

Marketing Resources





HBA MARKETING RESOURCES

MISSION: To provide HBA Members discounted marketing resources with the best possible ROI.

MAJOR EVENT MARKETING 2

HBA Home Show & HBA Home Remodeling Show

- Event Sponsor
- Bag Sponsor
- Prize Sponsor
- Vendor Lounge Sponsor
- Wall Banner Sponsor

HBA Parade of Homes

- Prize Sponsor
- HBA Event Magazine Distribution Points
- Parade of Homes App Advertising

Marketing for All Major Events

- HBA Event Magazine
- Website Banner Ads
- HBA Home Pros Info-Letter Post/Advertorial - FREE

EVENT MARKETING 4

- Sporting Clays Tournament
- Golf Tournament
- Fishing Tournament
- Fire Safety Event - Smoke Alarm Donation
- Education Sponsorship
- HBA Monthly Membership Meetings
- Christmas Party
- HBA Membership Directory Launch Party

PRINT 6

- HBA Event Magazine
- HBA Membership Directory

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- HBA Featured Member Ad Package
- HBA Website Banner Advertising
- HBA Parade of Homes APP & Web Advertising
 - Associate Member Advertising & Packages
 - HBA Parade Builder Only Advertising & Packages

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- HBA Social Media - Share or Retweet
- HBA Housing e-News FREE Post

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- Website Setup & Launch
- Social Media Set Up & Training

The HBA of Greater Springfield reserves the right to adjust pricing to rates in this package in the case of a typo.



HBA MARKETING RESOURCES

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MAJOR EVENT MARKETING

■ HBA HOME SHOW & HBA HOME REMODELING SHOW

Event Sponsor

Includes presence on paid advertising (could include TV, radio, print & online marketing) & announcements during the event. Special recognition in the HBA Housing e-News & HBA Home Pros Info-Letter, special posts (Social Media - Website), company logo on HBA Event Magazine cover & insert, HBA Event Magazine inside back cover full page advertisement, banner ad on event specific web page. KY3 Focus on Home Tips not included.

- ▶ **HBA Home Show** (Approx. Media Value for Sponsor = \$17,400+) \$5,000
- ▶ **HBA Home Remodeling Show** (Approx. Media Value for Sponsor = \$17,400+) \$3,750

Bag Sponsor

Includes two stands for bags to be handed out to all attendees upon entrance, special posts (Social Media - Website), recognition in the HBA Housing e-News, plus announcements during the event.

- ▶ **HBA Home Show** \$1,275 + Your Bags
- ▶ **HBA Home Remodeling Show** \$975 + Your Bags

Prize Sponsor

Includes two 6x6 spaces, one to the right and one to the left of the ticket sales booth, special posts (Social Media - Website), recognition in the HBA Housing e-News, plus announcements during the event.

- ▶ **HBA Home Show** \$995 + Min. \$495 Retail Value Prize
- ▶ **HBA Home Remodeling Show** \$675 + Min. \$495 Retail Value Prize

Vendor Lounge Sponsor

Vendor Lounge Sponsors are allowed to deck out the vendor lounge with company logos, banners, treats, etc. Your sponsorship dollars will go toward basic snacks. Any additional snacks must be covered by your company. It is recommended that your company greeters be stationed in the vendor lounge. Be creative, but ask for permission first and be smart on how to approach vendors that are there to take a break. Also, receive five complimentary event tickets.

- ▶ **HBA Home Show** \$300
- ▶ **HBA Home Remodeling Show** \$200

Wall Banner Advertising

Your printed banner will be hung in the front lobby of the Springfield EXPO Center. Various sizes & locations available. Printed banner not included.

