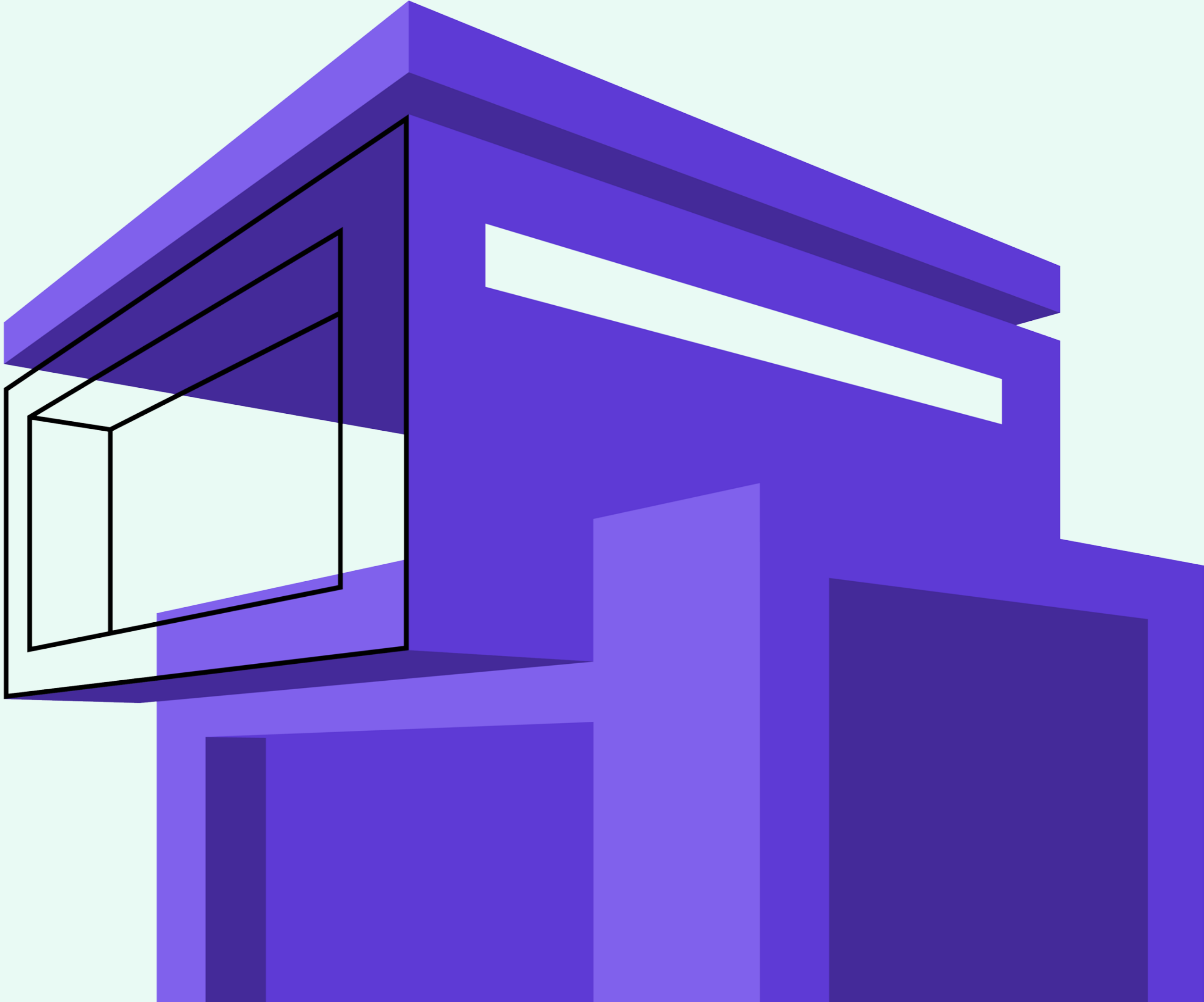


Zonda House Plans 2024 Media Kit

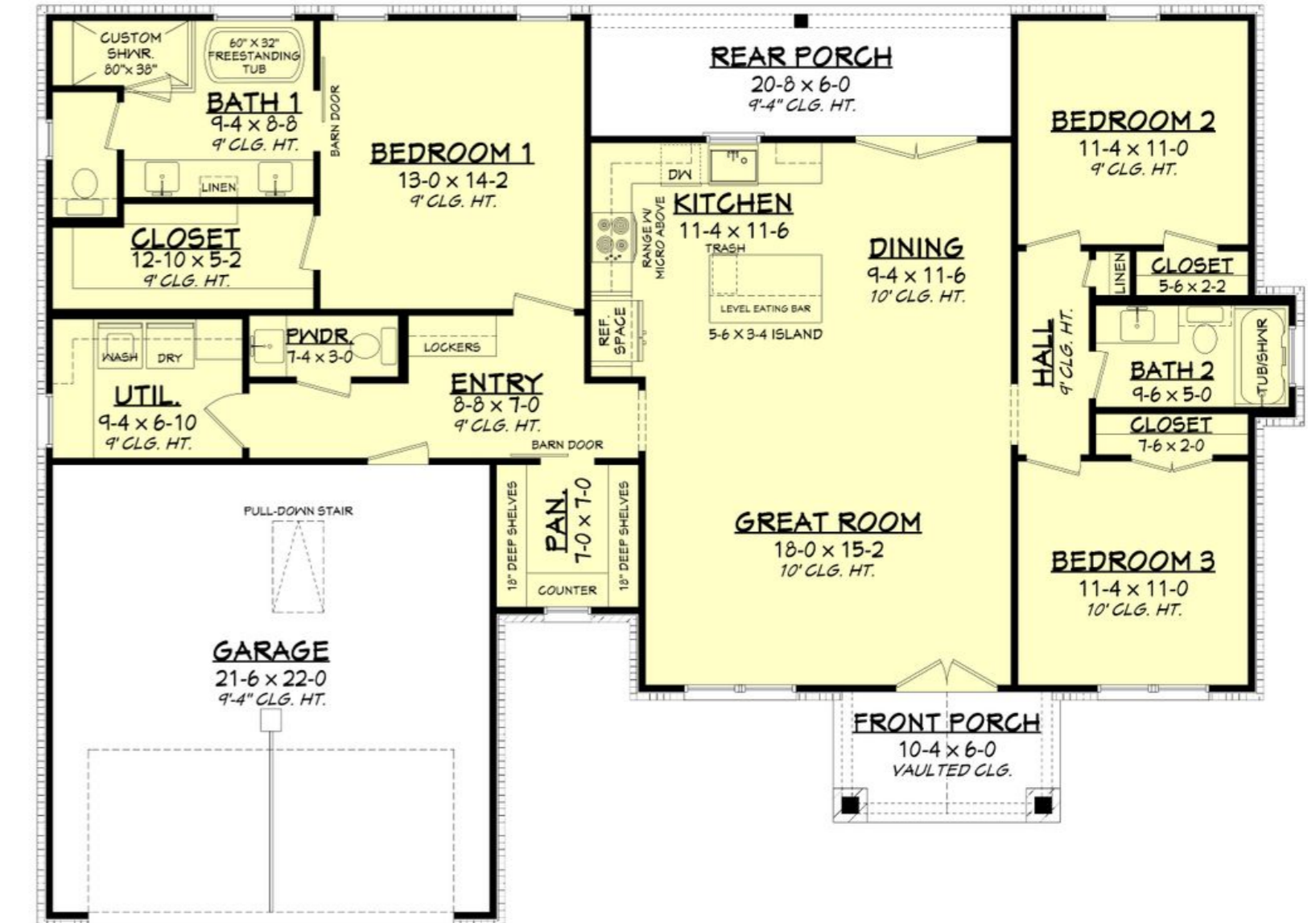




We Dominate the House Plan Market

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.

- 17 million est. annual visitors across sites
- 140 million est. annual pageviews across sites
- 32 million sessions annually





Organic Ranking Authority

We own the search engine results page experience for a huge selection of building-related terms to pull in a vast audience.

- 257 million organic impressions annually





Our Audience is Engaged

We've built a large social following across our brands:

- Pinterest: 319,829
- Facebook: 50,517
- Instagram: 14,815





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.

- **\$1,389** average order
- **57%** of our leads already have land
- **47%** of our leads expect to start building within the next 12 months

