BUILD YOUR BUSINESS

HOME BUILDERS ASSOCIATION OF ST. LOUIS & EASTERN MISSOURI

2020 MEDIA KIT

REACH YOUR TARGET AUDIENCE WITH:

- *Builder News* Magazine
- *Industry Insider* E-newsletter
- *Membership Directory & Buyer's Guide*
- HBA website – *stlhba.com*
- Sponsorships

CONTACT

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10104 Old Olive Street Rd., St. Louis, MO 63141

WE BUILD NEIGHBORHOODS

HBA

HOME BUILDERS ASSOCIATION ST. LOUIS

ABOUT US

HOME BUILDERS ASSOCIATION
ST. LOUIS

A BRIEF HISTORY

The Home Builders Association of St. Louis and Eastern Missouri began in 1934 when seven builders started the Builder's Guild. In the eighty-plus years since, the HBA has grown to more than 600 members and is one of the most active local building industry associations in the country. The HBA is responsible for the geographic areas of St. Louis City and the Counties of St. Louis, St. Charles, Jefferson, Lincoln, Franklin, Warren and Washington.

BRAND STATEMENT

The HBA empowers members to succeed by working toward common sense building regulations, providing networking and educational opportunities, and using its power in numbers to keep the housing market strong.

REACH

Builder News – emailed to more than 1,300 HBA members monthly

Industry Insider – emailed to more than 1,300 HBA members every other week

Membership Directory & Buyer's Guide – one copy is mailed to each of our 620 member companies

Website, *stlhba.com* – more than 10,000 unique visitors annually

Sponsorships – exposure in all HBA publications and at the sponsored event

2020 PUBLICATIONS CALENDAR

Revised 12/23/2019

BUILDER NEWS – All deadlines are at noon.

ISSUE	COPY/AD DEADLINE	DISTRIBUTION
January	*December 9, 2019 – Due early	Early January
February	January 15	Early February
March	February 14	Early March
April	March 10	Early April
May	April 15	Early May
June	May 15	Early June
July	June 15	Early July
August	July 15	Early August
September	August 14	Early September
October	September 15	Early October
November	October 15	Early November
December	November 13	Early December
January 2020	*December 8 – Due early	Early January

INDUSTRY INSIDER – All deadlines are at noon.

ISSUE/DISTRIBUTION	COPY/AD DEADLINE	ISSUE/DISTRIBUTION	COPY/AD DEADLINE
January 6	January 2	July 6	July 1 or earlier
January 20	January 15	July 20	July 15
February 3	January 29	August 3	July 29
February 17	February 12	August 17	August 12
March 2	February 26	August 31	August 26
March 16	March 11	September 14	September 9
March 30	March 25	September 28	September 23
April 13	April 8	October 12	October 7
April 27	April 22	October 26	October 21
May 11	May 6	November 9	November 4
May 25	May 20	November 23	November 18
June 8	June 3	December 7	December 2
June 22	June 17	December 21	December 16

HBA BUILDER NEWS E-MAGAZINE

Builder News magazine is the official magazine of the Home Builders Association of St. Louis & Eastern Missouri. This is your opportunity to target industry-specific professionals area-wide. The magazine is emailed monthly to all Home Builders Association members and key building industry representatives – that's more than 1,300 magazines!

Builder News is a must-read publication. The easy-to-read layout of the magazine informs readers of seminars, council meetings, public policy updates, 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.

2020 AD DIMENSIONS & RATES

Size	Dimension	1x	3x	4x	6x	12x
Full Page (no-bleed)	7"w x 10"h	$1,125	$1,095	$1,045	$1,000	$880
Full Page (bleed)	8 3/4"w x 11 1/4"h	$1,125	$1,095	$1,045	$1,000	$880
Half Page (horiz.)	6 1/2"w x 4 1/2"h	$900	$825	$785	$735	$600
Half Page (vert.)	3"w x 9"h	$900	$825	$785	$735	$600
Third Page (horiz.)	6 1/2"w x 3"h	$575	$555	$540	$525	$500
Quarter Page	3"w x 4"h	$380	$370	$360	$330	$310
Inside Front/Back (bleed)	8 3/4"w x 11 1/4"h	$1,660	$1,410	$1,355	$1,255	$1,125
Back Cover (bleed)	8 3/4"w x 9 1/4"h	$1,785	$1,480	$1,425	$1,355	$1,225

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.

All ads are non-commissionable. Agencies must add commission to rates.

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 (high-res pdf). The correct ad size must also be provided. Hard copies will not be accepted. Ads created in 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.

CONTACT

Tracy Chiesa at ChiesaT@hbastl.com or 314-817-5631 for more information about *Builder News* advertising.

