



2011 HBA Membership Directory & Buyer's Guide Advertising Contract

The undersigned advertiser agrees to purchase this advertising according to the following conditions and those outlined in the 2010 HBA Advertising Manual in the Membership Directory & Buyer's Guide section.

1. This contract covers the purchase of: (Please check all that apply.)

- BACK COVER**
 - Half page (7.375"w x 5"h) \$750
 - Full page (7.375"w x 10"h) \$1,175
 - INSIDE FRONT COVER** or **INSIDE BACK COVER**
 - Half page (7.375"w x 5"h) \$700
 - Full page (7.375"w x 10"h) \$1,050
- (Two-color and four-color ads are accepted on Back Cover and Inside Front and Back Covers for an additional fee.)
- Color: Black only Two-Color (Additional \$200) Four-Color (Additional \$500)

TAB PAGES (Two-color and four-color ads are accepted on Tab Pages for an additional fee.)

Color: Black only Two-Color (Additional \$200) Four-Color (Additional \$500)

Premier Tabs (Leadership, Builder/Associate Members, Contact Quick Reference, Association Councils, Buyer's Guide)

- Half page (7.375"w x 5"h) \$500 Tab Name: _____
- Full page (7.375"w x 10"h) \$750 Tab Name: _____

Ancillary Tabs (Government, Utilities, Fire Protection Districts, Trade Unions and Constitution & By-Laws)

- Half page (7.375"w x 5"h) \$400 Tab Name: _____
- Full page (7.375"w x 10"h) \$550 Tab Name: _____

BUYER'S GUIDE "YELLOW PAGES"

- Quarter page (3.7"w x 5"h) \$300 (If you'd like, send us your business card and we'll create your "Yellow Page" ad for FREE!)
- Half page (7.375"w x 5"h) \$425
- Full page (7.375"w x 10"h) \$550

Category Name(s): _____, _____, _____, _____

YES! I WOULD LIKE A SECOND AD (of equal or lesser value) **FOR HALF PRICE!** Specify Location: _____
(Location subject to availability.)

MEMBERSHIP DIRECTORY "WHITE PAGES" BRAND NAME LISTING (Included in your company listing.)

\$100 Brand Name Listing (Please fill out the Membership Directory Brand Name Listing Form and attach to this form.)

2. All ads rates are non-commissionable. Ad payments are non-refundable.
3. A signed contract with payment guarantees placement if preferred space is still available.
4. **Ads must be submitted on disk or by e-mail (in .tif or .jpg file format)** and must measure to the exact specification listed above. If specifications are not met advertiser will pay an editing fee. Bleeds are not available. Typesetting done by the HBA is an additional \$80 per hour. The HBA's maximum liability for error in reproducing copy shall be the cost of the ad.
5. The HBA reserves the right to reject any advertisement.
6. Ad(s) must be received and paid for **no later than Wednesday, September 8, 2010**, or be subject to a 25 percent late fee.

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Signature: _____ Date: _____

PAYMENT INFORMATION:

Make check payable to and mail to: Home Builders Association, 10104 Old Olive Street Rd., St. Louis, MO 63141
 To pay by credit card, fill out the information below and fax to 314-432-7185.

Name on Card: _____

Billing Address for Card: _____

City: _____ State: _____ Zip: _____

Card Number: _____ Exp. Date: _____

Card Type: VISA MC AMEX DIS CSC Code: _____

(CSC Code is last 3 or 4 digits on back of card, AMEX is on front of card)

Signature: _____ Date: _____

E-mail ads to Jessica Hogan at HoganJ@hbastl.com or contact her at 314-994-7700 (x127) for more information.