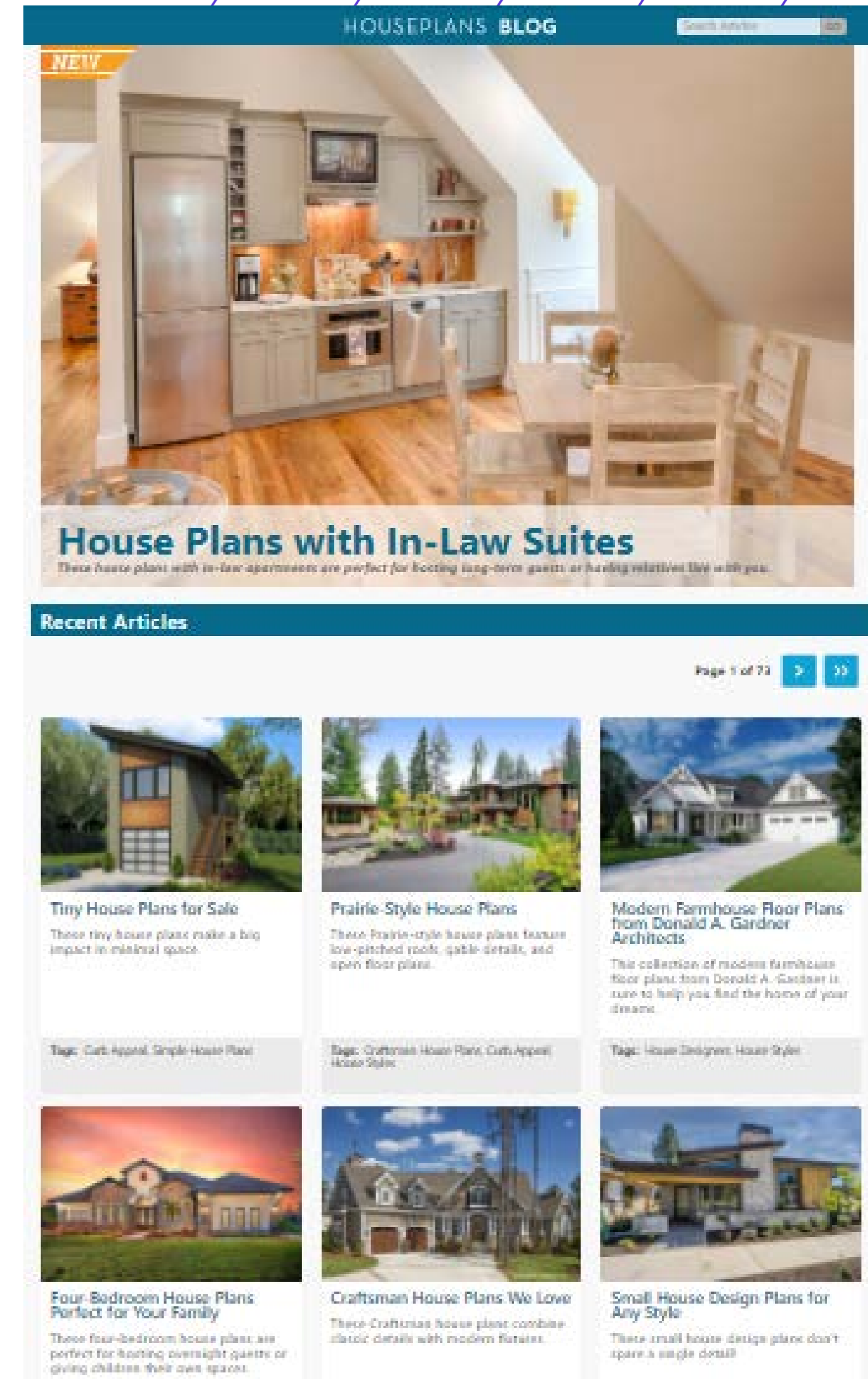




Our Content Gets Their Attention

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.

- 1.4 million pageviews annually for the Houseplans.com blog



The House Plans Audience Advantage

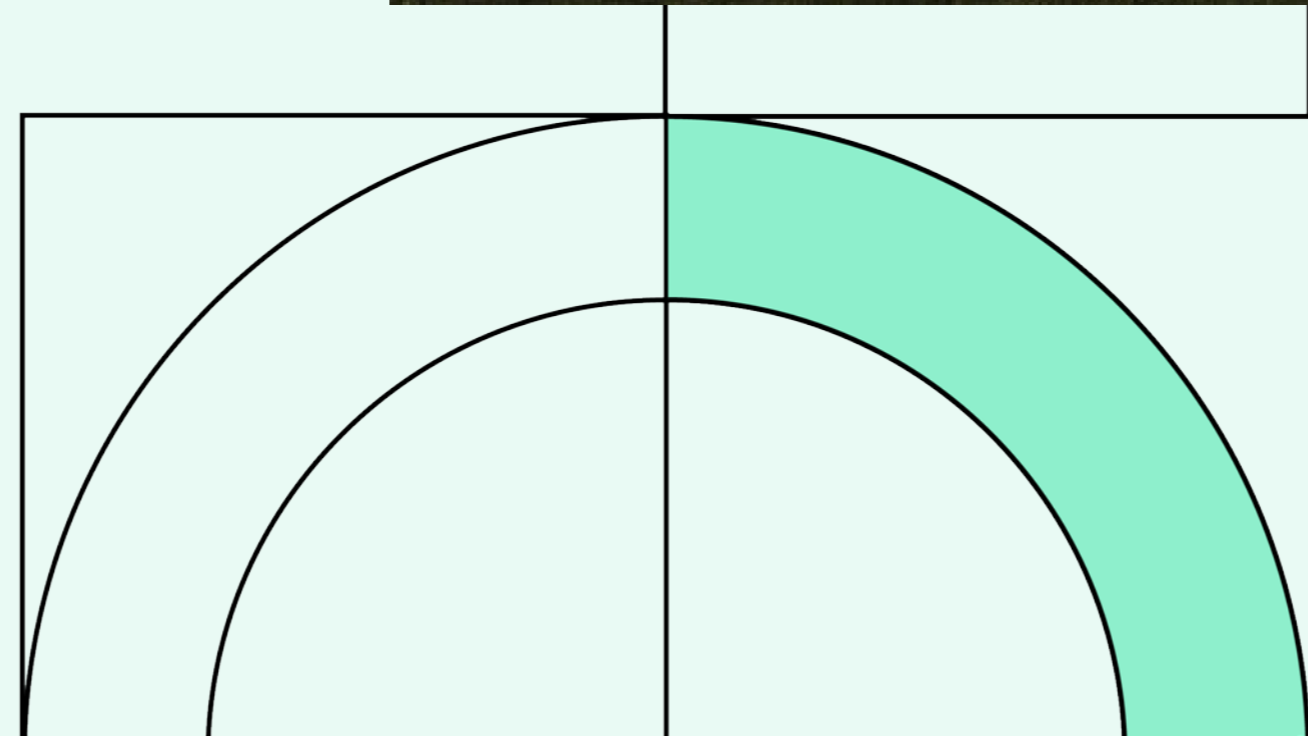
Build brand awareness with a huge, engaged consumer audience

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](https://www.homeplans.com)





2024 Marketing Solutions Menu

Sponsored content

- Native advertising
- Blog posts
- Sponsored collections
- Gated, downloadable trend reports with lead-gen program
- Social media posts

Newsletter engagement marketing

Digital advertising/retargeting



Our Audience. Your Goals.

Looking to build brand awareness?

