

HBA event MAGAZINE

HOME BUILDERS ASSOCIATION OF GREATER SPRINGFIELD

HBA Members Only



WITH Builder/Remodeler Profile **PLUS** - Bonus Highlight for Builder/Remodeler advertisers.

2014

Distribution: VISITORS OF THE HOME SHOW, PARADE OF HOMES AND HOME REMODELING SHOW + THOUSANDS ONLINE

Home Show: Springfield EXPO, January 31 - February 2 • **Parade Homes:** June 20-22 & 27-29

Home Remodeling Show: Springfield Fairgrounds E*Plex, Mid-October

AD SIZE (All Color)	Early Bird	Sleepy Bird	Late Bird*
✓	(Reserve by Sept 20 - Pay by Nov 20)	(Reserve and Pay by Nov 1)	(Reserve by Dec 1 - Pay by January 1)
<input type="checkbox"/> 1/6 Horizontal	<input type="checkbox"/> 1/6 Tall \$465	\$500	\$550
<input type="checkbox"/> 1/3 Square	<input type="checkbox"/> 1/3 Tall \$697	\$750	\$825
<input type="checkbox"/> 1/3 Banner (LIMITED - 2 available)	\$744	\$800	\$880
<input type="checkbox"/> 1/2 Horizontal	\$1,004	\$1,080	\$1,188
<input type="checkbox"/> Island 1/2 (Tall)	\$1,046	\$1,125	\$1,238
<input type="checkbox"/> 2/3 Tall	\$1,162	\$1,250	\$1,375
<input type="checkbox"/> 2/3 Square (LIMITED - 2 available)	\$1,209	\$1,300	\$1,430
<input type="checkbox"/> Full Page Other	\$1,404	\$1,510	\$1,661

PREMIUM AD SPACE*

- Page #1 \$1,865 Must call for availability**
- Inside Back Cover \$2,000 Must call for availability**
- Inside Cover \$2,235 Must call for availability**
- Back Cover \$2,800 Must call for availability**

Accepting MasterCard, Visa and Discover. Call 417.881.3711 to make credit card payment.

All materials for constructing ads before November 1. Ads after Nov 1 must be supplied as completed art.

*Late Bird prices or those making payments after November 1st.

Previous advertisers must be reserved before October 15th to keep position or it goes to next in line. Must keep full page color to retain previous year's spot. **Must call for premium pages. Space may already be reserved. Call 417.881.3711 ASAP.

Contract Terms: Oral and written orders for advertising are accepted subject to terms and conditions in this contract. Payment must be received prior to printing.

Withdrawal Fee - Late reservation withdrawal (after Nov. 20) will be 50% of the ad price. Ads received after Dec 1 may be refused.

Late Payment Fee - Failure to pay bill in full before Dec. 31 will result in an additional \$100 late fee (ask about payments).

ADVERTISING CONTRACT - Quick reservation call 417.881.3711

Pre-Press Proof? An additional \$15 will be charged for a physical ad proof.

Payment Enclosed \$ _____ (Checks payable to HBA of Greater Springfield)

Company _____ Contact _____ Phone _____

FAX _____ E-Mail _____ Web Address _____

How will your ad be supplied? _____

Please have someone contact me about advertising on SpringfieldHBA.com (Banner ads starting at \$250 per quarter, Featured Member Ads \$150 per year)

Signature _____

Mail, Fax, Email or Call in your reservation. EM: Aaron@HBAmagazine.com PH: 417.881.3711

AD SIZE SAMPLES

Trim Size (physical page size) = 8.5x11 • Live Area (text area) = 7.5x10 • Bleed (no white border) = 8.65x 11.15)

FULL PAGE
Live Area 7.5" x 10"
Trim 8.5" x 11"
Bleed 8.65" x 11.15"

1/2 HORZ
7.5" x 4.75"

1/6 HORZ
4.75" x 2.25"

1/3 PAGE
4.75" x 4.75"

1/3 TALL
2.375" x 9.875"

1/2 ISLAND
4.75" x 7.625"

2/3 PAGE
4.75" x 10"

2/3 Square*
7.5" x 7.5"
Only 2 available
MUST CALL

1/3 Banner*
7.5" x 3.25"
Only 2 available

LIMITED - MUST CALL

Contact: 417.881.3711

Ask About Builder/Remodeler Profile PLUS