



HOME BUILDERS ASSOCIATION 2009 EVENT MAGAZINE ADVERTISING

**Reserve Ad Space ONLINE at
www.SpringfieldHBA.com/Mag**

HBA Members Only

The Easy Ad Reservation form below is provided for your convenience. Please complete the form and send (along with any ad info) to: **Aaron Wahlquist • 2240 W. Warren Ct. • Springfield, MO 65807** or go to **SpringfieldHBA.com/Mag**

- 20,000+ copies printed for the Home Show, Parade of Homes, Home Remodeling EXPO & distributed by HBA members.
- **Deadline for all ad materials is December 10, 2008 (\$100 late fee after Dec 15, 2008).** Payment in full by January 10, 2009.
- Inside Cover, Inside Back Cover, Back Cover and Page #1 - Advertisers on these pages in the 2008 magazine must reserve by November 4, 2008 (full page color only). Once date passes they will become available to those next in line on the waiting list.
- Must retain full page color to retain previous year's position. All ads are subject to movement based on magazine format changes.
- Rates are for camera-ready (e-mail, CD or ftp upload available on request). High res PDF or JPG files preferred (ftp if over 2 MB)
- Multiple page reservations may deduct 5% off total (not to be combined with other discounts).
- **5% discount** for early reservation. Reserve by **October 2, 2008** and supply all materials and payment by **November 1, 2008**.
- Think about your photos in Spring, Summer or early Fall. We take photos for a very reasonable fee. Call 889-7232.
- Questions? Contact Aaron Wahlquist at 889-7232 or e-mail (Aaron@HBAmagazine.com) or (Aaron@justADhumor.com).

Ad Placement Reservation

Fax to 890-5841 • Send Checks Payable to HBA of Greater Springfield, 636 W. Republic Rd. D-108, Springfield, MO 65807

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

Ad Description	Dimensions	Color (How Many)	B&W (How Many)
1/6 Page Vertical	2 1/4" wide by 4 3/4" tall (1 column)	<input type="checkbox"/> \$725 _____	<input type="checkbox"/> \$325 _____
1/6 Page Horiz	4 3/4" wide by 2 1/4" tall (horizontal)	<input type="checkbox"/> \$725 _____	<input type="checkbox"/> \$325 _____
1/3 Page Square	4 3/4" wide by 4 3/4" tall	<input type="checkbox"/> \$890 _____	<input type="checkbox"/> \$465 _____
1/3 Page Tall	2 1/4" wide by 9 7/8" tall (1 column)	<input type="checkbox"/> \$890 _____	<input type="checkbox"/> \$465 _____
1/2 Page	7 1/4" wide by 4 3/4" tall (horizontal)	<input type="checkbox"/> \$1080 _____	<input type="checkbox"/> \$640 _____
Island 1/2 Page	4 3/4" wide by 7 3/8" tall	<input type="checkbox"/> \$1125 _____	<input type="checkbox"/> \$685 _____
2/3 Page	4 3/4" wide by 9 7/8" tall (2 columns)	<input type="checkbox"/> \$1250 _____	<input type="checkbox"/> \$790 _____
Full Page Other	7 1/2" wide by 10" tall (bleed 8.65 x 11.15)	<input type="checkbox"/> \$1510 _____	<input type="checkbox"/> \$980 _____
Page #1	Full page color only (bleed 8.65 x 11.15)	\$1865 Must call*	N/A
Inside Cover	Full page color only (bleed 8.65 x 11.15)	\$2235 Must call*	N/A
Inside Back Cover	Full page color only (bleed 8.65 x 11.15)	\$2235 Must call*	N/A
Back Cover	Full page color only (bleed 8.65 x 11.15)	\$2800 Must call*	N/A

*Must call for high profile pages. Advertisers on these pages must reserve by the 1st week in November each year or space will become available.

Withdrawal Fee - Late reservation withdrawal will be 50% of the ad price. Late withdrawal is after November 20, 2008.

Late Materials Fee - If materials turned in after December 15, 2008 there will be a \$100 late fee. Ads placed after Dec. 10, 2008 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 January 10, 2009 will result in an additional \$100 late fee.

WEBSITE EXTRAS (SpringfieldHBA.com) - Site subject to change.

- Place me on the list for a **BANNER MEMBER AD** on SpringfieldHBA.com (inquire for pricing).
- FEATURED MEMBERS** - Place my logo on SpringfieldHBA.com linking to my site and from my listing (inquire for pricing).
- BASIC LINK** - Link from my listing on Find-a-Pro at SpringfieldHBA.com (no logo) to my web site (inquire for pricing).

REQUIRED INFORMATION - Fill out information below if you have read and understand all the above.

Pre-Press Proof? \$15 fee will be charged if physical proof required.

Payment Enclosed \$ _____ *Checks payable to HBA of Greater Springfield*

(include web advertising amount in applicable)

Boxes of magazines requested for distribution (approx. 60 per box) **0 1 0 2** (call for availability)

Company Name: _____

Contact: _____

Address: _____

Phone: _____ **FAX:** _____

E-Mail: _____ **Web Address:** _____

Preferred Placement (page _____)

Please check one of the boxes below:

- Use same ad as last year
- Camera-ready art will be supplied
- Enclosed are materials for my ad (logos, photos, info, copy etc)
- Have someone call me about designing an ad.
- Contact me about Photography