- ▶ **HBA Home Show** - See detailed sheet for banner pricing. Pricing varies based on size and location. ranges from \$300 to \$750
- ▶ **HBA Home Remodeling Show** - 1/2 OFF when banner hung for HBA Home Show of the same year..... ranges from \$300 to \$750

■ HBA PARADE OF HOMES

Prize Sponsor (Approx. Media Value for Sponsor = \$17,400+)

Includes presence on paid advertising, which could include TV, radio, print & online marketing. Special recognition in the HBA Housing e-News & HBA Home Pros Info-Letter, special posts (Social Media - Website), recognition on HBA Event Magazine cover & insert. HBA Event Magazine inside back cover full page advertisement, banner ad on event specific web page, banner ad on Parade App. KY3 Focus on Home Tips not included.

Contact individual Parade Home Builders for on-location participation..... \$3,000 + Min. \$995 Retail Value Prize

HBA Event Magazine Distribution Outlet

Your business may be a perfect location for those taking the HBA Parade of Homes tour to pick up a magazine with map, directions and details. The HBA will spread the word about distribution via social media, HBA Home Pros Info-Letter, website and word of mouth. It is recommended that those at distribution points promote themselves on social media etc to increase the reach..... \$100

Parade App Advertising

Advertise on the app that is an extremely useful tool for those taking the tour. Our Parade App is highly promoted and users continue to grow each year. Combined Parade App Advertising and Web Banner Advertising available. Limited availability.

- ▶ **App Banner Advertisements** - See details for Parade App Advertising on page 7 \$250 to \$475
- ▶ **Bundled with Web Banner Advertising** - See detailed sheet for Bundled Parade App/Web Advertising on page 7 ranges from \$295 to \$475



HBA MARKETING RESOURCES

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MAJOR EVENT MARKETING (continued)

AVAILABLE FOR HBA HOME SHOW EVENT ONLY

TV Commercial Packages

TV commercial packages aired in conjunction with the HBA Home Show or Remodeling Show. These packages require a collaborative effort between two members sharing a single 30 second spot. See **page 12** for more details Starting as low as \$655

AVAILABLE FOR ALL MAJOR EVENTS

HBA Event Magazine Advertising

The HBA Event Magazine has a strong niche and great shelf life based on recent research conducted by ADSmith Communications. Some say “print is dead,” but that information is based on subscription publications and even more specifically, those without a niche. It was found that those who attend HBA Home Show typically hold on to the HBA Event Magazine for a least a year. Your advertisement will appear in **all three publications** and in digital form at a single price point. Rates also listed on **page 7**. Ad design fee may apply.

Detailed sheet available for HBA Event Magazine Ad pricing and dimensions.

▶ 1/6 Page.....	\$450 per yr
▶ 1/3 Page Square	\$675 per yr
▶ 1/3 Page Banner	\$720 per yr
▶ 1/2 Page Horizontal	\$972 per yr
▶ 1/2 Page Island.....	\$1,012 per yr
▶ 2/3 Page Vertical	\$1,125 per yr
▶ Full Page.....	\$1,359 per yr
▶ Page 1	\$1,678 per yr
▶ Back Cover.....	\$2,520 per yr

HBA Website Banner Advertising

Place your company at the top of HBASpringfield.com pages in rotation with other advertisers. Available locations are the Home Page, Web Tools Pages (HBA Home Pros & LookB4Ubuild) and Event Specific Pages. Limited to seven advertisers in rotation. This means there could be a waiting list. Additional **Parade of Homes** web and app advertising opportunities on **page 7**. Ad design fee may apply.

▶ HBA Parade of Homes Pages - Top of HBASpringfield.com HBA Parade of Homes pages.....	\$250 per yr
▶ HBA Home Show Pages - Top of HBASpringfield.com HBA Home Show pages.....	\$250 per yr
▶ HBA Home Remodeling Show Pages - Top of HBASpringfield.com HBA Home Remodeling Show pages.....	\$250 per yr
▶ HBA Home Pros & LookB4Ubuild Pages - Top of Web Tools on HBASpringfield.com & HBAHomePros.com pages.....	\$250 per yr
▶ HBA Website Home Page - Top of HBASpringfield.com Home Page.....	\$350 per qtr or \$996 per yr

