

Industry Insider Advertising Contract



HOME BUILDERS
ASSOCIATION
OF ST. LOUIS &
EASTERN MISSOURI

EST. 1934

10104
OLD OLIVE
STREET ROAD
ST. LOUIS,
MISSOURI
63141-5908

P: 314-994-7700
F: 314-432-7185

WWW.STLHBA.COM

The undersigned advertiser agrees to purchase either a **display ad** or a **classified ad** in the HBA *Industry Insider* e-newsletter according to the following conditions:

- a. This contract covers the purchase of advertising beginning with _____ and ending with _____.

Ad is to run on the following dates: _____

The cost for a display ad is \$100 each issue. The cost of a classified ad is \$50 each issue for 50-100 words. All ads are located in lower left column of the newsletter. The ad can be linked to your website or email address; however, logos, photos and clip art will not be accepted for classified ads.

- b. Signed contract must be received by the HBA prior to ad copy deadline date (please check HBA Publication Schedule) or ad will not be run in that issue. *HBA members*: Payment is due when invoice is received. *Non-members*: Payment is due before ad run. All ads are non-commissionable.
- c. The display ad size is 190 pixels x 190 pixels and must be submitted in .jpeg format. Ad will run as submitted; advertiser may change ad copy prior to the copy deadline.
- d. The display ad may link to email or web site: _____
- e. The publisher reserves the right to reject any advertisement. The publisher's maximum liability for error in reproducing copy shall be the cost of the ad.
- f. In the event the advertiser cancels this contract during the duration of contract, advertiser agrees to pay the difference between the discounted frequency rate and the rate for the actual number of ads run. Advertiser also agrees to pay a severance fee of \$250.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

BILLING OTHER THAN ADVERTISER (AGENCY)

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

HBA Representative: _____ IMIS: _____