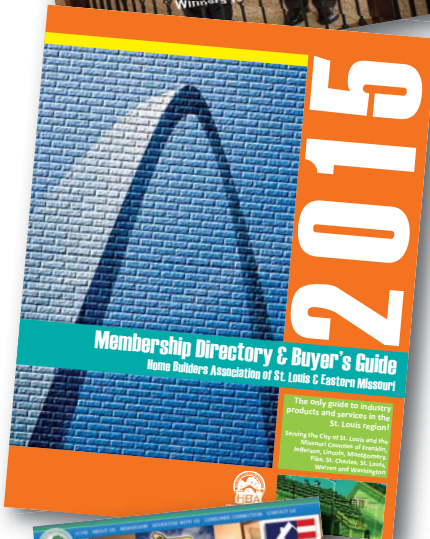


2016

Home Builders Association of St. Louis & Eastern Missouri

Advertising Information



Why should you advertise?

- *Builder News* magazine is direct mailed monthly to all 600+ Home Builders Association members, key building industry representatives and select area political leaders – that’s more than 700 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 happening 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 bi-monthly newsletter.
- The *Membership Directory & 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 one low rate.
- The HBA’s Web site, www.stlhbba.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 “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 Charitable Auction to Builder Day Picnic 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
314-994-7700 • F. 314-432-7185 • www.stlhbba.com

advertising Opportunities

Builder News...

an award-winning monthly 20-24 page magazine is mailed to all members, including HBA Council members. The total circulation is more than 700 and includes key building industry representatives and select area political leaders. Ad availability is on a monthly basis.

OPTIONS...

is a bi-monthly, online newsletter that also reaches the entire membership. It carries current information about the building industry and HBA events. *OPTIONS* advertising space is limited to 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 *Buyer's Guide* or "Yellow Pages" section. Council listings 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 the back cover, inside front and back covers, tab pages and in the "yellow pages" to both members and non-members. 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 "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...

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, Membership Directory & Buyer's Guide bold and additional categories listings, Charitable Auction, Economic Forecast, Excellence of Achievement and Installation of Officers sponsorships, www.stlhba.com and "Search for New Homes Now!" Web advertising
Steve Loos	(x119)	for Custom Home Builders Council, Green Building Council and Remodelers Council sponsorships
Patrice McIver	(x130)	for Builder Day Picnic sponsorships
Tammy Ridgley	(x124)	for Home Show sponsorships
Stephanie Sikes	(x128)	for HBI-PAC sponsorships
Jaime Weyrauch	(x133)	for Clay Shoots, Professional Women in Building Council, Sales & Marketing Council and other Association Services sponsorships

*Advertising rates are subject to change without prior notification.

2016

Builder *news*

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

Advertising Information

2016 Black & White Rates

Size	Dimension	1x	3x	4x	6x	12x
Full Page (no-bleed)	7" w x 10" h	\$1,090	\$1,050	\$1010	\$970	\$860
Full Page (bleed)	8 3/4" w x 11 1/4" h	\$1,090	\$1,050	\$1010	\$970	\$860
Half Page (horiz.)	6 1/2" w x 4 1/2" h	\$875	\$805	\$765	\$715	\$585
Half Page (vert.)	3" w x 9" h	\$875	\$805	\$765	\$715	\$585
Third Page (horiz.)	6 1/2" w x 3" h	\$550	\$530	\$520	\$500	\$485
Quarter Page	3" w x 4" h	\$365	\$355	\$345	\$315	\$300
Inside Front/Back (bleed)	8 3/4" w x 11 1/4" h	\$1,630	\$1,390	\$1,330	\$1,230	\$1,105
Back Cover (bleed)	8 3/4" w x 11 1/4" h	\$1,750	\$1,450	\$1,400	\$1,330	\$1,200

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.