HBA Home Pros Info-Letter Post/Advertorial - FREE

This “Info-Letter” goes out to a database of more than 2,700 individuals in the Springfield and surrounding areas. This database continues to grow while we also remove those that are not opening the info-letter. These email addresses were collected from the HBA Parade of Homes Prize Sponsorship, HBA Home Show Prize Sponsorship and other means. The content that members can supply are Savings/Giveaways, Tips, or Products/Innovations. It is recommended that they be supplied in press release form as a Word or text file and emailed to Aaron@HBASpringfield.com. A simple well written paragraph with links to additional information is acceptable (100 word minimum). The HBA will not write the article for you, although grammatical, punctuation and spelling errors may be corrected without notification.

▶ Spring Issue (Spring Focused).....	Supply between March 1st and 31st - FREE
▶ Fall Issue (HBA Home Remodeling Show Focused).....	Supply between August 15th and September 9th - FREE
▶ Winter Issue (HBA Home Show Focused)	Supply between December 1st and 31st - FREE
▶ Summer Issue (HBA Parade of Homes Focused).....	Supply between May 1st and 31st - FREE



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EVENT MARKETING

■ SPORTING CLAYS TOURNAMENT SPONSORSHIPS

Event Sponsor

Sponsor will be listed on the event entry form and in the event recap article. Signage will be placed at the registration table. Logo will be on all signage at the event. Sponsor will have the opportunity to present the prizes at the end of the tournament. **Limit of 1 available**\$750

Lunch Sponsor

Sponsor will be listed on the event entry form and in the event recap article. Signage will be placed where the food is served. Sponsor will have the opportunity to address the audience. **Limit of 1 available**\$500

Ammo Sponsor

Sponsor will be listed on the event entry form and in the event recap article. Stickers with sponsor logo will be placed on boxes of ammo to be handed out to participants. One box of ammo will be given to each participant. **Limit of 1 available**\$500

Stand Sponsor

Sponsor will be listed in the event recap article. Signage with sponsor logo will be placed at one stand. **Limit of 10 available**.....\$200

Event Contest Sponsor

Sponsor will be listed on the event entry form and in the event recap article. Signage will be placed at contest location. Sponsor will have the opportunity to staff the competition area. **Limit of 1 available**\$250

Raffle Sponsor

Sponsor to donate one or two prizes of their choice with a total minimum retail value of \$250Prize minimum retail value \$250

■ GOLF TOURNAMENT SPONSORSHIPS (limits are per tournament - Spring & Fall)

Goody Cart Sponsor

Sponsor signage placed on the goody cart with option of sponsor driving the goody cart. Sponsor to be listed on the event entry form and in the event recap article. **Limit of 4 available**\$300

Closest to Hole

Signage will be placed at the hole. Sponsor will be listed on the event entry form and in the event recap article. **Limit of 4 available**.....\$75

Longest Drive

Signage will be placed at the hole. Sponsor will be listed on the event entry form and in the event recap article. **Limit of 8 available**.....\$75

Hole Sponsors

Signage will be placed at the hole. Sponsor will be listed in the event recap article. **Multiple available**\$60

\$10,000 Hole In One Sponsor

Signage will be supplied at four different holes, one being the \$10,000 Hole In One contest. Sponsor will be listed on the event entry form and in the event recap article. Cost: Sponsor will pay for insurance policy, price varies. **Limit of 1 available**Based on Participation

Raffle Sponsor

Sponsor to donate one or two prizes of their choice with a total minimum retail value of \$250Prize minimum retail value \$250

■ FISHING TOURNAMENT SPONSORSHIP (limits are per tournament - Spring & Fall)

Big Bass Sponsor

Sponsor will be listed on the event entry form and in the event recap article. **Limit of 1 per tournament**\$200



HBA MARKETING RESOURCES

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EVENT MARKETING (continued)