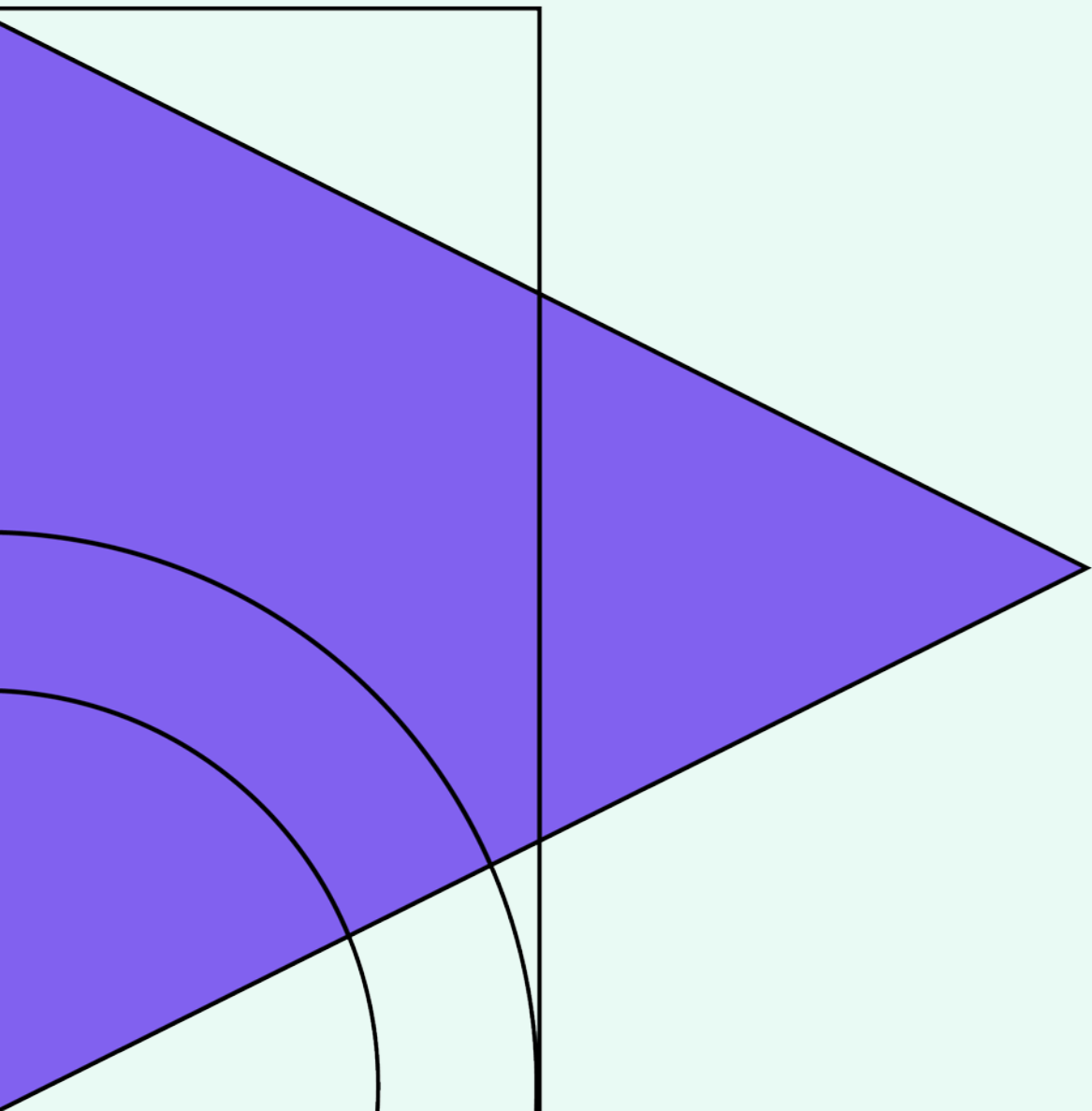
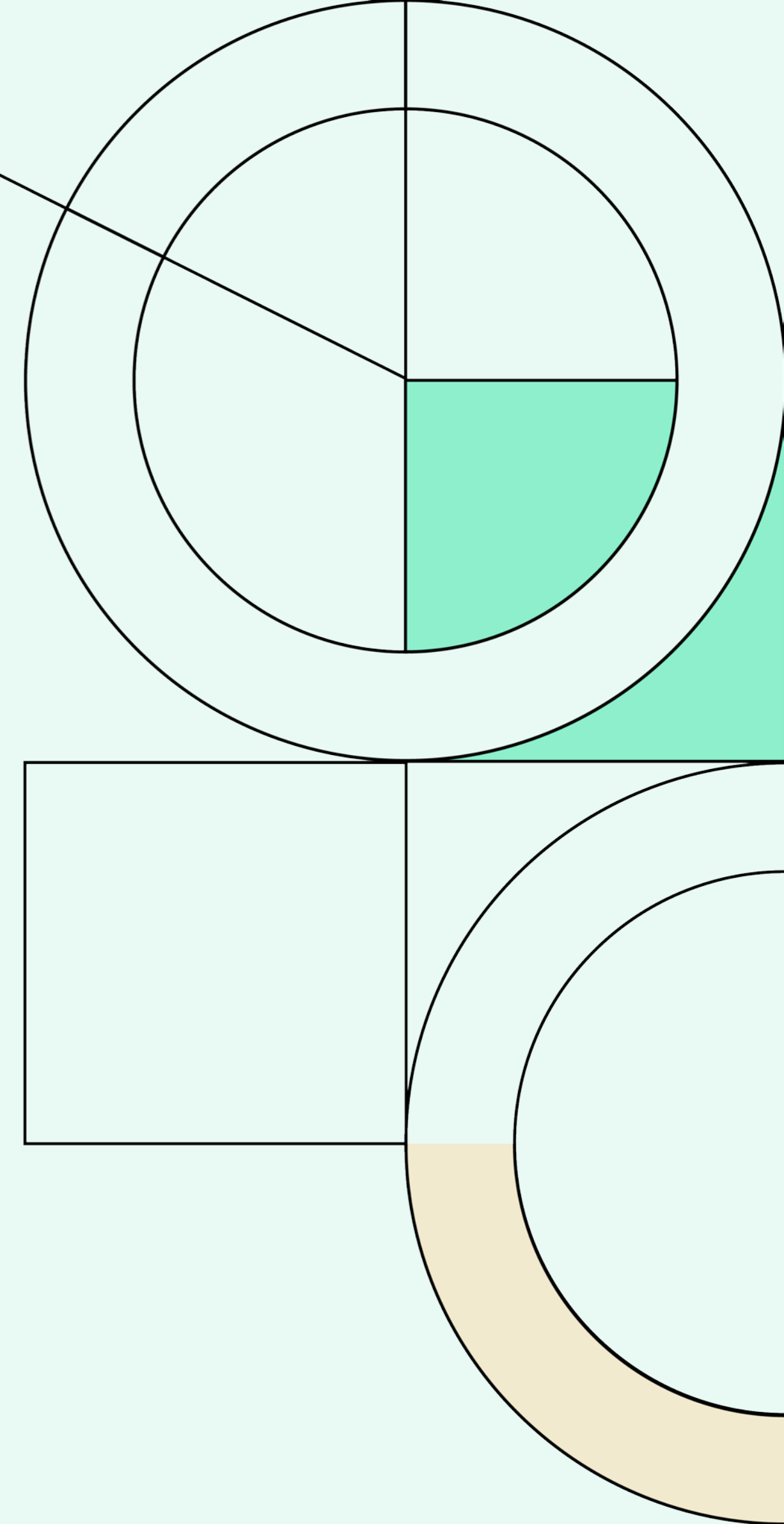
Our blogs and trend guides will integrate your branding in a natural, relevant way.