INDUSTRY INSIDER E-NEWSLETTER

HBA HOME BUILDERS ASSOCIATION ST. LOUIS

INDUSTRY INSIDER

January 6, 2020

UPCOMING EVENTS

1/6-2/7/2020	HBA Awards Entry Period
1/14/2020	Breakfast with the Builders
1/21-1/23/2020	International Builders' Show
1/22/2020	International Builders' Show HBA-St. Louis Reception
1/29/2020	Economic Forecast Breakfast

The HBA empowers members to succeed by working toward common sense building regulations, providing networking and educational opportunities, and using its power in numbers to keep the housing market strong.

Classified

114 Acres For Sale in Jefferson County

Approximately 114 Acres with 2 existing structures. Existing assisted care facility, 20+ room dorm, chapel, and cafeteria to remain.

Property is an ideal Residential Development location. Located 2 minutes from I-55 and Highway M.

Contact broker for additional information.
DO NOT VISIT SITE WITHOUT AN APPOINTMENT
Sale Price: $2,500,000

Click to view brochure.

CONTACT
Mark Brennan
Jason Dunaway
GT Cozad, III

Advertise Here
Contact Tracy Chiesa
ChiesaT@hbastl.com

Government, Utilities & Codes

City of Kirkwood to Consider Updates to Zoning and Subdivision Codes on Wednesday!
Kirkwood is currently in the process of updating all portions of its city codes related to zoning and the subdivision of land as a step toward implementing the city's recently adopted comprehensive plan. Read more.

New Codes Effective in City of Webster Groves
The Webster Groves City Council adopted the 2015 series of I-Codes. Read more.

DNR Section 303(d) Impaired Waters List Public Notice
The Missouri Department of Natural Resources (DNR) is making available for public review and comment the draft Missouri 2020 Section 303(d) Impaired Waters List. Read more.

Extension Approved for Key Federal Programs
On December 19, 2019, Congress approved spending bills that will keep the government running through September 30, 2020. Read more.

IRS and Treasury Finalize Opportunity Zone Regulations
On December 20, 2019, the Internal Revenue Service issued final regulations for investment in qualified opportunity zones. Read more.

HUD to Replace REAC Inspections with a New Protocol - NSPIRE
On December 26, 2019, the U.S. Department of Housing and Urban Development (HUD) announced the agency is overhauling its Real Estate Assessment Center (REAC) physical inspection protocol. Read more.

HBA Permit Reports
Stay up-to-date on residential permits being pulled in your area. Read more.

HBA Events

Breakfast with the Builders Registration Now Open!
Eat, connect and build your business on Tuesday, Jan. 14, 2020 from 8-11:30 a.m. Read more.

HBA-St. Louis Reception in Las Vegas - Please Note Time Change!
The HBA-St. Louis Reception is Wednesday, January 22 at Caesar's Palace from 3:30-5:30 p.m. Read more.

Industry Insider e-newsletter is a bi-monthly online publication that provides current information on and links to upcoming and ongoing public policy issues, membership meetings, seminars and events, and a calendar to keep track of it all. *Industry Insider* is emailed to more than 1,300 HBA members.

Classified ads and one display ad are welcome in this well-read bi-monthly newsletter. Classified ads are 50-100 words for $50 and are located in lower left column of newsletter. The ad can be linked to your website or email address; however, logos, photos and clip art will not be accepted.

Display ads are 190 pixels w x 190 pixels h. The cost is $100 per issue. The ad can be linked to your website or email address. Jpeg files are preferred.

CONTACT

Tracy Chiesa at ChiesaT@hbastl.com or 314-817-5631 for more information.

MEMBERSHIP DIRECTORY

THE OFFICIAL 2021 MEMBERSHIP DIRECTORY & BUYER'S GUIDE OF:

HOME BUILDERS ASSOCIATION OF ST. LOUIS AND EASTERN MISSOURI

12 MONTHS OF EXPOSURE | COST EFFICIENT | REACH YOUR AUDIENCE

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

SAVE TIME, CLICK HERE TO SIGN UP ONLINE!

WWW.EMCONSULTINGINC.COM/ADRESERVATION/HBASLEM

PRINT ADVERTISING RATES FOR 8.5" X 11" PUBLICATION:

PREMIUM AD SPOTS		COLOR
Back Cover		$2,799
Inside Covers *(Front or Back)*		$2,599
Facing Page to Inside Covers		$2,499
Full Page Tab		$2,099
Half Page Tab		$1,599
DISPLAY ADS	**B&W**	**COLOR**
Full Page	$1,299	$1,399
1/2 Page	$1,099	$1,199
1/4 Page	$849	$949
Business Card	$449	$549

ADDITIONAL FEATURES:

ENHANCED LISTING*	RATE
Boxed Listing	$69
Shaded Box Listing	$99
Boxed Listing with Logo	$149
Boxed Listing with Logo & 50 word bio	$199

*To place an enhanced listing, you must be an active member with the association/chamber at the time the publication prints. If you are not an active member, you authorize E&M to create an ad (if you don't have one already), run an ad in the marketplace section or provide a digital link in replacement of the enhanced listing.