2016 Four-Color and Spot Color Rates

Full Color Add \$500 to Black & White rate
 One PMS Color Plus Black Add \$250 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

2016 Publication Calendar

Issue	Ad Deadline	Distribution
January	December 9, 2015	Early January
February	January 15	Early February
March	February 12	Early March
April	March 14	Early April
May	April 15	Early May
June	May 13	Early June
July	June 15	Early July
August	July 15	Early August
September	August 15	Early September
October	September 15	Early October
November	October 14	Early November
December	November 11	Early December
January 2016	December 9	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

2016

OPTIONS

A Bi-monthly 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
to maximize the value of your membership

Volume 19, No. 19
September 23, 2013

email:
questions@hbastl.com
phone:
314-994-7700
fax:
314-432-7185
web site:
www.stlhbba.com

Calendar

Industry News

SOLD OUT: HBI-PAC Blues Game Contribution Effort....
The event is sold out!....Thank you to our many contributors who have been so supportive of the PAC over the years...Contributors of \$1,000 or more have been invited to attend the St. Louis Blues home opener against the Nashville Predators on Thursday, October 3 in the **McBride & Son Companies** suite as a token of your generosity and support of HBI-PAC....Contributors of \$2,000 or more were also invited to attend an evening with upscale wine tasting and heavy hors d'oeuvres at Old Warson Country Club....Many thanks to **Andy Thome** (J.W. Terrill) for sponsoring this spectacular evening...HBI-PAC works diligently to support candidates and elected officials who help the industry...HBI-PAC would appreciate your support. HBA staff contact: Stephanie Sikes (x128 or SikesS@hbastl.com).

NEW! City of Arnold Tree Preservation.... Arnold Planning & Zoning Commission will hold public hearing and may potentially take action on proposed tree preservation ordinance at Tuesday, October 8 meeting (7 p.m., City Hall)...City has agreed to some HBA comments...Following planning commission action, public hearing will be scheduled before city council.HBA staff contact: Emily Schwartz Post (x116 or SchwartzE@hbastl.com).



September

24-St. Charles County Board, Culpeppers, noon*

24-New Member Networking, HBA, 2 p.m.

25-Economic Growth & Transportation Plans in Eastern Missouri, CBG, 8:30 a.m.

25-Charitable Auction Committee, HBA, 10:30 a.m.*

26-HBI-PAC, HBA, 9 a.m.*

26-Warren County General Meeting, Innsbrook Resort & Conference Center, 11 a.m.

OPTIONS e-newsletter.

OPTIONS is exclusively online and will be emailed to all members.

Issue/distribution dates are on Mondays. Copy deadline is noon on Wednesday.

Classified ads are 50 words for \$50 and are located under the "Calendar" section. We can link the ad to your Web site or email address; however, logos, photos and clip art will not be accepted.

Publication Calendar

Issue / Distribution	Copy / Classified Ads Deadline	Issue / Distribution	Copy / Classified Ads Deadline
January 11	January 6	July 11	July 6
January 25	January 20	July 25	July 20
February 8	February 3	August 8	August 3
February 22	February 17	August 22	August 17
March 7	March 2	September 5	August 31
March 21	March 16	September 19	September 14
April 4	March 30	October 3	September 28
April 18	April 13	October 17	October 12
May 2	April 27	October 31	October 26
May 16	May 11	November 14	November 9
May 30	May 25	November 28	November 16
June 13	June 8	December 12	December 7
June 27	June 22	December 26	December 14

Extend your brand to who matters most.

Advertising in the 2016 Home Builders Association of St. Louis & Eastern Missouri Membership Directory & Buyer's Guide is now underway!



HBA
HOME BUILDERS
ASSOCIATION
ST. LOUIS



The Membership Directory & Buyer's Guide is an indispensable tool for all members. Don't miss out on an entire year's advertising to members and the opportunity to stand out from your competitors by advertising or enhancing your company's listing!

Establish an Image: When it comes to advertising and promoting your business, image counts. Be seen in the right places at the right time, by the right people.

Value: Grab this opportunity to build relationships with existing and prospective clients and grow your business.

Longevity: Your ad will be placed in this invaluable resource offering year-round exposure, referred to time-and-time again.

