



Media Kit

Advertisers' guide to reaching housing co-ops



Contact Clara Weinstein
for more information
(212) 479-3337
weinstein@uhab.org

Our Work

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.

Our Reach

Website



**21,000
MONTHLY
PAGE VIEWS**



**700
DAILY
VIEWS**



**41%
RETURNING
VISITORS**



**48%
BETWEEN
AGES 25-45**

Social Media



**1,681
FACEBOOK
FOLLOWERS**



**2,868
TWITTER
FOLLOWERS**



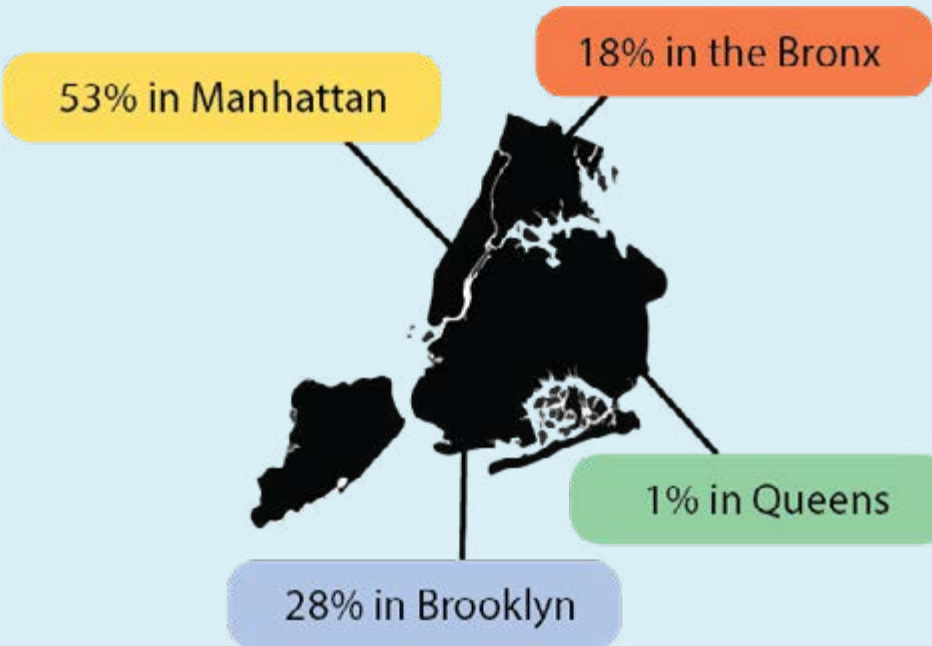
**1,900
INSTAGRAM
FOLLOWERS**



**6,000+
NEWSLETTER
RECIPIENTS**

Our Audience

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.

Our Advertisers

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:

Accountants

Appraisers

Architects

Contractors

Community-based organizations

Electricians

Energy Consultants

Engineers

Exterminators

HVAC technicians

Handymen

Lawyers

Lenders

Locksmiths

Managers

Plumbers

Water management

And more!

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

The screenshot shows the UHAB Vendor Directory main page. At the top, there are navigation tabs for 'Vendor Directory', 'HDFC Help', and 'Resource Library', along with a search bar. The UHAB logo is on the left, and navigation links for 'About Us', 'Our Work', 'Get Involved', 'Calendar', and a 'Donate' button are on the right. The main heading is 'Vendor Directory', followed by a call to action to recommend a vendor. Below this are filters for 'Type of Business' and 'Boroughs'. A sidebar on the right contains various filter checkboxes and a search bar. The main content area shows a list of results with columns for 'Type', 'Firm', and 'Location'. Two yellow callout boxes highlight advertising opportunities: one for a 'Logo or Photo' (860 x 500 pixels) and another for the 'Business Name'. The sidebar also features two advertisements for 'VeritasProperty' and 'Midas Property Management'.

Vendor Directory

Want to recommend a vendor? [Fill out this form](#) or contact Clara at weinstein@uhab.org.

Visit the old vendor directory

Type of Business: Select... | Boroughs: Select...

