



## Rates, Requirements and Reservation



**Distribution:** VISITORS OF THE HOME SHOW, PARADE OF HOMES AND HOME REMODELING EXPO

**Home Show:** Springfield EXPO, January 29-31 • **Parade Homes:** June 18-20 & 25-27

**Home Remodeling EXPO:** October 15-17

Fax: 417-890-5841 • Ph: 889.7232 • Payable to HBA of Greater Springfield, 636 W. Republic Rd. D-108, Spfld, MO 65807 • Materials to 2240 W. Warren, Ct. Spfld, MO 65807

Please  check the appropriate Ad Description below. If more than one ad will be placed enter quantity to the right.

### AD SIZE (All Color) -- B&W (How Many) COLOR (How Many)

1/6 Page Vertical	-- --	<input type="checkbox"/> \$325	_____	<input type="checkbox"/> \$725	_____
1/6 Page Horiz	-- --	<input type="checkbox"/> \$325	_____	<input type="checkbox"/> \$725	_____
1/3 Page Square	-- --	<input type="checkbox"/> \$465	_____	<input type="checkbox"/> \$890	_____
1/3 Page Tall	-- --	<input type="checkbox"/> \$465	_____	<input type="checkbox"/> \$890	_____
1/2 Page	-- --	<input type="checkbox"/> \$640	_____	<input type="checkbox"/> \$1,080	_____
Island 1/2 Page	-- --	<input type="checkbox"/> \$685	_____	<input type="checkbox"/> \$1,125	_____
2/3 Page*	-- --	<input type="checkbox"/> \$790	_____	<input type="checkbox"/> \$1,250	_____
Full Page Other	-- --	<input type="checkbox"/> \$980	_____	<input type="checkbox"/> \$1,510	_____

### PREMIUM AD SPACE

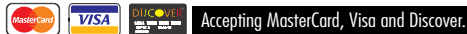
Page #1	-- --	\$1,865	Must call for availability** • 417-889-7232
Inside Back Cover	-- --	\$2,235	Must call for availability** • 417-889-7232
Inside Cover	-- --	\$2,235	Must call for availability** • 417-889-7232
Back Cover	-- --	\$2,800	Must call for availability** • 417-889-7232

Previous advertisers must be reserved before Nov. 1, 2009 to keep position or it goes to next in line.

\*2/3 page size not shown below in Ad Size Samples.

\*\*Must call for premium pages. Space may already be reserved. Call **417.889.7232** ASAP.

**5% discount** - reserved before Oct. 2, 2009. Or if reserving multiple ads larger than 1/3 pg. All materials & payment by November 1, 2009.



### ADVERTISING CONTRACT - Quick reservation fax to 417-890-5841 or call 889-7232

Pre-Press Proof?  An additional \$15 will be charged if physical proof request.

Payment Enclosed \$ \_\_\_\_\_ (Checks payable to HBA of Greater Springfield)

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-Mail \_\_\_\_\_ Web Address \_\_\_\_\_

How will your ad be supplied? \_\_\_\_\_

Please have someone contact me about advertising on SpringfieldHBA.com

Signature \_\_\_\_\_

### AD SIZE SAMPLES

Trim Size (physical page size) = 8.5x11 • Live Area (text area) = 7.5x10 • Bleed (no white border) = 8.65x 11.15)

**FULL PAGE**  
Live Area 7.5" x 10"  
Trim 8.5" x 11"  
Bleed 8.65" x 11.15"

**1/2 PAGE**  
7.5" x 4.75"

**1/3 PAGE**  
4.75" x 4.75"

**1/6**  
2.25"  
x  
4.75"

**1/6 HORZ**  
2.25" x 4.75"

**1/2 ISLAND**  
4.75" x 7.375"

**1/3 TALL**  
2.375"  
x  
9.875"

### Advertising Policies & Requirements

**Contract** - Oral and written orders for advertising are accepted subject to terms and conditions in this contract.

**Terms** - Payment must be received prior to this event.

**Withdrawal Fee** - Late reservation withdrawal (after Nov. 20, 2009) will be 50% of the ad price.

**Deadline/Late Materials Fee** - If materials turned in after Dec 1, 2009 there will be a \$100 late fee. Ads received after Dec 1, 2009 may be refused.

**Ad Design/Layout Fee** - If you require ad design there will be an additional fee. Please inquire.

**Late Payment Fee** - Failure to pay bill in full before Jan. 8, 2009 will result in an additional \$100 late fee.

**Accepted File Type** - High Resolution PDF, JPG, PSD, AI, TIFF, EPS (all text must be converted to outlines)

**Accepted Submission Method** - Email to [Aaron@HBAmagazine.com](mailto:Aaron@HBAmagazine.com) or mail on CD, DVD or Flash Drive to **2240 W. Warren Ct. • Springfield, MO 65807**. Include a copy of this form. Mac format preferred. Not responsible for hardware return.

All ad placements are subject to change based on magazine format modifications.

Must keep full page color to retain previous year's spot.

### AD SPECS

1/6 Page Vertical	-----	2.25" wide by 4.75" tall (1 column)
1/6 Page Horiz	-----	4.75" wide by 2.25" tall (horizontal)
1/3 Page Square	-----	4.75" wide by 4.75" tall
1/3 Page Tall	-----	2.375" wide by 9.875" tall (1 column)
1/2 Page	-----	7.5" wide by 4.75" tall (horizontal)
Island 1/2 Page	-----	4.75" wide by 7.375" tall
2/3 Page	-----	4.75" wide by 9.875" tall (2 columns)
Full Page Other	---	7.5" wide by 10" tall (bleed 8.65 x 11.15)
Premium Ad Space	---	Full page color only (bleed 8.65 x 11.15)

Premium ads are Page #1, Inside, Inside Back & Back Cover. Reserved by phone or in person only.

### CIRCULATION - 18,000 +

This publication will be distributed at the event. If you would like to distribute more of this publication yourself please contact us to see if we can make an arrangement. Additional fee will apply.

**Advertise on SpringfieldHBA.com**

[www.SpringfieldHBA.com/membersonly/advertisingweb.asp](http://www.SpringfieldHBA.com/membersonly/advertisingweb.asp)

**Contact: 417.889.7232**