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.





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. Topics will be design-focused and editorial in nature.
- You get 1-2 links to your site plus digital ad placement.
- Promotion includes social media posts (two Pinterest pins, two Facebook posts, and two Instagram posts) and two dedicated newsletter blasts.

Starting at \$8,000. Frequency savings 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 with the 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 'Welcome back! Your recently viewed plans:' section with four plan thumbnails: Plan 430-160 (from \$995.00), Plan 430-165 (from \$1045.00), Plan 497-57 (from \$700.00), and Plan 47-641 (from \$650.00). 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.



Sponsored Blog Posts

Showcase your brand with our optimized, research-driven articles

Ready to take your content marketing strategy to the next level? 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 feature 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.

Starting at \$10,500. Frequency savings available.





Sponsored Collections

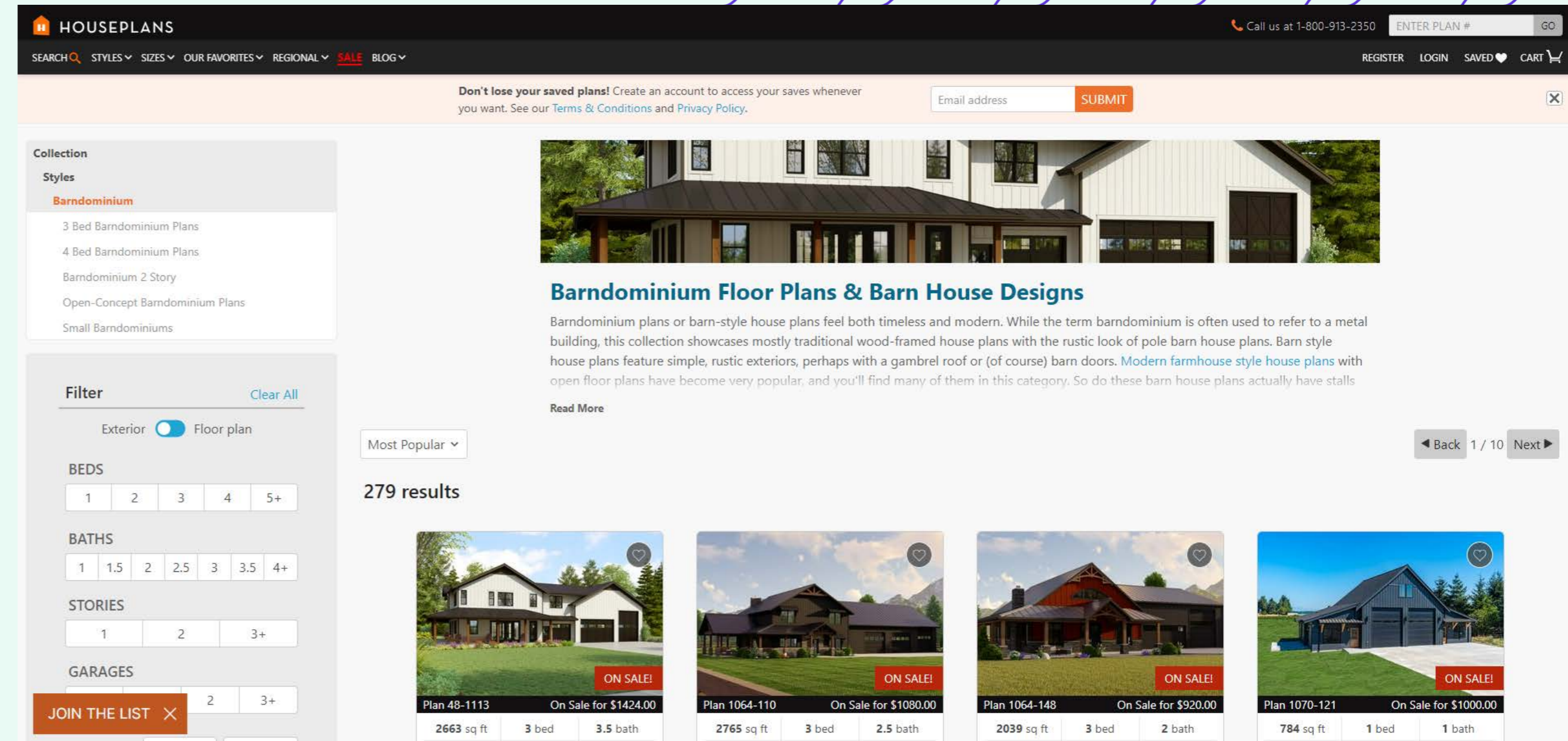
Align your brand with our hottest collections to get huge impressions