■ FIRE SAFETY EVENT SPONSORSHIP

Smoke Alarm Donation Sponsor

Prior to "Fire Prevention Week" the HBA of Greater Springfield kicks off our own Fire Safety Event by donating smoke alarms (batteries included) to local fire departments. Labels with each sponsor's company name are applied to smoke alarm boxes in addition to recognition in press releases, web posts, social media posts, as well as mentions at the event. Sponsors are encouraged to bring their own signage to the event for display, as long as it is communicated to HBA staff, what will be supplied.....\$500

■ EDUCATION SPONSORSHIP

General Education Sponsor

Educational topics are determined by the needs of our HBA membership and will be held at the HBA office unless location is deemed to be important as it relates to a specific educational topic. It is recommended that the sponsor provide a greeter, provide literature at place settings, and signage. Sponsor will have the opportunity to address the audience. Special recognition given in the HBA e-News, social media, on HBASpringfield.com and in any emails about the event. [Set appointment to discuss pricing and details](#)

■ HBA MEMBERSHIP EVENT SPONSORSHIPS

Your HBA will hold membership meetings at member locations on the third Tuesday of the month, in the following months:

January, February, March, April, June, August, September, October & November.

There will be **NO SPONSORSHIP FEE TO YOUR HBA**. Sponsors are responsible for paying all expenses associated with the event, including, but not limited to, food, prizes and event fees. The sponsor company will be listed in the event invite, the event recap article and in social media. The sponsor company will have the opportunity to address the audience.

HBA Christmas Party - Multiple sponsorships available. Sponsor will be listed in the event invite and in the event recap article as well as signage at the check-in table and the food table(s). Sponsor have the opportunity to address the audience. \$195

HBA Membership Directory Launch Party - The May unveiling of our annual HBA Membership Directory and time to celebrate being an HBA Home Pro. Sponsor benefits include: Host event at member location; postcard to HBA Builder and Remodeler Members regarding the event; full page ad on back cover of the HBA Membership Directory; recognition on ad registration forms "Directory Launch Sponsor"; ½ page B/W sponsor recognition ad; directory listing with "Directory Launch Sponsor" ½ page emphasis box; featured article in HBA Housing e-News; top banner ad on HBAHomePros page for 1 year (in rotation with others); Center Stage of SpringfieldHBA.com home page for minimum of 1 week\$1,300



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PRINT PUBLICATIONS

HBA EVENT MAGAZINE

Publication for All Three Major Events

This information is also on **page 3**. Your advertisements are in all three publications and in digital form at a single price. Additional discounts when combined with "Bundles" on **page 7**. Ask about additional opportunities available to further reach and effectiveness of your print advertisement.

Detailed sheet available for [HBA Event Magazine Ad pricing and dimensions](#). Ad design fee may apply.

▶ 1/6 Page.....	\$450 per yr
▶ 1/3 Page Square	\$675 per yr
▶ 1/3 Page Banner	\$720 per yr
▶ 1/2 Page Horizontal	\$972 per yr
▶ 1/2 Page Island.....	\$1,012 per yr
▶ 2/3 Page Vertical	\$1,125 per yr
▶ Full Page.....	\$1,359 per yr
▶ Page 1	\$1,678 per yr
▶ Back Cover.....	\$2,520 per yr

HBA MEMBERSHIP DIRECTORY

The HBA Membership Directory is a resource for HBA Members that promotes members doing business with members. Distributed at the HBA's May Membership Meeting, HBA office and all monthly membership meetings through November (7 months). Also available at the Launch Sponsors' location(s). Ask about additional opportunities available to further the reach and effectiveness of your print advertisement. Ad design fee may apply.

Black & White Section*

▶ Full Page Ad	\$550
▶ Half Page Ad.....	\$300
▶ Quarter Page Ad.....	\$175

Color Section

▶ Full Page Ad	\$650
▶ Half Page Ad.....	\$375
▶ Quarter Page Ad.....	\$225

Premium Color Section

Inside Front Cover and Inside Back Cover Pricing (Back Cover reserved for Launch Party Sponsor).

