

uhab

Media Kit

Advertisers' guide to reaching housing co-ops



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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 and sustained 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



**16,000
FACEBOOK
FOLLOWERS**



**2,640
TWITTER
FOLLOWERS**



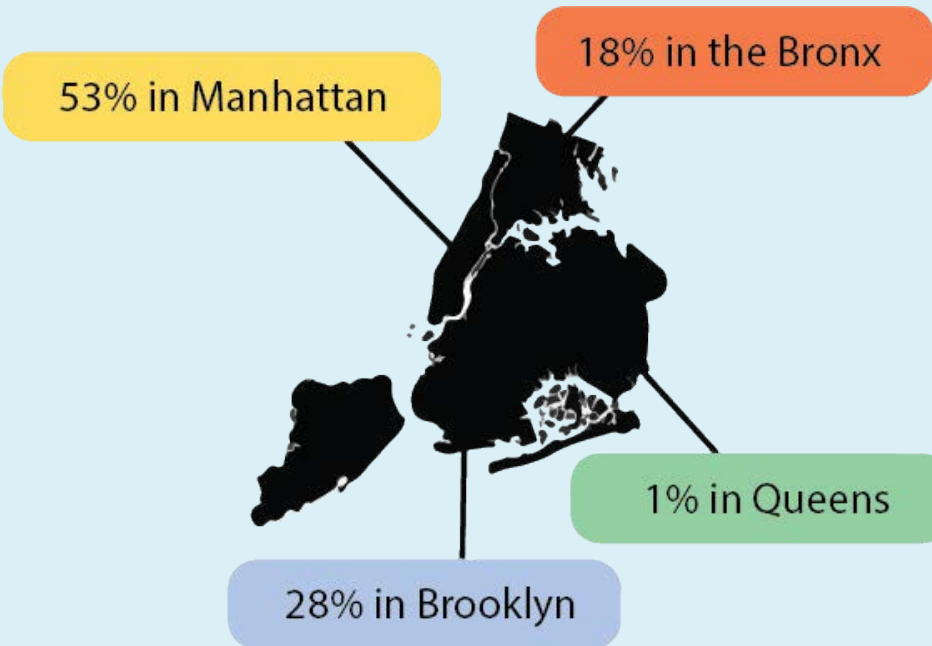
**1,400
INSTAGRAM
FOLLOWERS**



**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 **1,100** 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 yellow callout box points to a 'Logo or Photo' area, specifying '860 x 500 pixels'. Another yellow callout box points to the 'Business Name' field. The page shows 70 results with 0 filters applied. Two results are visible: '786 Contracting Inc.' in Manhattan and 'JAD Corporation of America' in Manhattan. On the right side, there are two sidebar advertisements: 'VeritasProperty REAL ESTATE SERVICES' and 'MIDAS PROPERTY MANAGEMENT'.

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

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

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

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

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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.

The logo for UHAB, featuring the letters 'u', 'h', 'a', and 'b' in a stylized, lowercase font. The 'u' and 'h' are white with a small house icon inside the top bar, and the 'a' and 'b' are white with a small house icon inside the top bar.

HDFC News
Resources & announcements
for HDFC members

February 2021

A word from our sponsor:



Midas Property Management
serves co-ops of all sizes.
We have experience with 8A
Loans, Local Law 11, J-51's,
and budgets.

Banner Ad

600 x 200 pixels

Trainings & Events

Upcoming workshops with Co-ops Go Solar
Learn how your HDFC can save money today

It's a great time to think about
solar for your HDFC. There are



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.



The image shows the cover of the UHAB HDFC Member News newsletter. At the top left is the UHAB logo in orange. To its right, the text reads "HDFC MEMBER NEWS" in orange, followed by "WINTER 2021 | #74 | THE MANAGEMENT ISSUE" in black, and "Para Español, vuelta a la página 7" in red. Below the text is a black and white line drawing of a row of multi-story apartment buildings. At the bottom of the cover, there is a blue banner with the text "HDFC Spotlight: Looking Back at 2020" in orange.

HDFC Spotlight: Looking Back at 2020

Over the past year, we've witnessed amazing resilience from our community alongside new challenges and heartbreaking loss. We interviewed longtime HDFC co-op shareholder Gladys from the Lower East Side about how her HDFC fared in 2020. Gladys moved into her Lower East Side HDFC in 1994, when she heard about an opening in the building through volunteer work with her church. "I had lived in the most expensive apartments in NYC - expensive to me, I was a single mom raising my daughter in Manhattan." She completed 500 hours of physical work on the building to become eligible to buy her apartment. "There's nowhere like this building, that's in a neighborhood with such a rich history. I'm from the Lower East Side born and raised, so I have roots in this neighborhood."

COVID-19 has intensified her building's struggles to stay compliant and function effectively. "There are so many rules and regulations, I'm not saying we're perfect, we haven't followed them to the letter, but we know the value of where we live, and the majority of the people in the building who live here want to follow the rules and regulations so we don't lose our homes. COVID has made that much more difficult because we don't all have access even to Zoom, we don't all know how to work it." The building found ways to communicate that worked for them, like holding meetings by telephone using conference calls.

Gladys's HDFC uses bookkeeping services from UHAB. She had this to say about our bookkeeping team: "UHAB is a great organization that has so many services to help. Fabio and Cinthya have been totally invaluable to me. We're getting more than our money's worth."

Gladys and fellow residents have worked hard to care for their community and take steps towards compliance. "I am happy to have a place I can afford in Manhattan and be part of a community and that's what's important to me. The people have to be taken care of. We have to take care of ourselves but we also have to make sure our neighbors are going to be OK. If I can't look in on people I always ask the vice president, **Continued on page 2**"



A photograph showing a group of people, including Gladys and her family, celebrating a Sweet 16 birthday. They are gathered outdoors in a backyard, with balloons and decorations visible. Gladys is in the center, wearing a dark top, and is surrounded by family members of various ages.

Gladys and family celebrate a Sweet 16 in the backyard of their HDFC, 1999

Full-page Insert

8.5" x 11"