

Modular Home Source

Gary Fleisher, Modular Construction Industry Observer and Information Gatherer



MEDIA KIT 2023

ModularHomeSource.com



Gary Fleisher

Editor-in-Chief • iMediaGroup

ModularHomeSource.com

KEY STATISTICS

6.0M

Impressions Annually

3,600+

Offsite & Modular Prof. Subscribers

700+

Articles published per year

25,000+

Followers on LinkedIn

1%

Top percentage of all LinkedIn
Contributors

15

of years as "All Star" award
recipient from Constant Contact

GARY FLEISHER

Gary Fleisher has more than 30 years of experience in all phases of construction including real estate sales, retail lumber yard operations, general contracting and working within the modular housing industry. Upon retiring, he started his blog about the modular construction industry.

That blog has grown to be a leading source of information for everyone in the offsite construction industry. His readers come from around the world as he consistently brings news of what is happening in their regions as well as the US.

Now, as Editor-in-Chief of iMediaGroup, he publishes his blog, Modular Home Source, and Offsite Builder's website and magazine.

This broad background across the offsite construction industry uniquely positions Gary to publish the offsite industry's most informative publication read by professionals in the industry.

SKYSCRAPER & BANNER ADS

6 Skyscraper ads
Available

12 Banner ads
Available

6.0M Impressions
Annually

SKYSCRAPER ADS:

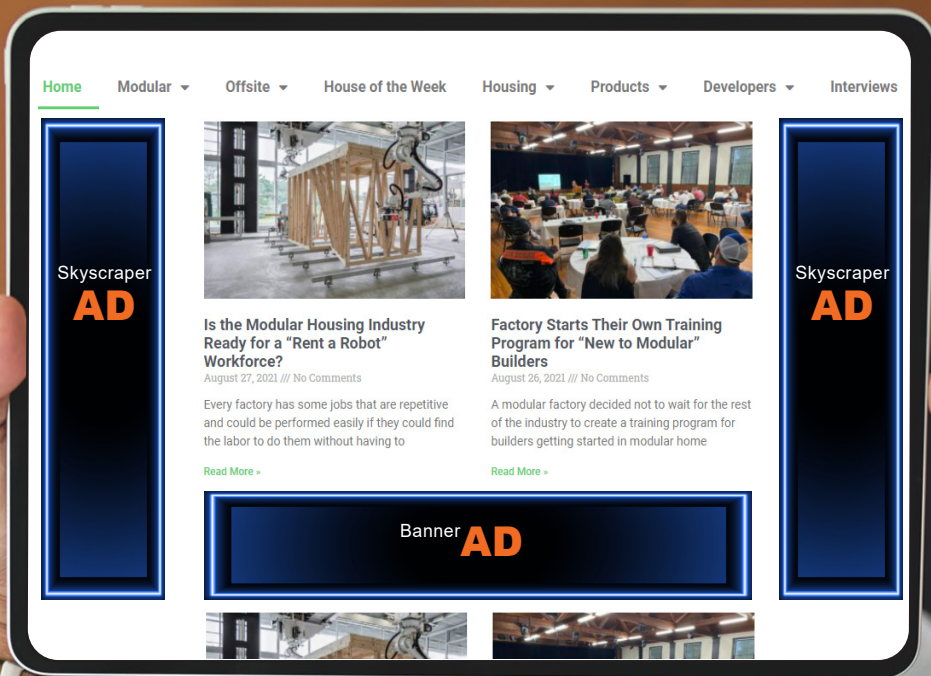
Top three positions on both
outside columns

3 MONTHS - **ANNUALLY***
\$750 **\$2,400**

BANNER ADS:

One positioned between every
two articles on every full-page

3 MONTHS - **ANNUALLY***
\$550 **\$1,800**



FACTORY & BUILDER ADS

Factory

These ads are on the main page and reserved for any company that builds for the offsite construction industry

FACTORY ADS:

Ads are located below the skyscraper ads on the **LEFT** side

3 MONTHS - ANNUALLY*
\$375 **\$1,200**

BUILDER ADS:

Ads are located below the skyscraper ads on the **RIGHT** side

3 MONTHS - ANNUALLY*
\$75 **\$250**

Modular
FACTORY



Australia's Volo Modular Homes Gets Order for 214 New Homes

August 25, 2021 /// No Comments

A new sustainable and modular affordable housing estate has launched in Lismore in Northern NSW, the first of its kind in the region. The construction

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Modular
FACTORY

Modular
FACTORY



NEW
Builder
Home

Clayton Continues Its Growth with TX Factory Acquisition

August 25, 2021 /// No Comments

The Wichita Falls Economic Development Corporation met Monday to finalize the sale of the old ATCO building on Burk Burnett Road to Clayton Homes. The quick

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NEW
Builder
Home

NEW
Builder
Home

VENDOR ADS

3

Vendor
Ads
Per
Article

VENDOR ADS:

Embedded in groups of three
& placed within each article

Rotated at each page refresh
until all ads placed, then
rotation begins again

Defined as any non-factory
or non-new home builder

Rotated equally among the
total number of ads

3 MONTHS - ANNUALLY*
\$275 **\$900**

45 Interesting Facts About Phone Calls, Emails And Texts

Gary Fleisher | August 26, 2021



Decades ago, cold calling was done by someone on their landline phone calling another landline phone. Numbers weren't stored on the phone. We either had to write them down on paper or remember them. *I'm not making this up!*

A few decades later when the computer entered the picture, we began sending and receiving emails. In the beginning, there were no spam emails and you actually had to call someone to get their email address. *Again, I'm not making this up!*

Today everyone from Gen Y to Baby Boomers uses text messaging. But with all the advancements in ways to communicate, the phone and email are still important but now that we live in a much faster-paced world, everyone wants to have their call, email and text given prompt and immediate attention.

Vendor **AD**

Vendor **AD**

Vendor **AD**

Phone calls can be ignored and sent to Voicemail where they may never see the light of day again. The accepted response time for a business email is one hour while the average time someone waits for a response.

MODULAR HOME SOURCE AD RATES

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Ad Type	# Available	Size (Pixels)	3 Months	One Year
Skyscraper	6	160 x 600	\$750	\$2,400
Banner	12	720 x 90	\$550	\$1,800
Modular Factory		160 x 160	\$375	\$1,200
Vendor		140 x 140	\$275	\$900
Home Builder		160 x 160	\$75	\$250



For advertising opportunities or additional information, please contact:

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Media kit effective 6/6/2023