▶ Full Page Ad	\$700
▶ Half Page Ad.....	\$450
▶ Quarter Page Ad.....	\$275

*Ad located near your listing unless inside front, inside back cover or center color section.

Bonus HBAHomePros.com Digital Ad

Only those advertising in the HBA Membership Directory are eligible for the HBAHomePro.com digital ad (225px x 150px). Ad visible, in rotation with other advertisers, in the sidebar of the Search, Advanced Search and All Categories pages on HBAHomePros.com. Ad design fee may apply.

▶ Full Page Ad	\$50
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HBA WEB & APP ADVERTISING

Below are a variety of digital opportunities and advertising packages for HBA members at a discounted rate.

HBA FEATURED MEMBER AD PACKAGE

Advertise your company on HBASpringfield.com and the HBAHomePros.com membership directory. Ad displays in rotation with other ads at the bottom of each HBASpringfield.com page and in your HBAHomePros.com listing. In addition, Featured Member Advertisers have the ability to list company social media Stats included. annual renewal of \$150

HBA WEBSITE BANNER ADVERTISING

Place your company at the top of HBASpringfield.com pages in rotation with other advertisers. See Major Event Marketing for more.

- ▶ **HBA Website Home Page** - Top of HBASpringfield.com Home Page\$350 per qtr or \$996 per yr
See *Major Event Marketing* on page 3 for more banner advertising opportunities and details.

HBA PARADE OF HOMES APP & WEB ADVERTISING

Advertise on the app that is an extremely useful tool for those taking the tour. Our Parade App is highly promoted and users continue to grow each year. Combined Parade App Advertising and Web Banner Advertising available. Limited availability.

Associate Members Advertising & Packages

Packages below are tailored to fit Associate Members. See Builder Member Packages, to follow, if you are a builder.

▶ 1 Star Parade Package ★

- Floating Ad on Parade Web Tour Page (\$175+)
- Ad in rotation within the Parade App Home Listing Level (\$250)\$295

▶ 2 Star Parade Package ★★ (limited availability)

- Rotating Banner Ad on the main HBA Parade of Homes web pages (\$350)
- Sidebar ad on the HBA Parade web page (\$175+)
- Ad in rotation within the Parade App Home Level (\$250)\$475

▶ Single Associate/Builder Collaborative Ad

Lock a full screen ad in the Photo Gallery for a specific builder. Perfect for builder's suppliers or subs. No other advertisers will be able to advertise on specific Parade Builder page. Ad must be approved by the Parade Builder.\$250

▶ Single Rotating Ad in a App Homes Level

Ad in rotation within app Home Level or Specific Builder Level (includes full screen ad on builder photo Level.\$250

HBA Parade BUILDER ONLY Advertising & Packages

▶ Basic App Details for HBA Parade Builders

As part of your **HBA Parade of Homes Entry Fee** you receive the following basic app features:

- Ticketing – (Valued at \$100 per home) Stats for who visited your home and how many times they visited.
- Photos – (Valued at \$300+) This includes 15 professional photos with a 24 hour turnaround. \$100 for an additional 10 photos.

▶ Parade Builder Enhanced Profile • HBA Parade Builder ONLY

Enhanced builder profile in Parade Craze App (Logo, photo and linkable social media, email, call number, web address).....\$100

▶ 1 Star Parade Builder Package ★ HBA Parade Builder ONLY

- Enhanced builder profile (\$100)
- Floating Ad on Parade Web Tour Page (\$175+)
- Ad in rotation within the app Home Level (\$250)\$195

▶ 2 Star Parade Builder Package ★★ HBA Parade Builder ONLY (limited availability)

- Enhanced builder profile (\$100) + Rotating Banner Ad on Parade Web Home Page (\$350)
- Floating Ad on Parade Web Tour Page (\$175+)
- Ad in rotation within the app Home Level (\$250)\$350

More HBA Parade of Homes opportunities on page 2



HBA MARKETING RESOURCES

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HBA E-NEWSLETTERS & SOCIAL MEDIA PROMOTION

