Advertisers’ guide to reaching housing co-ops

Contact Clara Weinstein for more information
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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 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.

There are around 1,200 HDFC co-ops in New York City, representing around 25,000 households.

1/2 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.

### HDFCs are looking for:

<table>
<thead>
<tr>
<th>Accountants</th>
<th>HVAC technicians</th>
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<tbody>
<tr>
<td>Appraisers</td>
<td>Handymen</td>
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<td>Architects</td>
<td>Lawyers</td>
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<td>Contractors</td>
<td>Lenders</td>
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<td>Community-based organizations</td>
<td>Locksmiths</td>
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<tr>
<td>Electricians</td>
<td>Managers</td>
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<td>Energy Consultants</td>
<td>Plumbers</td>
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<td>Engineers</td>
<td>Water management</td>
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<tr>
<td>Exterminators</td>
<td>And more!</td>
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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
Web Advertisements

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

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

Contact Information
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.
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.

First HDFCs Sign the Climate Action Pledge

The first HDFC co-ops have signed on to UHAB's Climate Action Pledge and joined the network of co-ops taking advantage of free technical assistance from UHAB’s Climate and Resiliency Team to make their buildings more affordable and sustainable. The conditions of our homes and the surrounding environment have a dire impact on our health and overall well-being. In low income communities and communities of color, buildings are often older and less efficient. Residents spend too much money on energy, face greater exposure to pollutants, and have less access to affordable healthy foods and safe green spaces in their neighborhoods.

In the face of climate change, rising energy costs, and environmental injustice, we created the Climate Action Pledge and Guidebook to support the efforts of HDFCs to make their buildings more resilient and sustainable, as well as to assist in improving the well-being of building residents and the surrounding neighborhood.

The Climate Action Pledge aims to give your HDFC the tools to:

- Stay affordable by bringing down operating costs
- Protect residents' health by reducing pollution
- Build a resilient community
- Fight our current climate crisis

Godfrey Hibbert, an HDFC president, explains that his building signed the pledge “because our co-op has already started a lot of these processes to make our building more energy efficient. We’ve been tackling this on multiple fronts (whether it be solar panels, heat pumps or LED lighting).” He adds that “seeing that other co-ops are serious about tackling climate change might push other buildings to start moving.”

Amaya Alvarez, secretary of an HDFC in the Bronx, says the Climate Action Pledge is “like a roadmap as far as things we can do to make our building more energy efficient. It gives steps as far as what you should do” and it is up to the building to see it through.

As more HDFCs mobilize and join the fight against climate change, UHAB is looking to create a network of HDFCs curious and passionate about affordability and sustainability. If you are interested in signing the pledge or learning more, contact Lucas at santacruz@uhab.org or (212) 479-3359.

Join us to celebrate the Climate Action Pledge with neighbors & friends!

Wednesday, April 27 at 6 pm
Hope Steven Community Garden
(1656 Amsterdam Ave)