Our optimized, curated collections of plans with the hottest features dominate organic search engine results and bring in immense pageviews.

We'll work with you to determine the best collections to complement your branding. Sponsor proven winners, such as [Farmhouse Plans](#), [Modern House Plans](#), and [Plans with Walkout Basements](#), or work with us to create a new collection.

The collection will feature a direct link to your site, along with dedicated ads. Promotion includes social media posts (two Pinterest pins, two Facebook posts, and two Instagram posts) and two newsletter blasts.

Starting at \$20,000 per standard collection, \$30,000 per premium collection.





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, plus the opportunity to feature your related products in “Get the Look” sidebars. 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 \$15,000 for guide creation + \$30 CPL (segmentation available for higher rates)

The image displays a promotional PDF for Zonda House Plans. The cover features the Zonda logo and the title "Find Your Home Design Style: The Ultimate Guide". Below the title is the tagline "EXPLORE A VARIETY OF BEAUTIFUL HOME STYLES TO FIND THE BEST FIT FOR YOU." The cover also includes a photograph of a modern farmhouse and a table of contents listing styles: Farmhouse (2), Modern (3), Craftsman (4), Ranch (5), and Colonial (6). The LP logo is visible in the bottom right corner of the cover.

Page 2 of the PDF is titled "Farmhouse" and features a photograph of a modern farmhouse. To the left of the photo is a sidebar with the following details:

- Plan 430-221
- 3 Bedrooms
- 2 Bathrooms
- 1,700 Square Feet
- 1 Floor
- 63' x 48'

Below the photo is a paragraph of text: "Farmhouse homes feature welcoming front porches and gabled roofs, creating undeniable charm. When it comes to modern farmhouses, vertical siding is a common feature. To see more farmhouses, explore our collection [here](#)." Below this text is a "GET A SIMILAR LOOK:" section with a small image of vertical siding and a link to explore LP SmartSide ExpertFinish Trim & Siding in Snowscape White. At the bottom of the page is a detailed floor plan showing the layout of the house, including a garage, kitchen, dining room, living room, and three bedrooms. The LP logo is also present in the bottom right corner of the page.



Sponsored Pinterest

Ideal for exposure to a large consumer audience on a highly visual platform.