■ HBA HOME PROS INFO-LETTER - FREE POST

Submit your article/advertorial with a minimum of 100 words, to be distributed quarterly via email to a 2,700+ database (database continues to grow). In addition, since your information will be posted on the HBA website you increase your opportunity to be found through the HBA website, helping your SEO as well as the SEO for your HBA. There are three main topics to be submitted and they are Home Pro Tips, Savings/Giveaways, and Products/Innovations. Please supply your article as a Word document (at least 100 words long). Document may include links and up to two images. The HBA retains the right to limit the number of articles published in this info-letter. See more information and deadlines in our Major Event Marketing **FREE**

■ HBA SOCIAL MEDIA - SHARE OR RETWEET

Post on Facebook or Twitter and the HBA staff will do their best to share your post on the HBA Facebook page. To increase your odds of your post being shared or retweeted it is recommended that you do the following:

- Use hashtag #HBAHomePros
- Ad Tag @SpringfieldHBA or @HBASpringfield (you must like the HBA Facebook Page and follow us on Twitter first).
- If you see that we are still not sharing your posts, shoot an email to Aaron@HBASpringfield.com. Let us know your Facebook or Twitter address and what post you would like shared.

Number of shares/retweets per week may be limited depending on the number of member requests. **FREE**

■ HBA HOUSING E-NEWS FREE POST

Your updates, calendar and membership information source is the HBA Housing e-News. In addition, your e-News provides you with the opportunity to submit "Members In the News" information once a month. New product, new employee, awards, accolades or anything that you would send to the media as a press release will be published. Since your article/information will be posted on the HBA website this also increases your chances of being found through the HBA website, helping your SEO as well as the SEO for your HBA. Please supply your article as a Word document (at least 100 words long). Document may include links and up to two images. All items must be submitted before the 15th of each month **FREE**

MEETING SPACE

HBA members are welcome to rent out meeting space as well as the focus group room for conducting research. You must call to schedule board room usage.

■ SMALL BOARD ROOM RENTAL

Seats 8 with large plasma screen TV for presentations. Call HBA office (881.3711) to schedule board room rental **FREE**

■ MEDIUM & LARGE BOARD ROOM RENTAL

Medium Room - Seats 12-15 with two large plasma TVs for presentations.

Large Room - Seats 18-20+ with retractable large projection screen and projector. Located near kitchen with refrigerator, ice machine, microwave oven and sink.

Call HBA office (881.3711) to schedule board room rental.

0-4 hour rental **\$50**

5-8 hour rental **\$75**



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HBA CHARITABLE FOUNDATION MARKETING

The HBA Charitable Foundation (the charitable arm of the HBA) offers opportunities for members

■ HBACF CONSTRUCTION RUN

The HBACF is proud to sponsor the annual 5K Walk/Run to support scholarships, the fire safety event and local area charities.

▶ Event Sponsor (one available)

Large logo on back of t-shirt, logo on all advertising (electronic and print), logo on signage, option to supply tent to be used for check-in, option to be designated packet pickup location night prior to event, large logo on signage in kids area, large logo on Thank You banner, option to supply swag bag \$1,500

▶ Framing Sponsor

Medium logo on back of t-shirt, logo on all electronic advertising, logo on quarter mile sponsor signage, option to donate to swag bag, space in the mini trade show area, medium logo on signage in kids area, medium logo on Thank You banner \$750

▶ Rough In Sponsor

Small logo on back of t-shirt, logo on all electronic advertising, small logo on signage in kids area, small logo on Thank You banner \$500

▶ Hammer & Nail Sponsor

Name on Thank You banner, logo on electronic advertising \$150

▶ On Course Water Sponsor (one available)

Signage at designated water area (sponsor supplies water, cups, table and staffing) \$200

▶ End of Course Sponsor (one available)

Signage at end of course (sponsor supplies water bottles, snacks, table and staffing) \$300

