



## 2010 Media and Marketing Planner



Stand Out from the Crowd  
With MHI's  
Sponsorship and Advertising Opportunities

## TAKE ADVANTAGE OF MHI'S SPONSORSHIP AND ADVERTISING OPPORTUNITIES AND SAVE WITH CORPORATE PARTNER PROGRAM

Even in today's technology driven world, connectivity is still fundamental in business. Building and growing your business starts by building relationships and building your company's brand and image. The relationships you make today will turn into the business opportunities of tomorrow. How are you going to stand out among your competitors?

MHI is your one-stop source for marketing success. As the largest national umbrella organization of the manufactured housing industry, land-lease community industry, and modular housing industry, MHI connects with thousands of industry members each day and tens of thousands of industry members throughout the year through its business services and meetings, tradeshow, and publications. By taking advantage of MHI's advertising and sponsorship opportunities, you are showing your strong support for the industry.

The 2010 MHI Media and Marketing Planner is packed with excellent opportunities to help you not only make the connections, but make the connections turn into lasting relationships. We invite you to take advantage of these many opportunities, to join in these powerful relationships by investing in these meeting sponsorships, and advertising in the *MH NewsWire* and on the MHI, NCC or NMHC Websites.

You can take advantage of significant savings by becoming a MHI Corporate Partner. These partnerships include annual support of MHI through MHI events, MHI publications and programs, while saving you thousands of dollars. The more you spend, the bigger your discount and exposure! The following are examples of how much you can save:

\$10,000 (you would receive a 3% discount)  
(totaling \$300 in savings)

\$20,000 – you would receive a 5% discount  
(totaling \$1,000 in savings)

\$25,000 – you would receive a 10% discount  
(totaling \$2,500 in savings)

\$30,000 – you would receive a 15% discount  
(totaling \$4,500 in savings)



This adds up to substantial savings! Even if you are not interested in a package, MHI does offer competitive pricing on advertising and sponsorships to help you reach your target audience.

ADVERTISING/SPONSORSHIP CONTACT:  
CHERYL HARDEE  
703.558.0668  
Cheryl@mfghome.org

## MHI Corporate Partner Program

Attract the attention of the factory-built housing industry and your target audience and become a Special Partner. These partnerships include annual support of MHI through MHI events, publications and programs, while saving you thousands of dollars. Receive the following discounts on a special partner program package: Premier Partner – 15% (\$4500 or more in savings), Exclusive Partner – 10% (\$2500 or more in savings); Preferred Partner – 5% (\$1000 or more in savings) and Corporate Partner 3% (up to \$300 in savings). The more you spend, the bigger your discount!

*\*We recognize that every opportunity may not meet your specific needs. Please feel free to contact Cheryl Hardee at 703.558.0668 to discuss how you can customize a package better suited for your company or to talk about how to make a package work for you. If you are not interested in a package, you can still sign up for individual opportunities. Please see the enclosed form.*

### Getting Started is Easy

Choose the partner package that you want.

Choose which events at MHI's Meetings (National Congress & Expo for Manufactured and Modular Housing, MHI Annual Meeting, MHI Winter Meeting, MHI Summer Meeting and Legislative Conference) you want to sponsor at the level you have chosen.

Check all your choices on the enclosed order form – you can also choose from advertising in the MH Newswire and on the MHI, NMHC or NCC Web sites.

Add up the total.

Subtract your Partner discounts.

### Benefits

- Recognition at MHI Meetings and on MHI's Web site
- Discounts on total package: 15% Premier Partner; 10% – Exclusive Partner; 5% – Preferred Partner; 2% Corporate Partner.
- First choice on exclusive sponsorship opportunities: 1st choice – Premier Partner; 2nd choice – Exclusive Partner; 3rd choice – Preferred Partner and 4th choice — Corporate Partner.
- First choice on premium advertising placements: 1st choice – Premier Partner; 2nd choice – Exclusive Partner; 3rd choice – Preferred Partner and 4th choice—Corporate Partner
- Recognition on Web site
- Recognition in Meeting Program Guides
- Recognition at Meetings

Interested in becoming a member of MHI? Please visit [www.manufacturedhousing.org](http://www.manufacturedhousing.org) and click on "Join MHI."

## 2010 Business Meetings

MHI Business meetings are held three times each year: MHI Business meetings are open to MHI members only, drawing hundreds of industry leaders and association members at each meeting to discuss and debate important industry issues and policies, build relationships through a variety of networking opportunities, and keep informed on industry trends and information necessary for success. As a sponsor you will have the ability to generate new leads, gain exposure and access to new clients while maintaining relationships with existing ones. The meeting calendar can be found at [www.manufacturedhousing.org](http://www.manufacturedhousing.org).