HDFC Experience Minority or Women Owned Spanish UHAB Service Worker Co-ops

Viewing: 70 results found with 0 filters applied

| Type | Firm | Location |
|------|----------------------------|-----------|
| | 786 Contracting Inc. | Manhattan |
| | JAD Corporation of America | Manhattan |

Logo or Photo
860 x 500 pixels

Business Name

VeritasProperty
REAL ESTATE SERVICES
Veritas Property Management

MIDAS PROPERTY MANAGEMENT
Midas Property Management

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

Vendor Directory HDFC Help Resource Library What are you looking for?

uhab About Us Our Work Get Involved Calendar **Donate**

[← Back](#)

Manager

Veritas Property Management

VeritasProperty
MANAGEMENT, LLC
REAL ESTATE SERVICES

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.

- HDFC Experience
- Spanish

Contact: Jim Maistre
Address: 1995 Broadway, New York, NY 10023, USA
Phono: (212) 799-2365
Fax: (212) 799-2367
Website: <http://veritasmanagement.com/>
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

Newsletter Advertisements

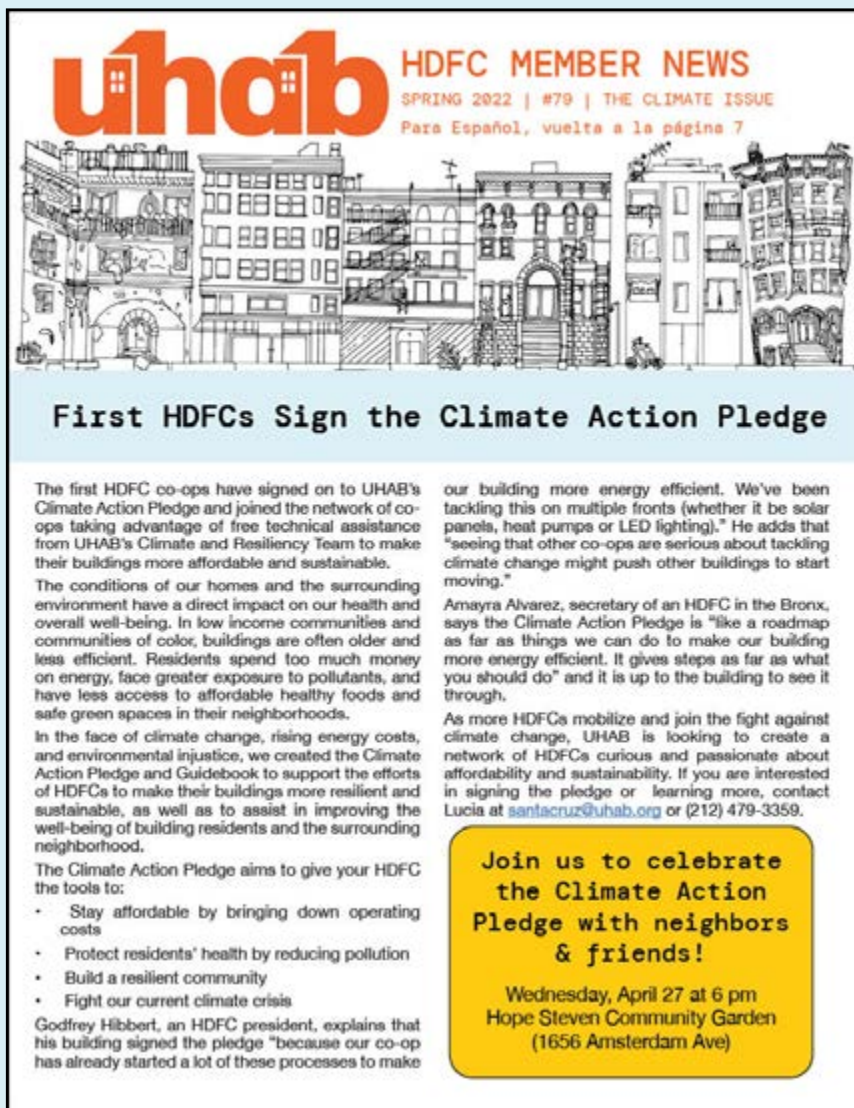
UHAB's quarterly print newsletter, Member News, is a trusted source of information and resources. Member News editions are shared between co-op boards of three to seven people, giving them a high pass-along readership.

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.



uhab HDFC MEMBER NEWS
SPRING 2022 | #79 | THE CLIMATE ISSUE
Para Español, vuelte a la página 7

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 direct 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."

Amayra 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 Lucia 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)

Full-page Insert

8.5" x 11"