

2010

Home Builders Association of St. Louis & Eastern Missouri

Advertising Information



Why should you advertise?

- *Builder News* magazine is direct mailed to all 1,000+ Home Builders Association members, key building industry representatives and selected area political leaders – that’s more than 1,100 magazines! *Builder News* is a must-read publication. The easy to read layout of the magazine informs readers of seminars, council meetings, government affairs, new members and other events that have happened at the HBA. *Builder News* provides discounts for new and renewing advertisers. We will work within your budget to get you the most advertising for your money.
- *OPTIONS* newsletter is an online publication that provides information on upcoming and ongoing government affairs issues, membership meetings, seminars and events and a calendar to keep track of it all. Classified ads are welcome in this well-read newsletter.
- The *Membership Directory and Buyer's Guide* is the only guide to industry products and services in St. Louis. One complimentary copy of this annual publication is distributed to every HBA member. Members can get 12 months of advertising for as little as \$300.
- The HBA's Web site, www.stlhba.com, attracts more than 3,000 visitors each month. The site is constantly updated with upcoming HBA events and includes valuable information for members and consumers. You are also able to advertise in the new “Search for New Homes Now!” section of the web site. This opportunity cannot be beat!
- Each HBA department has plenty of sponsorship opportunities. From the President's Holiday Party to PAC Golf to council events you can place your company's name in front of hundreds of HBA members and potential clients.

**With all of these opportunities
you can't afford not to advertise!**



Home Builders Association of St. Louis & Eastern Missouri
10104 Old Olive Street Road, St. Louis, MO 63141
T. 314-994-7700 • F. 314-432-7185 • www.stlhba.com

2010

advertising Opportunities

Builder News...

an award-winning monthly 24 page magazine is mailed to all members, including members of HBA Councils. The total circulation is more than 1,100 and includes key building industry representatives and selected area political leaders. Ad availability is on a monthly basis.

OPTIONS...

is a bi-weekly, online newsletter that also reaches the entire membership. It carries current information about the building industry and HBA events. *OPTIONS* advertising space is limited 50-word maximum classified ads.

HBA Membership Directory & Buyer's Guide...

is an annual reference guide that lists all members by name and also by category in its "yellow pages." Council listings, by-laws, constitution and other valuable references are also included. Every member firm receives a free copy of this helpful handbook and is able to purchase additional copies. Advertising space is available on both tab pages and in the "yellow pages." Advertising space is available to both members and non-members on tab pages and in the "yellow pages." The opportunity to advertise in this publication only comes along once a year from June through September.

www.stlhba.com...

is a great way to bring your company into the information age by advertising or linking to the HBA's web address. You also have the opportunity to advertise in the new "Search for New Homes Now!" section of the Web site. Consumers searching for new homes in St. Louis are directed to the HBA's Web site and then able to link to St. Louis new home builders.

Event Sponsorships...

any HBA events are a great way to get your name in front of hundreds of HBA members and potential clients.

Contacts: 314-994-7700

<u>Contact</u>	<u>Ext.</u>	<u>Opportunity</u>
Tracy Chiesa	(x131)	for Builder News and OPTIONS advertising, the Associates' Charitable Auction sponsorships and "Search for New Homes Now!" Web advertising
Jaime Weyrauch	(x133)	for Clay Shoots, Sales & Marketing Council and other Association Services sponsorships
Jessica Hogan	(x127)	for Installation of Officers and President's Holiday Party sponsorships and Membership Directory & Buyer's Guide
Steve Loos	(x119)	for 50+ Housing Council, Custom Home Builders Council and Green Building Council
Renee Mincher	(x118)	for Remodelers Council, Builder Day Picnic, New Product Showcase and www.stlhba.com advertising
Tammy Ridgley	(x124)	for Home Show sponsorships
Stephanie Sikes	(x128)	for HBI-PAC sponsorships

*Advertising rates are subject to change without prior notification.

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Builder *news*

Home Builders Association Publication for the Housing Industry of Greater St. Louis and Eastern Missouri

Advertising Information

2010 Black & White Rates

Size	Dimension	1x	3x	4x	6x	12x
Full Page (no-bleed)	7" w x 10" h	\$1,000	\$965	\$930	\$890	\$795
Full Page (bleed)	8 3/4" w x 11 1/4" h	\$1,000	\$965	\$930	\$890	\$795
Half Page (horz.)	6 1/2" w x 4 1/2" h	\$785	\$740	\$695	\$650	\$540
Half Page (vert.)	3" w x 9" h	\$785	\$740	\$695	\$650	\$540
Third Page (horz.)	6 1/2" w x 3" h	\$500	\$480	\$470	\$460	\$440
Quarter Page	3" w x 4" h	\$335	\$315	\$305	\$285	\$270
Inside Front/Back (bleed)	8 3/4" w x 11 1/4" h	\$1,510	\$1,280	\$1,220	\$1,135	\$1,030
Back Cover (bleed)	8 3/4" w x 11 1/4" h	\$1,635	\$1,355	\$1,325	\$1,245	\$1,100

NOTE: There is a 10% additional charge for all non-HBA members. Rates noted are per issue. Back cover, inside back or inside front cover can be secured by signing a 12x contract.