<b>Platinum Sponsor</b>	<b>Winter</b>	<b>Summer</b>	<b>Annual</b>
Opening Reception	\$10,000	\$10,000	\$10,000
Luncheon	\$15,000	\$15,000	\$15,000
Awards Reception & Dinner	x	x	\$15,000
<b>Gold Sponsor</b>			
Morning General Session	\$5,000	\$5,000	\$5,000
Continental Breakfasts	x	\$5,000	\$5,000
<b>Silver Sponsor</b>			
Division Meeting Refreshments	\$750/mtg	\$750/mtg	\$750/mtg
Lanyards/Registration Giveaways	\$500	\$500	\$500

## 2010 Business Meetings— Sponsorship Benefits

<b>Sponsor Benefits</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Free Registrations		(1)One	(2)Two
Preregistration List for Marketing		Yes	Yes
Company Logo Prominent on Event Sponsor Sign	Yes	Yes	Yes
Sponsor Ribbon on Badge	Yes	Yes	Yes
Recognition at Meeting (Mention of Company Name)	Yes	Yes	Yes
Opportunity to Address Attendees (Luncheon and General Session Only)			Yes
Company Name on Cover of Meeting Program		Yes	Yes
Company Name on Website	Yes	Yes	Yes
Registration Giveaways/Marketing Pieces*	Yes	Yes	Yes
<i>*Costs of Items Incurred By Sponsor</i>			

**Tradeshow Sponsorships | Exhibiting National Congress & Expo| April 13-15, 2010**

The National Congress & Expo is the largest annual tradeshow for the manufactured and modular housing industries. It is the premiere industry opportunity to network with hundreds of housing professionals and increase your company's visibility. With over 300 attendees, the NCC Forum is the largest gathering of community operators. The Developers Symposium has drawn over a thousand people since its inception, and is filled each year at capacity of 200 builders/developers.

<b>SINGLE – 10'x10' Booth</b>	<b>MHI MEMBER</b>	<b>NON-MEMBER</b>
Aisle	\$1,100	\$1,300
Corner	\$1,300	\$1,500
<b>DOUBLE – 20' x 10' Booth</b>		
Two Aisles	\$1,900	\$2,100
Corner & An Aisle	\$2,100	\$2,300
Two Corners	\$2,300	\$2,500

OTHER.....Please call Greg Rinck at 703.558.0646 for special rate.

Two complimentary registrations valued at \$1,000 are included per each booth space. Exhibit space includes pipe and drape, sign, existing carpet, skirted table and two chairs. Additional registrations will be available at a discounted rate, up to five discounts per booth.

<b>SPONSOR BENEFITS</b>	<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATNUM</b>	<b>DIAMOND</b>
Free Registrations-Full Congress Access			1 (One)	2 (Two)	3 (Three)
Free Preregistration List for Marketing	Yes	Yes	Yes	Yes	Yes
Company Logo Prominent on Event Sponsor Sign/Banner		Yes	Yes	Yes	Yes
Sponsor Ribbon on Badge	Yes	Yes	Yes	Yes	Yes
Recognition In Congress Program <i>(Platinum and Diamond: Prominent Placement of Logo)</i>	Yes	Yes	Yes	Yes	Yes
Recognition on Congress Signage <i>(Platinum and Diamond: Prominent Placement of Logo)</i>	Yes	Yes	Yes	Yes	Yes
Company Name and Logo on Website <i>(Platinum and Diamond: Prominent Placement of Logo)</i>	Yes	Yes	Yes	Yes	Yes
Registration Giveaways/Marketing Pieces*	Yes	Yes	Yes	Yes	Yes
Discount in Program		5%	10%	Free	Free
Five Minute Welcome Speech <i>( Awards Luncheon, General Sessions, and Exclusive Preconference Sponsors Only)</i>					Yes
Banner and Signage for Sponsored Event				Yes	Yes
Company Listing in Promotional Material	Yes	Yes	Yes	Yes	Yes
Complimentary 10x10 Booth Space			1 (One)	1 (One)	2 (Two)
Logo Included in Email Promotions				Yes	Yes
Hospitality Suite*	Yes	Yes	Yes	Yes	Yes
Complimentary Program Ad				Yes	Yes
Announcement in MHI Week in Review					Yes
Logo on Front of Conference Workbooks <i>(Exclusive Preconference Sponsors Only)</i>					Yes
*Costs of Items Incurred By Sponsor – Limited Availability for Hospitality Suite					