■ FIRE SAFETY EVENT SPONSORSHIP

Smoke Alarm Donation Sponsor

Prior to "Fire Prevention Week" the HBA of Greater Springfield kicks off our own Fire Safety Event by donating smoke alarms (batteries included) to local fire departments. Labels with each sponsor's company name are applied to smoke alarm boxes in addition to recognition and press releases, web posts, social media posts, as well as mentions at the event. Sponsors are encouraged to bring their own signage to the event for display, as long as it is communicated to HBA staff, what will be supplied. \$500



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DISCOUNTED BUNDLES

Discount bundles packaged for Builder and Associate Members. Additional 5% Discount OFF ANY Bundle Price if paid by 12/31 of the current year.

■ BUILDER MEMBER BUNDLES

Builder Bundles were customized to give the best bang for the builder buck. One item may be swapped for select advertising or sponsorship opportunity of equal or greater value.

► BUILDER LEVELS	■ BRONZE	■ SILVER	■ GOLD	■ PLATINUM
Logo on Banner at Events	INCL	INCL	INCL	INCL
2 Quarters Consumer Info-Letter Advertising		\$250		
3 Quarters Consumer Info-Letter Advertising			\$375	
4 Quarters Consumer Info-Letter Advertising				\$500
Featured Member Ad Package	\$150	\$150	\$150	\$150
Web Banner on HS, HRS, PH or Home Pros	\$250	\$250	\$250	\$250
Sporting Clays Stand Sponsorship				\$200
HBACF 5K Hammer & Nail Sponsor			\$150	\$150
Facebook Promoted Post			\$50	\$50
VALUE	\$400	\$650	\$975	\$1,300
INVESTMENT	\$350	\$525	\$800	\$1,050
SAVINGS	\$50	\$125	\$175	\$250

*Value of a logo on banners at events cannot be calculated and differs from company to company.



HBA MARKETING RESOURCES

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DISCOUNTED BUNDLES (CONTINUED)

Discount bundles packaged for Builder and Associate Members. Additional 5% Discount OFF ANY Bundle Price if paid by 12/31 of the current year.

■ ASSOCIATE MEMBER BUNDLES

Associate Bundles were customized to give the best bang for the builder buck. Once item may be swapped for select advertising or sponsorship opportunity of equal or greater value.

▶ ASSOCIATE LEVELS	■ BRONZE	■ SILVER	■ GOLD	■ PLATINUM
Logo on Banner at Events	INCL	INCL	INCL	INCL
Golf Hole Sponsorship	\$60	\$60	\$60	
Golf Goody Cart Sponsorship				\$300
3 months Housing eNews Advertising		\$225		
6 months Housing eNews Advertising			\$450	
12 months Housing eNews Advertising				\$900
Featured Member Ad Package	\$150	\$150	\$150	\$150
Web Banner on HS, HRS, PH or Home Pros	\$250	\$250	\$250	\$250
Web Banner on Home Page (2 qtrs)				\$498
1/4 Page Color Ad in Membership Directory		\$225		
1/2 Page Color Ad in Membership Directory			\$375	
Full Page Color Ad in Membership Directory				\$650
Parade App Advertising			\$295	\$295
Sporting Clays Stand Sponsorship			\$200	\$200
HBACF 5K Hammer & Nail Sponsor			\$150	\$150
VALUE	\$460	\$910	\$1,930	\$3,393
INVESTMENT	\$375	\$775	\$1,750	\$3,000
SAVINGS	\$85	\$135	\$180	\$393

*Value of a logo on banners at events cannot be calculated and differs from company to company.



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TV COMMERCIALS - MEMBER COLLABORATION

Below are discounted packages developed by ADsmith Advertising & Marketing specifically for HBA Members. Member Cost Per Member.