2010 Four-Color and Spot Color Rates

Full ColorAdd \$460 to Black & White rate
 One PMS Color Plus BlackAdd \$230 to Black & White rate

Color rates cannot be discounted. *All ads are non-commissionable.* Agencies must add commission to rates.

Deadlines • Publication Calendar

Deadlines

Space reservations: 1st of each month prior to publication
 Digital copy: 6th of each month prior to publication
 Publication date: 8th to 10th day of each month

2010 Publication Calendar

Issue	Ad Deadline	Distribution
January	December 14	Early January
February	January 15	Early February
March	February 15	Early March
April	March 15	Early April
May	April 15	Early May
June	May 14	Early June
July	June 15	Early July
August	July 15	Early August
September	August 13	Early September
October	September 15	Early October
November	October 15	Early November
December	November 12	Early December
January '11	December 13	Early January

Ad Requirements

Positioning

Ad placement is run-of-press. For specific positioning, advertiser will be charged an additional 10% above the original cost of the ad. (Excluding inside front, inside back and back cover.)

Printing Specifications

All ads for publication in the magazine must be provided in a digital format (on CD or high-res pdf). The correct ad size must also be provided. If a black and white hard copy is provided there will be an additional \$50 charge for our printer to scan and place ad. Film *will not* be accepted. All photos must be saved at 100% of printed size at a minimum of 300 DPI and saved as an eps or tif file. Line copy should be saved at 1200 DPI and saved as a tif file. A copy of the ad *must* be supplied with the disk. Mac files are preferred, but PC files are acceptable. Ads created in the following programs will be accepted: QuarkExpress, Pagemaker, Photoshop or Illustrator. Files such as PowerPoint, Microsoft Word, Corel Draw, Excel, Publisher and similar programs are not compatible for printing purposes and will have to be re-created at an additional cost of \$100 per hour.

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OPTIONS

A Biweekly Online Publication of the Home Builders Association of St. Louis and Eastern Missouri. Serving the City of St. Louis and Missouri Counties of Franklin, Jefferson, Lincoln, St. Charles, St. Louis, Warren and Washington.

Classified Advertising Rates

OPTIONS newsletter is now electronic.

OPTIONS is now exclusively online and will be e-mailed to all members.
New issue/distribution dates are now Mondays. Copy deadline is noon on Thursday.

Classified ads are 50 words for \$50.

Publication Calendar

Issue/ Distribution	Copy/Classified Ads Deadline	Issue/ Distribution	Copy/Classified Ads Deadline
January 4	*December 22 at noon	July 6 (Tuesday)	July 1
January 18	January 14	July 19	July 15
February 1	January 28	August 2	July 29
February 15	February 11	August 16	August 12
March 1	February 25	August 30	August 26
March 15	March 11	September 13	September 9
March 29	March 25	September 27	September 23
April 12	April 8	October 11	October 7
April 26	April 22	October 25	October 21
May 10	May 6	November 8	November 4
May 24	May 20	November 22	November 18
June 7	June 3	December 6	December 2
June 21	June 17	December 20	December 16

Membership Directory & Buyer's Guide

Advertising Rates

2011 Ad Rates

Covers

The **Back Cover** and **Inside Front and Back Covers** are available in the *Directory*. Two-color (additional \$200) and four-color (additional \$500) ads are accepted on these pages.

Back Cover (Black & White Rates)

Full Page	7.375" w x 10" h	\$1,175
Half Page	7.375" w x 5" h	\$750

Inside Front and Back Covers (Black & White Rates)

Full Page	7.375" w x 10" h	\$1,050
Half Page	7.375" w x 5" h	\$700

Tab Pages

There are 12 two-sided tab pages available in the *Directory*. The following rates are for black and white ads only. Two-color (additional \$200) and four-color (additional \$500) ads are accepted on these pages.

Premier Tabs (*Leadership through Government Front*)

Full Page	7.375" w x 10" h	\$750
Half Page	7.375" w x 5" h	\$500

Ancillary Tabs (*Government Back through Constitution & Bylaws*)

Full Page	7.375" w x 10" h	\$550
Half Page	7.375" w x 5" h	\$400

Membership Directory Brand Name Listings

List up to 10 brand names alongside your "White Pages" listings for \$100.