<b>SPONSORSHIPS—National Congress &amp; Expo</b>	
<b>Diamond Sponsor</b>	
Wednesday Opening Session	\$20,000
Thursday General Session	\$20,000
Opening Reception (Tuesday Evening)	\$20,000
Chairman’s Reception (Wednesday Evening)	\$20,000
National Awards Luncheon (Wednesday)	\$15,000
<b>Platinum Sponsor</b>	
National Communities Council Forum Exclusive Sponsor	\$10,000
Developer’s Symposium Exclusive Sponsor	\$10,000
Congress & Expo Open House Lunch (Thursday)	\$10,000
<b>Gold Sponsor</b>	
Tote Bags	\$5,000
Expo Internet Café/Cyber Kiosks	\$5,000
<b>Silver Sponsor</b>	
Key Cards	\$2,500
Continental Breakfasts: Wednesday	\$2,500
Continental Breakfasts: Thursday	\$2,500
Congress & Expo Pens	\$2,500
<b>Bronze Sponsor</b>	
Inserts in Registration Bags	\$1,000

### 2010 Congress & Expo On-Site Program

Advertising in the official 2010 Congress & Expo program provides your company with an excellent venue for promoting your company’s products and services. With hundreds of leaders from both the modular and the manufactured housing industries, the value of advertising in the program is unmatched.

Full Page Ad	\$1,000
Half Page Ad	\$700
Quarter Page	\$500

## Website Advertising

### Why Advertise on MHI's Web sites?

1. Advertising on the MHI, National Communities Council, and National Modular Housing Council web sites provides an affordable and effective way to put your business message before the thousands of industry members and consumers who visit these sites every day. MHI's web site receives up to 250,000 views per month!
2. Thousands look to these sites for the national association as a trusted source of information. Wouldn't you want your ad to appear on a site with the credibility of your national association backing it?
3. Advertising on MHI's web sites with a link to your site will help you sell more of your products and services while showing your strong support for the industry.
4. As the magazine publishing industry is struggling, more and more people are looking to the internet for information and to keep up with the latest news and trends.

Your ad remains every day for the term of your contract for less than the cost of a magazine ad.

### Banner Advertising Specifications

Ads should be submitted as .jpg files in appropriate size listed below. Website ads include a link to your Website. Please submit a target URL for the link.

MHI WEB SITE		
www.manufacturedhousing.org (APPROX. 250,000 VIEWS PER MONTH)		
Home Page	155 x 110 pixels	\$1,000 – Quarter (\$500 savings) \$3,500 – Year
Calendar of Events	132 x 125 pixels	\$500 – Quarter (\$250 savings) \$1,750 – Year
Membership Directory	132 x 110 pixels	\$500 – Quarter (\$250 savings) \$1,750 – Year
Consumer Center	147 x 82 pixels	\$500 – Quarter (\$250 savings) \$1,750 – Year
Developer Section	120 x 90 pixels	\$500 – Quarter (\$250 savings) \$1,750 – Year

<p><b>NATIONAL MODULAR HOUSING COUNCIL (NMHC)</b>  <a href="http://www.modularcouncil.org">www.modularcouncil.org</a>          (APPROX. 50,000 VIEWS PER MONTH)(AD WILL ALSO APPEAR ON OTHER PAGES WITHIN THE SITE)</p>		
<p>Home Page</p>	<p>115 X 110 pixels</p>	<p>\$800 – Quarter}          (\$400 savings) \$2,800 – Year</p>

<p><b>NATIONAL COMMUNITIES COUNCIL (NCC)</b>  <a href="http://www.mhcommunities.org">www.mhcommunities.org</a>          (APPROX. 10,000 VIEWS PER MONTH) (AD WILL ALSO APPEAR ON OTHER PAGES WITHIN THE SITE)</p>		
<p>Home Page</p>	<p>115 x 110 pixels</p>	<p>\$600 – Quarter          (\$400 savings) \$2,000 – Year</p>

# PUBLICATION RATE CARD

## About The Manufactured Housing Institute

The Manufactured Housing Institute (MHI) is the only national organization representing all segments of manufactured housing industry. MHI serves its membership by providing research, statistical information, market development, promotion, education, technical and government relations programs, and by facilitating consensus within the industry.



