and two Instagram posts) and two dedicated newsletter blasts.
- Starting at \$5,500 (using your content) and \$7,250 (we write content). Bundle pricing available.

The screenshot displays the HousePlans website with a native advertisement for Clopay garage doors. The ad is integrated into the site's content, featuring the Clopay logo and the 'imagine' brand tagline 'loving your home'. The ad includes a 'Browse doors' button and a 'View Modern Plan 1042-19' link. Below the ad, there is a carousel of house plans with their respective prices. At the bottom, there are three promotional boxes: a newsletter sign-up, a 'Choose the Right Garage Door' link, and a plan number search form.

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

Clopay America's Favorite Garage Doors® **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.

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.

imagine loving your home [Browse doors >](#)

Stories: 1 2 3+ [SEARCH PLANS](#) [View Modern Plan 1042-19 →](#) **Clopay**

Welcome back! Your recently viewed plans:

Plan 430-160 from \$995.00	Plan 430-165 from \$1045.00	Plan 497-57 from \$700.00	Plan 47-641 from \$650.00

Sign up for our newsletter! Learn about sales and new plans
 Email address... [Sign up](#)

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 [Search](#)



Sponsored Social Media

Ideal for exposure to a large consumer audience

Get your product in front of our massive following on Pinterest. Our Houseplans.com account has over 233K followers!

We'll work with you to create engaging content for a Pinterest Pin that we create with your material and showcase to our audience.

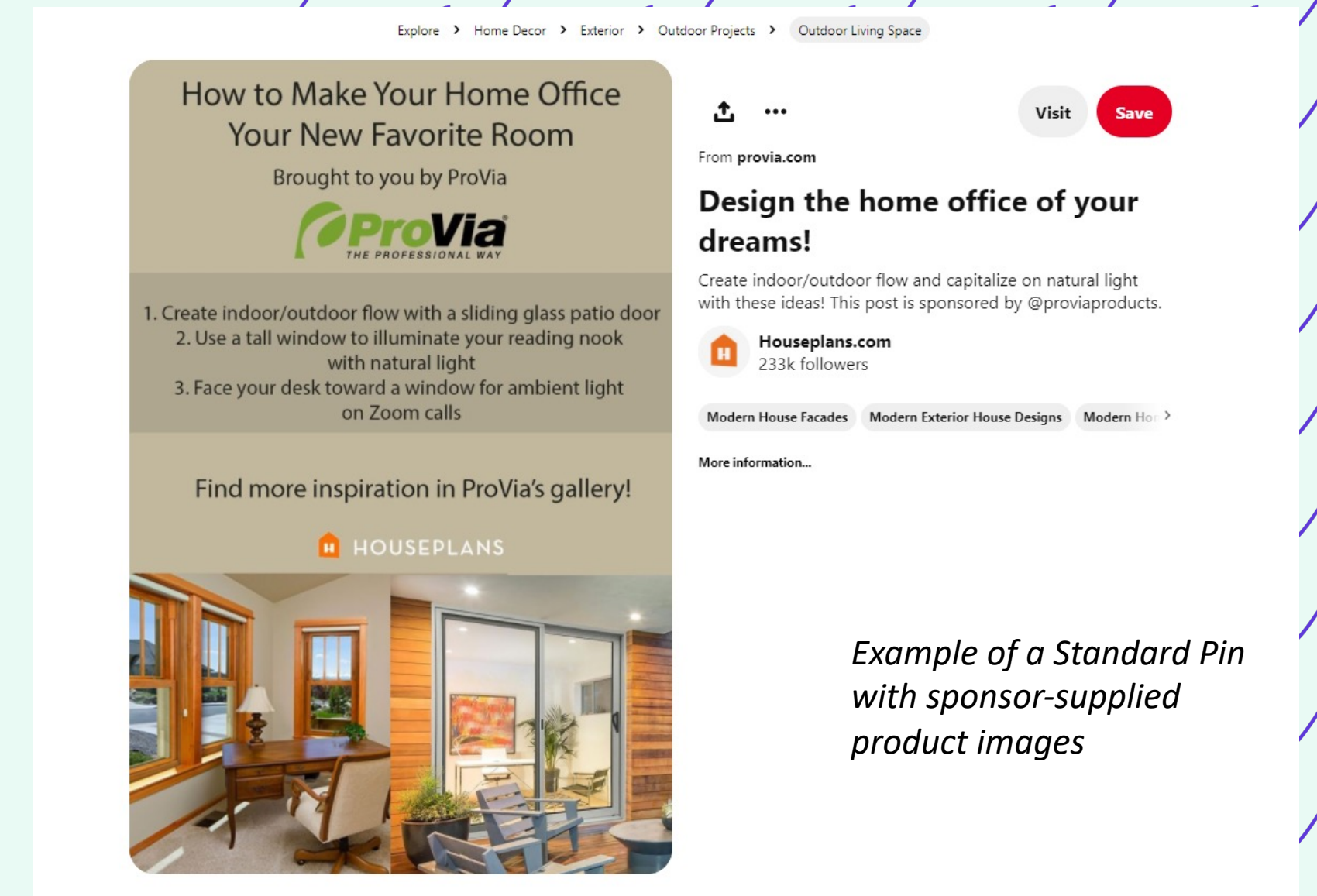
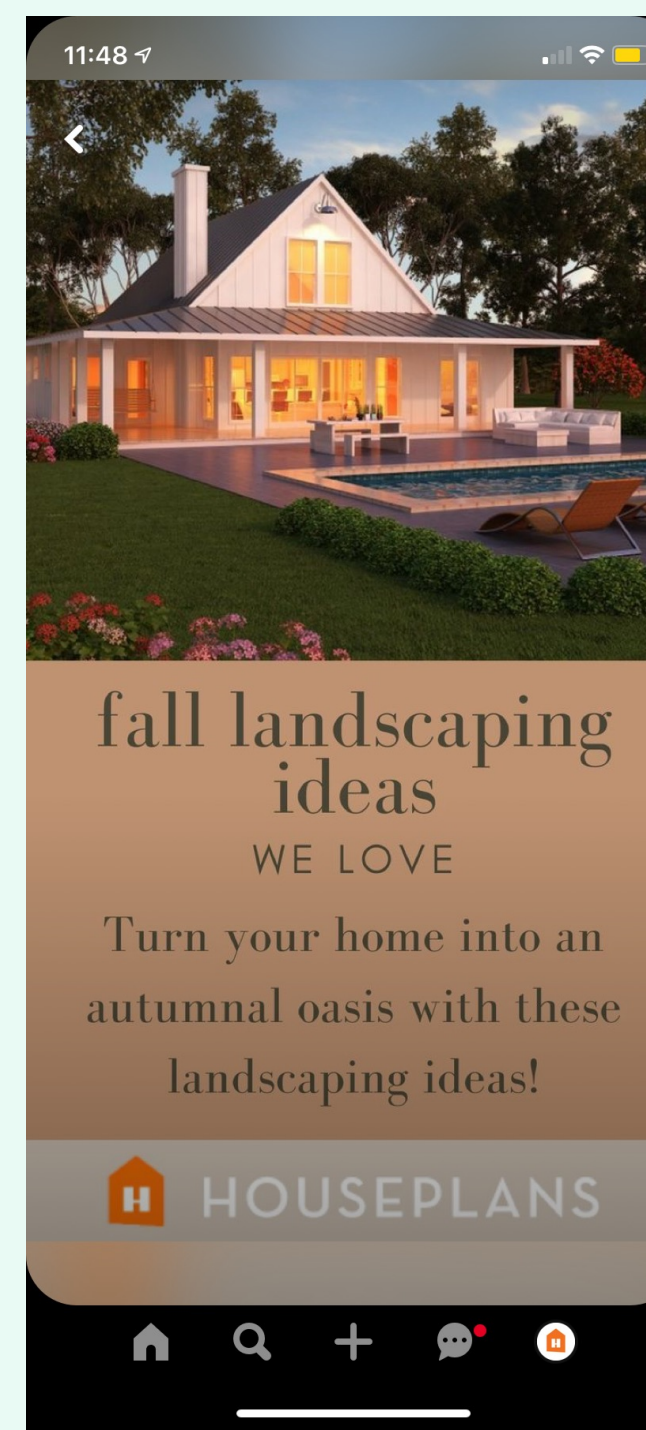
Choose from the following, or mix and match:

Standard Pins are the classic option with a single pin that may link out to your website. We'll create a listicle or other short, engaging copy to accompany 1-3 images of your choice.

New! Idea Pins (our recommended option) are short slideshows designed to inspire and may showcase multiple products (note that these do not contain external links). This new, exciting Pin type typically gets 30,000-60,000 impressions!

Package: \$4,500 per Standard Pin or \$5,500 per Idea Pin (bundle savings available)

*Example of an Idea Pin slideshow.
Your logo will be added to the first and last slides, and the slideshow can feature your products.*



Example of a Standard Pin with sponsor-supplied product images





Sponsored Digital Magazine

The ultimate in gorgeous, interactive content

We create a stunning 68-page digital magazine with you as the exclusive sponsor and advertiser.

You get the full package:

- 7 full-page advertisements
- A static skyscraper advertisement
- 500K run-of-site impressions using a house ad that links to the magazine
- Your logo on the front of the magazine and in the footer throughout
- Editorial article crafted around your product offering and that may include 2-3 product images to illustrate theme
- Promotion includes social media posts (two Pinterest pins, two Facebook posts, and two Instagram posts) and two dedicated newsletter blasts.

Package: \$20,000





Newsletter Advertising

Get your brand in front of our engaged subscriber list

Choose from a variety of branded newsletters that showcase trends, collections, popular house plans, and more.

\$4,500 for one placement (600 x 90 or 300 x 250)

Newsletter	Circulation
Builder House Plans	44,000
Dream Home Source	78,000
Eplans	114,000
Homeplans	47,000
Floorplans	42,000
Houseplans	170,000

Co-branded (dedicated) email also available (\$350 CPM with 10K minimum distribution)

HOUSEPLANS

Barn House Plans

Get the rustic look, but with modern amenities.

Trending: Barn House Plans

HOUSEPLANS

Get your Saturday style inspiration here. Scroll through our roundup of barn-style house plans and find your favorite.

[Read the Blog](#)

Digital Advertising Solutions

Ideal for driving traffic to your site

Whether you'd like to keep it simple or are working with a smaller budget, our digital advertising makes things easy.

Inventory may vary – please check for current availability.

Ad Unit	ROS (No Targets) CPM Rate (Net)	ROS (Targeted/Geo Selects) CPM Rate (Net)
Leaderboard (728 x 90)	\$9.00	\$12.00
Medium Rectangle (300 x 250)	\$11.00	\$14.50
Skyscraper (160 x 600)	\$11.00	\$14.50
Persistent Footer (728 x 90)	\$9.00	\$12.00



House plan 1074-15 at Floorplans.com

Retargeting

Get them thinking about your product again

Display your ads across a network of sites, retargeting previous visitors to our sites

Inventory may vary – please check for current availability.

\$30 CPM, Campaign Minimum \$7,500