Buyer's Guide "Yellow Pages"

Advertisers have the opportunity to place an ad under a specific category listing. For example, if you handle mortgages and loans, you may choose to place your ad under the "Mortgages and Loans" category.

"Yellow Page" ads are Black Only

Full Page	7.375" w x 10" h	\$550
Half Page	7.375" w x 5" h	\$425
Quarter Page	3.7" w x 5" h	\$300

Send us your business card and we'll create your "Yellow Page" ad for FREE.

Buyer's Guide "Yellow Pages" Product Category Listings

All members are able to choose (at no charge) five category listings in the HBA "yellow pages" section of the *Directory*. Members may also accentuate their listings by having their name printed in large, bold type for an additional \$20 per listing or \$80 for all five. Additional listings above and beyond the five free categories can be purchased for \$25 each (add on an additional \$20 to bold any category).

Special for 2011 Directory:

Buy one ad get a second ad of equal or lesser value for 50% off.

Please contact Jessica Hogan at 314-994-7700 (x127) or HoganJ@hbastl.com for a *Membership Directory & Buyer's Guide* ad contract or for more information on the *Directory*.

Deadlines and Ad Requirements

Space Reservations: June - September, 2010
 Ad Copy: Wednesday, September 8 by 5 p.m. (late ads are subject to a 25% late fee)
 Publication Release: January 2011

Printing Specifications

All ads for publication in the *Directory* must be submitted in digital format (.tif, .jpg or pdf) and sized according to above specifications. If specifications are not met advertiser will pay an editing fee. All ads will be considered one-color unless

otherwise specified. There will be an additional charge for scanning photos.

Design Assistance

Upon request, the HBA will quote customized design fees to all advertisers. These design fees will be confirmed in writing in a timely manner. Those committing to having the HBA design their ads must pay for the designs no later than September 8, 2010, or the ads will not be published. Basic typesetting done by the HBA will be billed at \$80 per hour.

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www.stlhba.com

Advertising Information

2010 Web Page Rates

\$500 - One year contract (Side Banner on Home Page, any other location.*)

\$700 - One year contract (Top of Home Page, Banner Ad)

NOTE: There is a 25% additional charge to all non-HBA members (Company must be member of St. Louis HBA (Local #2690) to receive member rate.)

* Certain restrictions do apply.

Please contact Renee Mincher at 314-994-7700 (x118) or MincherR@bbastl.com for more information on Web site advertising.

Ad Requirements

This ad is 120 pixels wide by 100 pixels high

Ads must be no larger than 120 pixels wide by 100 pixel high.

Ads must be submitted in .gif or .jpg format.

Ads will be accepted on disk or by e-mail.

Ads will be linked directly to advertiser's web site.

* Contract will expire one year from day ad is published live on web site.



2010

www.stlhba.com

"Search for New Homes Now!" Web Section

2010 Web Page Rates and Ad Requirements

\$600 **Header Banner Ad** (top of "Search for New Homes Now!" home page)

One year contract (728 pixels wide x 90 pixels high, one ad maximum)

\$400 **Side Banner Ad** (top right of "Search for New Homes Now!" home page)

One year contract (300 pixels wide x 250 pixels high, one ad maximum)

\$300 **Banner Ads** (bottom of "Search for New Homes Now!" home page)

One year contract (300 pixels wide x 250 pixels high, two ads maximum)

NOTE: There is a 25% additional charge to all non-HBA members (Company must be member of St. Louis HBA (Local #2690) to receive member rate.)

Ad Requirements

Ads must be to size. Ads must be submitted in .gif or .jpg format. Ads will be accepted on disk or by e-mail. Ads will be linked directly to advertiser's web site.

* Contract will expire one year from day ad is published live on Web site. * Certain restrictions do apply.

Please contact Tracy Chiesa at 314-994-7700 (x131) or ChiesaT@bbastl.com for more information on "Search for New Homes Now!" Web site advertising.

Consumers and members click here...

The screenshot shows the HBA website home page. A red arrow points to a yellow button that says "Search for New Homes Now! Click Here". Other elements on the page include a navigation menu, a login section, a "News & Events" section with bullet points, a "Consumer Events" section, and a "Learn More" button for a tax credit offer.

...and are directed here.

The screenshot shows the HBA website search results page. Three red arrows point to specific ad placements:

- Header Banner Ad:** A banner at the top of the page with the text "It's time to get back in the game. It's time to advertise with the HBA. Click here for more information."
- Side Banner Ad:** A vertical banner on the right side of the search results area, featuring an advertisement for BEAM by Electrolux.
- Banner Ads:** Two smaller banners at the bottom of the page. One says "Opportunity is knocking - open the door and let it in!" and the other says "Don't miss the boat! Click here to advertise in this space."