- **COLLABORATIVE 1 WK CABLE TV**
 Pre-Home Show - HGTV 1/23-1/29/17*
 Members say "See me at the HBA Home Show" message; split w/1 non-competing member + 1 hr. shoot. 25 shared commercials (+ bonus spots based on availability). Schedule will reach approximately 15,000 Adults 25-64. \$900.00
- **COLLABORATIVE 2 WKS. CABLE TV**
 Pre-Home Show - HGTV 1/16-1/29/17*
 Members say "See me at the HBA Home Show" message; split w/1 non-competing member + 1 hr. shoot. 50 shared commercials (+ bonus spots based on availability). Schedule will reach approximately 21,000 Adults 25-64. \$1,400.00
- **SINGLE MEMBER 1 WK CABLE TV**
 Pre-Home Show - HGTV 1/23-1/29/17*
 Members say "See me at the HBA Home Show" message; Single Member-No Split + 1 hr. shoot. 25 commercials (+ bonus spots based on availability). Schedule will reach approximately 15,000 Adults 25-64. \$1,400.00
- **SINGLE MEMBER 2 WKS. CABLE TV**
 Pre-Home Show - HGTV 1/16-1/29/17*
 Members say "see me at the HBA Home Show" message; Single Member - No Split + 1 hr. shoot. 50 commercials (+ bonus spots based on availability). Schedule will reach approximately 21,000 Adults 25-64. \$2,400.00
- **COLLABORATIVE 1 WK CABLE TV**
 Pre-Home Remodeling Show - HGTV 10/2-10/8/17*
 Members say "See me at the HBA Home Remodeling Show" message; split w/1 non-competing member + 1 hr. shoot. 25 commercials (+ bonus spots based on availability). Schedule will reach approximately 15,000 Adults 25-64. \$900.00
- **COLLABORATIVE 2 WKS. CABLE TV**
 Pre-Home Remodeling Show - HGTV 9/25-10/8/17*
 Members say "See me at the HBA Home Remodeling Show" message; split w/1 non-competing member + 1 hr. shoot. 50 commercials (+ bonus spots based on availability). Schedule will reach approximately 21,000 Adults 25-64. \$1,400.00
- **SINGLE MEMBER 1 WK CABLE TV**
 Pre-Home Remodeling Show - HGTV 10/2-10/8/17*
 Members say "See me at the HBA Home Remodeling Show" message; Single Member-No Split + 1 hr. shoot. 25 commercials (+ bonus spots based on availability). Schedule will reach approximately 15,000 Adults 25-64. \$1,400.00
- **SINGLE MEMBER 2 WKS. CABLE TV**
 Pre-Home Remodeling Show - HGTV 9/25-10/8/17*
 Members say "See me at the HBA Home Remodeling Show" message; Single Member - No Split + 1 hr. shoot. 50 commercials (+ bonus spots based on availability). Schedule will reach approximately 21,000 Adults 25-64. \$2,400.00

*Schedule will run on OnMedia Metro Interconnect, which includes Springfield, Branson, Nixa, Ozark and AT&T U-verse.



HBA MARKETING RESOURCES

MISSION: To provide HBA Members discounted marketing resources with the best possible ROI.

WEBSITE SETUP & SOCIAL MEDIA TRAINING

Below are discounted packages developed by ADsmith Advertising & Marketing specifically for HBA Members.

■ WEBSITE SETUP & LAUNCH

[Includes Squarespace Annual Cost - \\$144](#)

Professional Site/Mobile Friendly Design; Creation of website sitemap and optimized navigation (up to 15 pages); Develop content for all pages (up to 15 pages), including keyword research for SEO; Initial SEO setup; building one basic contact form submission page (user information & message only); connect your current domain to the website (does not include researching/purchasing a new domain); Website programming on a self-hosted CMS; Website testing on multiple devices/browsers and launching. \$1,584.00

[This package does not include email hosting.](#)

■ SOCIAL MEDIA SET UP & TRAINING

Includes initial set up of Facebook, Twitter and Instagram Business Pages.

Includes cover photo design and profile photo placement for all formats. Also includes 1 hour of training to learn how to post, what to post and when to post social media, as well as how to change cover photos and settings. \$250.00