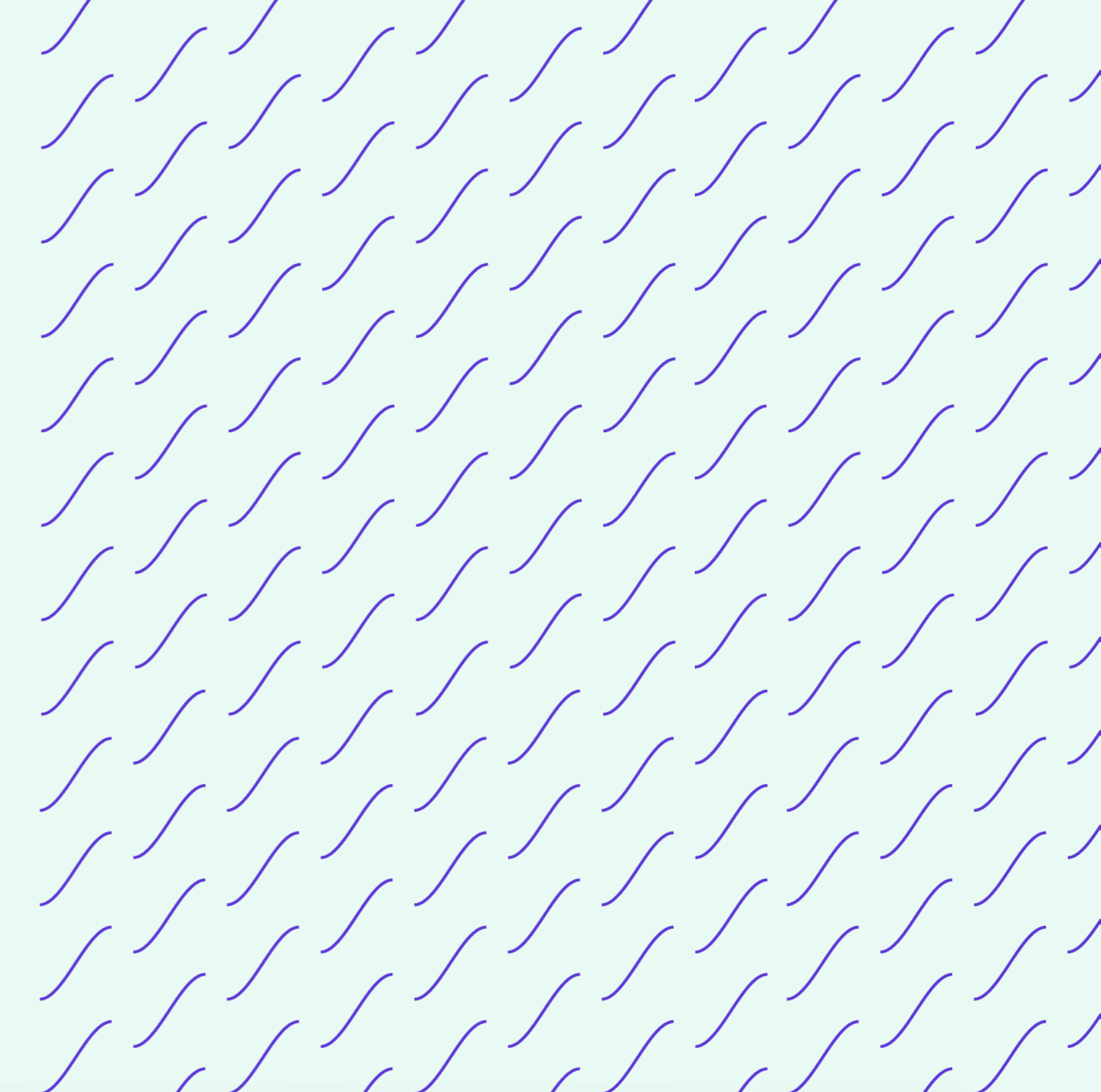
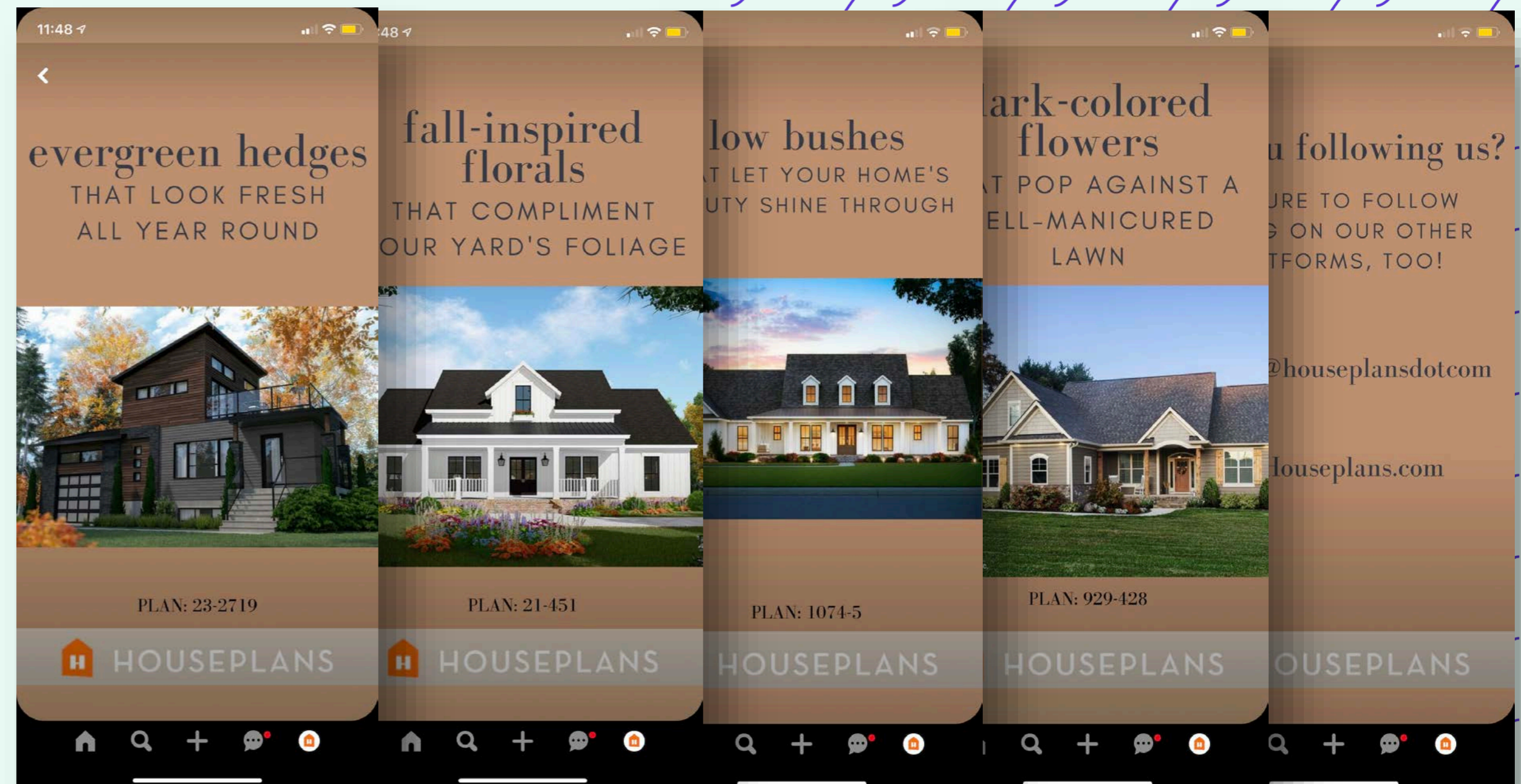
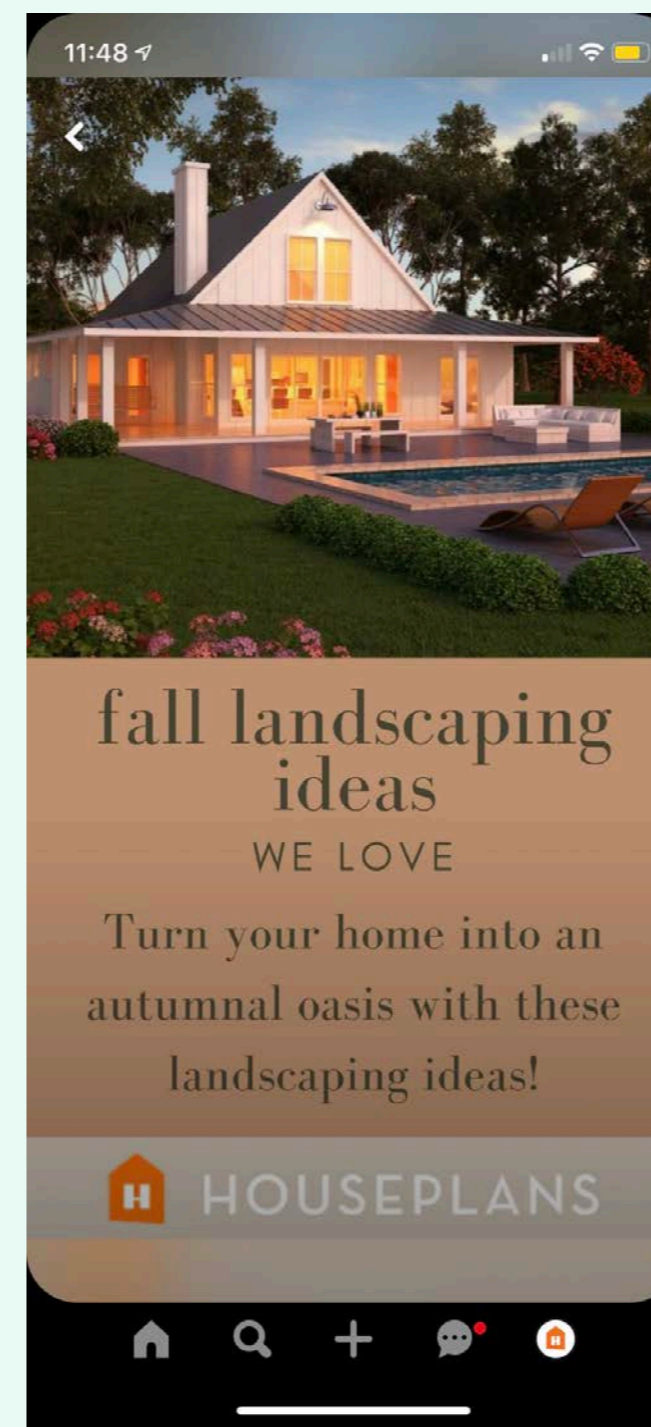
Get your product in front of our massive following on Pinterest. Our Houseplans.com account has over 264,000 followers. Pinterest drives 94% of site users coming from the organic social channel, making it our top social source.

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

Idea Pins are short slideshows designed to inspire and may showcase multiple products (note that these do not contain external links).

Starting at \$5,500. Frequency 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.





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.

Starting at \$2,500 for one placement (600 x 90 or 300 x 250). Frequency savings available.

Newsletter	Circulation
Builder House Plans (1-4X weekly)	22,000
Dream Home Source (1-4X weekly)	30,000
Eplans (1-4X weekly)	46,000
Homeplans (1-4X weekly)	17,000
Floorplans (1-4X weekly)	13,000
Houseplans (1-4X weekly)	101,000

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

Put your products in front of our huge audience.

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)	\$10.00	\$13.00
Medium Rectangle (300 x 250)	\$12.00	\$16.00
Skyscraper (160 x 600)	\$12.00	\$16.00
Persistent Footer (728 x 90)	\$10.00	\$13.00



House plan 1074-15 at Floorplans.com

Retargeting

Get them thinking about your product.

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

