

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.