ADVERTISING RATES:

Premium Ad Spots	B&W	Color
Back Cover	N/A	\$1,999
Inside Front Cover	N/A	\$1,799
Facing Page to Inside Front Cover	N/A	\$1,699
Inside Back Cover	N/A	\$1,699
Tabs	\$999	\$1,299
1/2 Tabs	\$799	\$999
Full Page	\$799	\$899
1/2 Page	\$599	\$699
1/4 Page	\$399	\$499
Business Card	\$199	\$299

Enhanced Listing	Price
Boxed Listing	\$39
Shaded Box Listing	\$59
Boxed Listing with Logo	\$79
Boxed Listing with Logo & 50 word bio	\$99

Space Reservation Form

fax to 952-448-9928
or reply directly to email

Please fill/type out information below and include ad size from table at left. E&M will send you the required ad contract, along with ad creation information.

Company: _____

Contact: _____

Phone: _____

Fax: _____

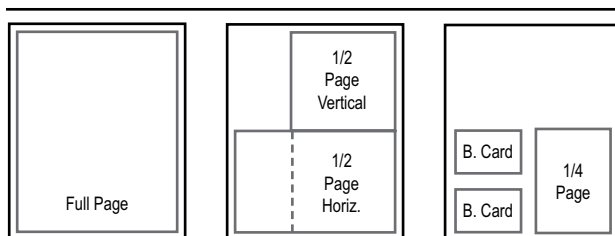
Email: _____

Ad Size: _____ Color B&W

If you have any questions or to reserve ad space, please contact your E&M representative Ryan at ryand@emconsultinginc.com at 800-572-0011 or 314-667-5572

___ E&M places ads at their own discretion. For preferred ad location, please check here. Does not apply to premium spot, or guarantee ad location. Extra fee may apply.

8.5" x 11" Publication



To opt-out of future communications, please contact 952-222-0965, fax 952-448-9928, or email emconsulting.optouts@gmail.com (please include your company name and the title of the publication) Such requests will be honored within a reasonable time from the date of the request.

Need help designing your advertisement? Our Award-Winning graphics team can help!

Yes, please have a designer contact me.

No, I will submit our own artwork.



2016

www.stlhba.com

Advertising Information

2016 Web Page Rates

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

\$700 - One year contract (Above "News & Events," 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 Tracy Chiesa at 314-817-5631 or ChiesaT@hbastl.com for more information on Web site advertising.

Ad Requirements

- Banner ad above "News & Events" must be no larger than 400 pixels wide by 90 pixels high.
- Side banner 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 email.
- Ads will be linked directly to advertiser's Web site.
- Contract will expire one year from day ad is published live on Web site.

This ad
is
120 pixels wide
by
100 pixels high

The screenshot shows the homepage of the St. Louis Home Builders Association website. At the top, there is a navigation menu with links for HOME, ABOUT US, NEWSROOM, ADVERTISE WITH US, CONSUMER CONNECTION, and CONTACT US. The main content area features several advertisements and sections:

- Search for New Homes Now!**: A prominent banner with a "Click Here" button.
- Members Only Login**: A section with fields for login ID and password, and a "Login" button.
- News & Events**: A section with a list of news items, including "Click here to see the value of owning a new home," "NEW! HBA Members log in to view Housing Now Videost," "St. Louis, a case study in housing affordability," "OSHA Compliance," and "HBA Membership Can Pay Huge Dividends." There is also a "Click Here for More Events" link.
- Advertiser Banners**: Several smaller banners for local businesses like "Allen Roofing & Siding" and "Fischer & Frichtel".
- Consumer Events**: A section listing events such as "Builders Home & Garden Show," "Builders St. Charles Home Show," and "Builders Home & Remodeling Show".
- Footer**: Contains contact information for the Home Builders Association of St. Louis & Eastern Missouri, copyright notice for 2013, and logos for NAHB (National Association of Home Builders) and NAHB BuilderBooks.

2016

www.stlhba.com

"Search for New Homes Now!" Web Section

2016 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)

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 email. 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 314-817-5631 or ChiesaT@hbastl.com for more information on "Search for New Homes Now!" Web site advertising.



Header Banner Ad



Side Banner Ad