## About MH NewsWire

*MH NewsWire* is MHI's official monthly electronic newsletter, offering an executive summary of key industry developments to busy executives who rely on the information to stay successful. *MH NewsWire* delivers top news, economic and broad housing news, as well as manufactured and modular-specific news and association information to MHI members and industry associates. *MH NewsWire* offers sponsors an ideal, affordable vehicle to reach thousands of prospective customers in a branded, highly trusted news environment on a regular basis.

## About Our Readers

The *MH NewsWire* circulation of nearly **9,000** (and growing!) includes readers who produce 90% of all manufactured homes, 80-90% of modular homes, community owners with more than half a million sites across the country, in addition to lenders, suppliers, retailers, developers, installers and other interest groups.

In a recent reader poll:

- 96% of respondents read *MH NewsWire* frequently
- 39% of respondents frequently forward the news to a colleague on staff or outside the company
- 40% of respondents have taken at least one action as a result of ads placed in the last 12 months

## About Sponsorships

Sponsorship of *MH NewsWire* provides your company with exceptional market exposure:

- Because *MH NewsWire* is an emailed service, we deliver your message straight to the desktops of nearly 9,000 readers each month
- Your graphics and message are strategically placed in highly visible areas to insure that your message is seen
- *MH NewsWire* is an ideal vehicle for raising the profile of your company in the broader manufactured housing industry

**For more information, contact Tim DePuy, Senior VP, Business Development**

Information, Inc., Phone: 970-871-4688; Fax: 970-871-4600, [tdepuy@mail.infoinc.com](mailto:tdepuy@mail.infoinc.com)

# SPONSORSHIP SPECIFICATIONS

Each *MH NewsWire* features 4 Key Sponsor Banner placements and 6 Advertiser Sidebar placements. The Key Sponsor placements are arranged throughout the main news column in the e-newsletter from top down. The Advertiser placements are located in the right-hand sidebar column from top down.

Each Banner Sponsorship placement provides an opportunity for your company to increase recognition among a growing number of *MH NewsWire* readers interested in the manufactured housing industry. Platinum sponsors receive the lead placement at the top of the newsletter each month in a 468 x 100 pixel banner with animation. The Gold, Silver and Bronze Banner sponsors are positioned throughout the newsletter with 468 x 80 pixel banners. These are clickable images that drive readers directly to your Web site for more information about your company and products. There are only four banner sponsorships available per issue.

Advertisers are positioned in the sidebar "above the fold." There are only six graphic buttons available in the sidebar per issue. These are clickable images that drive readers directly to your Web site for more information about your company and products.



## Key Sponsor & Advertiser Rates

Key Banner Sponsors*	Rate	Specifications	Features
Platinum Sponsor Banner*	\$ 2000 per month	468 x 100 pixels JPEG or GIF (up to 25K)	URL link, caption of up to 150 characters, animated GIF**
Gold Sponsor Banner*	\$ 1500 per month	468 x 80 pixels static JPEG or GIF (up to 25K)	URL link, caption of up to 150 characters
Silver Sponsor Banner*	\$ 1250 per month	468 x 80 pixels static JPEG or GIF (up to 25K)	URL link, caption of up to 150 characters
Bronze Sponsor Banner*	\$ 1000 per month	468 x 80 pixels static JPEG or GIF (up to 25K)	URL link, caption of up to 150 characters

\* 4-month minimum commitment

\*\* No Flash or Java Script

Advertisers	Rate	Specifications	Features
Advertiser Sidebar 1 – 3	\$ 500 per month	150 x 240 pixels static JPEG or GIF (up to 25K)	URL link, caption of up to 150 characters
Advertiser Sidebar 4 – 6	\$ 350 per month	150 x 120 pixels static JPEG or GIF (up to 25K)	URL link, caption of up to 150 characters

- Full-year (12 month) contract: 10% discount
- Contracts are due one month prior to sponsorship commencement
- Artwork is due on the 1st of each month that sponsorship graphic is scheduled to appear

**For more information, contact Tim DePuy, Senior VP, Business Development**

**Information, Inc., Phone: 970-871-4688; Fax: 970-871-4600, tdepuy@mail.infoinc.com**

# 2010 SPONSORSHIP AND ADVERTISING COMMITMENT FORM

Please check all that apply:

**SPECIAL PARTNER PROGRAM** Premier \_\_\_ Exclusive \_\_\_ Preferred \_\_\_ Corporate \_\_\_

## SPONSORSHIP OPPORTUNITIES – MHI MEETINGS

	Winter Meeting	Summer Meeting	Annual Meeting	Totals
<b>Platinum Sponsor</b>				
Opening Reception	\$10,000 ___	\$10,000 ___	\$10,000 ___	_____
Luncheon	\$15,000 ___	\$15,000 ___	\$15,000 ___	_____
Awards Dinner & Reception			\$15,000 ___	_____
<b>Gold Sponsor</b>				
Morning General Session	\$5,000 ___	\$5,000 ___	\$5,000 ___	_____
Continental Breakfasts		\$5,000 ___	\$5,000 ___	_____
<b>Silver Sponsor</b>				
Division Meeting Refreshments	\$750/mtg ___	\$750/mtg ___	\$750/mtg ___	_____
Lanyards/Registration				
Giveaways	\$500 ___	\$500 ___	\$500 ___	_____

## SPONSORSHIP OPPORTUNITIES – NATIONAL CONGRESS & EXPO, APRIL 13-15, 2010

### Diamond Sponsor

Wednesday Opening Session	\$20,000	_____
Thursday General Session	\$20,000	_____
Opening Reception (Tuesday Evening)	\$20,000	_____
Chairman's Reception (Wednesday Evening)	\$20,000	_____
National Awards Luncheon (Wednesday)	\$15,000	_____

### Platinum Sponsor

National Communities Council Forum (Exclusive Sponsor)	\$10,000	_____
Developer's Symposium (Exclusive Sponsor)	\$10,000	_____
Congress & Expo Open House Lunch (Thursday)	\$10,000	_____



## INTERNET ADVERTISING (Continued)

Membership Directory	(132 x 110 pixels)	\$500 – Quarter	_____
	(\$250 savings)	\$1,750 – Year	_____

Consumer Center	(147 x 82 pixels)	\$500 – Quarter	_____
	(\$250 savings)	\$1,750 – Year	_____

Developer Section	(120 x 90 pixels)	\$500 – Quarter	_____
	(\$250 savings)	\$1,750 – year	_____

National Modular Housing Council (NMHC) – [www.modularcouncil.org](http://www.modularcouncil.org)  
(Ad will also appear on other pages within the site)

Home Page	(115 x 110 pixels)	\$800 – Quarter	_____
	(\$400 savings)	\$2,800 – Year	_____

National Communities Council (NCC) – [www.mhcommunities.org](http://www.mhcommunities.org)  
(Ad will also appear on other pages within the site)

Home Page	(115 x 110 pixels)	\$600 – Quarter	_____
	(\$400 savings)	\$2,000 – Year	_____

## MH NEWSWIRE

Platinum Sponsor Banner	_____
\$ 2000 per month 468 x 100 pixels	_____

Gold Sponsor Banner	_____
\$ 1500 per month 468 x 80 pixels	_____

Silver Sponsor Banner	_____
\$1250 per month 468 x 80 pixels	_____

Bronze Sponsor Banner	_____
\$1000 per month 468 x 80 pixels	_____

Advertisers Rate Specifications Features

Advertiser Sidebar 1 – 3	_____
\$ 500 per month 150 x 240 pixels	_____

Advertiser Sidebar 4 – 6	_____
\$350 per month 150 x 120 pixels	_____

TOTALS FROM ALL THREE PAGES:

DISCOUNT SCHEDULE

\$10,000 - \$19,999 (Subtract 3%)	-	_____
\$20,000 – \$24,999 (Subtract 5%)	-	_____
\$25,000 – \$29,999 (Subtract 10%)	-	_____
\$30,000 and up – (Subtract 15%)	-	_____
GRAND TOTAL:	=	_____

PAYMENT INFORMATION:

\_\_\_\_\_  
Name Date

\_\_\_\_\_  
Card Holder's Billing Address City State Zip

\_\_\_\_\_  
Address City State Zip

\_\_\_\_\_  
Phone Fax

\_\_\_\_\_  
Email Address

Method of Payment:  Credit Card  Check (Make Check payable to Manufactured Housing Institute)

Credit Card Information:  Visa  MasterCard  American Express

\_\_\_\_\_  
Account Number Exp. Date (Month/Year)

\_\_\_\_\_  
Cardholder Name

\_\_\_\_\_  
Cardholder Signature

Mail form and payment to:

Manufactured Housing Institute  
2111 Wilson Blvd., Suite 100  
Arlington, VA 22201  
Tel – 703-558-0400

Or fax form and payment to: Fax – 703-558-0401

If you have questions about the MHI Sponsorship/Advertising Program, please contact Cheryl Hardee at 703-558-0668 or [cheryl@mfghome.org](mailto:cheryl@mfghome.org).