NEED DESIGN HELP?

DESIGN SERVICES	RATE
Ad Creation *(cost based on ad size)*	$39 - $149
Ad Change *(cost based on ad size)*	$39 - $99

SPACE RESERVATION FORM

Please fill out information below and include ad size from table above. E&M will send you the required ad contract, along with ad creation information once submitted. Click below to sign up online!

COMPANY: _____

CONTACT: _____

PHONE: _____ FAX: _____

EMAIL: _____

AD SIZE: _____ ☐ COLOR ☐ B&W

SAVE TIME, CLICK HERE TO SIGN UP ONLINE!

PREVIOUS PUBLICATION

Click here to view the flipbook of the previous publication! By advertising you are directly supporting your association!

QUESTIONS?

JOSH H.
p. 314.667.5572 / tf. 800.572.0011
josh@emconsultinginc.com

LEARN MORE ABOUT E&M CONSULTING!

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

WWW.STLHBA.COM

The HBA website is a great way to bring your company into the information age by advertising on *www.stlhba.com*. The site has more than 10,000 unique visitors annually. Ads scroll across the bottom of every web page on the site. The rate is $500 for a one year contract.

You also have the opportunity to advertise in the "Search for New Homes Now!" section of the website. Consumers searching for new homes in St. Louis are directed to the HBA's website and then are able to link to St. Louis new home builders.*

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.

- Web ads must be no larger than 140 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 website.
- Contract will expire one year from day ad is published live on website and contract is paid in full.
- There are only 10 scrolling ad spots available.
- Competing companies may advertise on the same page.

CONTACT

Tracy Chiesa at ChiesaT@hbastl.com or 314-817-5631 for more information.

EVENT SPONSORSHIPS

Annual/Networking Events – $500 each

Benefits: Two complimentary tickets to the event, company name and logo on event promotions*

Contact *PfeifferK@hbastl.com* for:

- ~~SOLD: Breakfast with the Builders~~
- ~~SOLD: HBA Holiday Party – Sponsored by Ferguson Enterprises~~

Contact *ChiesaT@hbastl.com* for:

- Economic Forecast
- Oktoberfest/Annual Meeting
- Installation of Officers

Special Events – Prices/Benefits Vary

For specific pricing and benefits information, please contact an HBA staff member for the following events:

- HBA-St. Louis Reception at International Builders' Show (IBS) – *RaschL@hbastl.com*
- HBA Awards Gala – *HedgesJ@hbastl.com*
- Home Builders Charitable Foundation Fundraiser at Cardinals Baseball Game – *RaschL@hbastl.com*
- Builder Day Picnic & Golf Tournament – *MciverP@hbastl.com*
- Clay Shoot – *MciverP@hbastl.com*
- Public Policy – *SchwartzeE@hbastl.com*
  - BUILD St. Louis Spring Gala
  - Codes & Utilities Reception
  - BUILD St. Louis Blues Game
  - NAHB BUILD-PAC Fundraiser
- Home Show – *RidgleyT@hbastl.com*
  - Building Industry *BASH!*
  - Builders Home & Garden Show
  - Builders St. Charles Home Show
  - Builders Home & Remodeling Show

Educational Events – $250 each

Benefits: Two complimentary tickets to the sponsored event, company name and logo on event promotions*, opportunity to distribute company marketing materials at the event

There are various educational events held at the HBA each year, including topics that center around trends and workplace safety. Contact *HedgesJ@hbastl.com* for more information.

Steering Committee Lunch Meetings – $200 each

Benefits: Company name included on meeting notices, signage during meeting, and opportunity to present to committee members for 3-5 minutes prior to the start of the meeting

Each council meets biannually:

- Advanced Building Systems & Technology Council (ABSTC) – *SchwartzeE@hbastl.com*
- Custom Home Builders Council (CHBC) – *ChiesaT@hbastl.com*
- Remodelers Council (REM) – *ChiesaT@hbastl.com*
- Professional Women in Building Council (PWBC) – *PfeifferK@hbastl.com*

Host HBA Members at your Showroom!

You provide the food and beverages, and the HBA will promote the event to members and cover registration. There are several opportunities throughout the year to host full HBA council meetings and networking events. Contact *HedgesJ@hbastl.com* for more information.

* Event promotions may include any of the following: Flyers, printed and electronic invitations, printed and electronic publications, social media, HBA website, as well as event-day signage and verbal recognition from speaker.