Advertisers’ guide to reaching housing co-ops

Contact Clara Weinstein for more information
(212) 479-3337
weinstein@uhab.org
UHAB | The Urban Homesteading Assistance Board is an affordable housing nonprofit that creates, strengthens and guides tenant organizations and limited-equity co-ops.

UHAB has been a trusted and sustained resource for residents across the city since 1973.
We work primarily with HDFC co-ops, a type of limited-equity co-op unique to New York City. Over nearly 50 years, we’ve worked with almost every HDFC in New York City.

Our Audience

There are around 1,100 HDFC co-ops in New York City, representing around 25,000 households.

½ of HDFCs are self-managed.

The average HDFC is home to 20 households.

Most HDFC residents make below 80% of area median income.

We also work with Mitchell-Lama co-ops and market rate co-ops. There are around 45,400 units of Mitchell-Lama cooperative housing in New York City.
The co-ops we work with are constantly looking for reliable, professional services to help their housing run smoothly. That’s where you come in. From managers to roofers to lawyers, advertisers rely on UHAB to get the word out to co-ops across the city.

Our Advertisers

Accountants
Appraisers
Architects
Contractors
Community-based organizations
Electricians
Energy Consultants
Engineers
Exterminators

HVAC technicians
Handymen
Lawyers
Lenders
Locksmiths
Managers
Plumbers
Water management
And more!

HDFCs are looking for:

Contact Clara Weinstein at (212) 479-3337 or weinstein@uhab.org for our rate card.

Worker-owned or small business? Ask about our solidarity rates!

As New York City’s oldest and largest nonprofit dedicated to limited-equity co-ops, our primary concern is their ongoing affordability and stability. We reserve the right to refuse sponsors that do not support our mission.
Web Advertisements

Our vendor directory has been a trusted community resource for over 20 years. Co-op decision makers visit our online database of hundreds of vendors to find professional services of all kinds.

The newest version of our vendor directory gives co-op residents the ability to filter by language, HDFC experience, and more.

A sidebar ad comes with the ability to customize your individual page in the vendor directory to speak directly to HDFC residents through a credible community resource.

Vendor Directory Main Page
A web ad comes with the ability to customize your own personal business landing page. Add your logo, information about your business, and client testimonials to speak directly to co-op residents.

Your Customized Business Page

Manager
Veritas Property Management

Veritas Property Management LLC is a 14 year old company, our office is located at 1995 Broadway, off west 68 Street. We opened with 20 properties in 2007 and today we manage 118 properties, majority are cooperatives and condominiums, and 38 are HDFCs. We have worked with HDFCs that were sold in the 1980s, 90s, 2000 and going forward, and have been recommended by UHAB, Neighborhood Housing service, and NYC HPD.

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Email: jimmy@veritasmanagement.com

Speak directly to customers by adding text, photos, and reviews to your customized business page.

Contact Information
E-blast Advertisements

UHAB’s monthly e-blast, HDFC News, goes out to 3,400 co-op board members, shareholders, managers, and professionals. Content includes trainings and events, compliance deadlines for filings and local laws, and resources on HDFC governance and management. Our email open rates are 10% above industry standards.

Enjoy exclusive sponsorship of HDFC News with an eye-catching banner at the top of our newsletter.

Banner Ad
600 x 200 pixels
UHAB’s quarterly print newsletter, Member News, is a trusted source of information and resources. Member News editions are shared between co-op boards of three to seven people, giving them a high pass-along readership.

Our Management issue goes out to all HDFC co-ops every January. It has a circulation of 1,080, with an estimated readership of 3,240.

Our Energy, Community, and Resilience issues go out to our dedicated member base. They have a circulation of 550, with an estimated readership of 1,650.

Each newsletter is printed and mailed in black and white, with a color copy uploaded to our website and circulated to our online readership.

Newsletters are fully bilingual. Ads will be ran twice, once in English and once in Spanish. If you’d like, we can design your newsletter insert for you.