



2023 Media Kit

Advertisers' guide to reaching housing co-ops



Contact Clara Weinstein | (212) 479-3337 | weinstein@uhab.org
www.uhab.org/vendor-directory

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



**20,000
MONTHLY
PAGE VIEWS**



**700
DAILY
VIEWS**



**82%
RETURNING
VISITORS**



**50%
BETWEEN
AGES 25-45**

Social Media



**1,700
FACEBOOK
FOLLOWERS**



**3,000
TWITTER
FOLLOWERS**



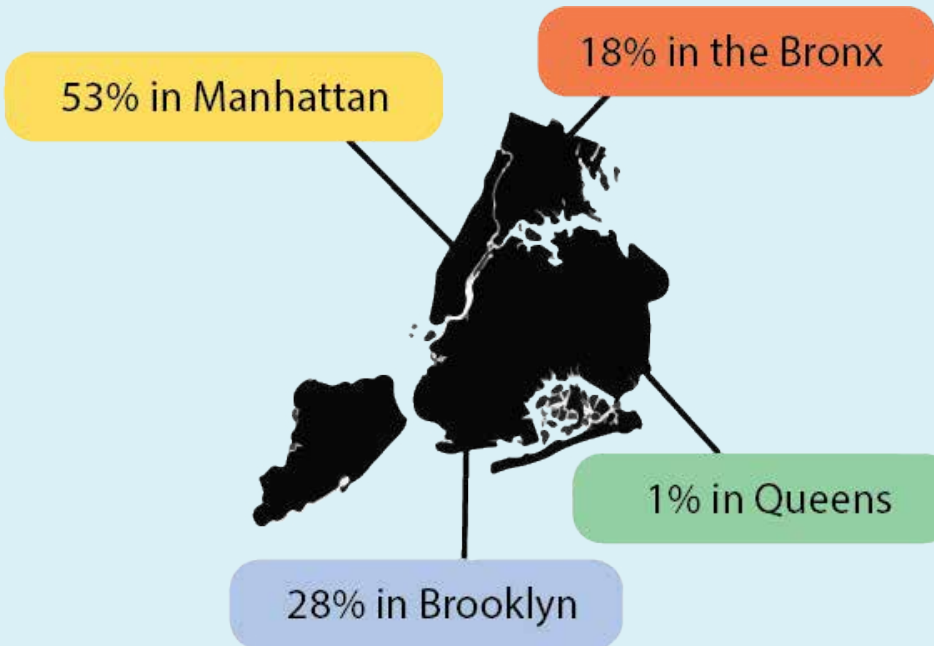
**2,300
INSTAGRAM
FOLLOWERS**



**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 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	HVAC technicians
Appraisers	Handymen
Architects	Lawyers
Contractors	Lenders
Community-based organizations	Locksmiths
Electricians	Managers
Energy Consultants	Plumbers
Engineers	Water management
Exterminators	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


[Vendor Directory](#) [HDFC Help](#) [Resource Library](#)


What are you looking for?

 [About Us](#) [Our Work](#) [Get Involved](#) [Calendar](#) [Español](#) [Donate](#)

Vendor Directory






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

Type of Business
Select... 

Boroughs Served
Select... 




Logo or Photo
860 x 500 pixels



Thank you to our sponsoring vendors!
[Interested in advertising with UHAB? Click here.](#)


☐ Cooperative Business  ☐ HDFC Experience  ☐ Minority or Women Owned 
☐ Spanish  ☐ UHAB Service 

Viewing
169 results found with 0 filters applied

Business Name

Type	Firm	Location
Contractor	Harlem Property Re+Development Inc.	New York 
Insurance	MUÑOZ+MUÑOZ Insurance	Scarsdale 
Legal	Singh & Rani, LLP	New York 


Veritas 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 | Español | Donate

[← Back](#)

Manager

Veritas Property Management

Services Offered:
Manager

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
Phone: (212) 799-2365
Fax: (212) 799-2367
Website: <http://veritasmanagement.com/>
Email: jimmy@veritasmanagement.com

Let us know how your experience was with your service!
[Fill out our feedback form](#) →

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.



HDFC News
Resources & announcements
for HDFC members

July 2022

A word from our sponsor:

A banner advertisement for IMPACT Property Management. The top section has a blue background with white text: 'MANAGING HDFC RENTALS • CO-OPS • CONDOS • HOAS • RENTALS'. Below this, the word 'IMPACT' is written in a large, bold, italicized, black font. To the right of 'IMPACT', the text 'Property Management Focused on You' is written in a blue font. Below 'IMPACT', the text 'Real Estate Management, Inc.' is written in a small, black font. Below 'Property Management Focused on You', the text 'We make life better for New York's property owners.' is written in a small, black font. Below this, the text 'Tel: (212)682-4727 | [click here to learn more](#)' is written in a small, black font. The bottom section of the banner features three images: a row of brownstone buildings, a man and a woman standing in front of a building, and a close-up of a brick building.

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

Banner Ad

600 x 200 pixels

Trainings & Events

Learn about smoking policy requirements, payroll taxes,
and more:

Sign Up For a Free Class!

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.



HDFC MEMBER NEWS
SPRING 2023 | #82 | THE MANAGEMENT ISSUE
Para Español, vuelta a la página 11



50 YEARS OF UHAB!

UHAB's 2023 Management Issue

Whether you're a board member or shareholder in a self-managed building or if you have a management company, managing an HDFC cooperative is everyone's concern.

Inside this issue of Member News, you'll find the 2023 HDFC Management Calendar with important dates for your board and shareholders to pay attention to throughout the year.

You will also find articles related to managing your HDFC and ways you can help make your co-op healthier.

Avoid costly citations and fines with the new 2023 NYC Apartment Management Checklist, which gives you all the information you need to comply quickly

and easily with the latest NYC apartment building laws and codes. Get your copy at a 30% discount today!

For this new edition, we've moved the text of law and relevant forms out of the printed book and have included this content in the online access that automatically comes with your purchase. You still get all the coverage and content you need, but now in a printed book that's more portable and easier to use.

Buy the checklist online using the promo code "UHABSave" to get 30% off. Or, you can order over the phone by calling 1-800-519-3692 and mentioning the promo code "UHABSave" for the same 30% discount.

New Labor Laws: What to Know For Your HDFC

New York State Labor Laws 240/241 (Scaffold Laws) are a serious issue for any HDFC that engages in work with contractors on the premises — whether for renovations and capital improvements, repairs for code compliance, or installing technologies such as solar. If you are planning construction projects in your HDFC, large or small, make sure they have the correct coverage.

On UHAB's website, you can download some documents that may be helpful as you plan construction projects in your co-op moving forward: visit uhab.org/new-labor-laws-what-to-know-for-your-hdfe.

If you'd like the team at Gallagher's Affordable Housing Practice to review your contract or contractor's insurance coverage, contact Juana at Juana_Murchison@ajg.com or Carmen at Carmen_Rodriguez@ajg.com. Gallagher's team is available to answer any questions you have.

UHAB and Gallagher are here to support your buildings in making sure the contractors you work with have the level of coverage that is now needed. Contact Caleb at weil@uhab.org or visit our website to learn more.

Full-page Insert
8.5" x 11"