

Advertise with HBAL

The Home Builders Association of Lincoln offers a variety of advertising options for Lincoln businesses. You don't have to be an HBAL member to participate, however, members receive a discounted rate. Contact the HBAL office at 402-423-4225 or info@hbal.org for more information.

Lincoln Business Builder

Advertising in the *Lincoln Business Builder* is a wise investment. The newsletter is published monthly and has a total circulation of 750, which includes all members of the Home Builders Association of Lincoln, as well as city, county, state and national government.

Standard Ad Space

- Full Page (8"w x 10.5"h)
- 1/2 page horizontal (8"w x 5"h)
- 1/2 page vertical (3.75"w x 10.5"h)
- 1/4 page (3.75"w x 5"h)
- 1/4 page horizontal (8"w x 2.25"h)
- 1/8 page (3.75"w x 2.25"h)

B&W/Color

- Black & White
- Black & White
- Black & White
- Black & White
- Black & White
- Black & White

HBAL Member Rate

- \$500 for 3 months
- \$350 for 3 months
- \$350 for 3 months
- \$250 for 3 months
- \$250 for 3 months
- \$160 for 3 months

Non-Member Rate

- \$1000 for 3 months
- \$700 for 3 months
- \$700 for 3 months
- \$500 for 3 months
- \$500 for 3 months
- \$320 for 3 months

Premium Ad Space*

- 1/2 page horizontal back cover
- 1/2 page horizontal inside cover
- 1/4 page horizontal back cover
- 1/4 page horizontal inside cover
- 1/8 page back cover

B&W/Color

- Color
- Color
- Color
- Color
- Color

HBAL Member Rate

- \$525 for 3 months
- \$425 for 3 months
- \$325 for 3 months
- \$300 for 3 months
- \$225 for 3 months

Non-Member Rate

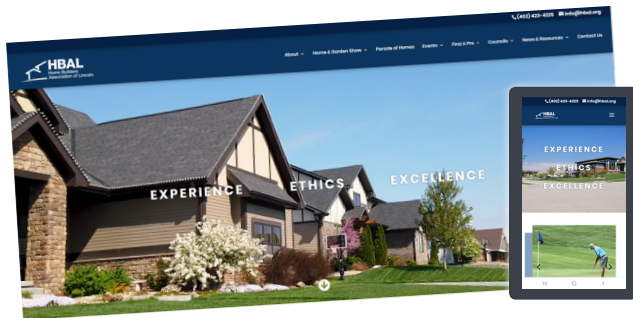
- \$1050 for 3 months
- \$850 for 3 months
- \$650 for 3 months
- \$600 for 3 months
- \$450 for 3 months

Insert (loose leaf) rate does not include cost to print inserts \$150 one time only

\$300 one time only

There is a 15% discount for placing your ad for one full year. Non-members pay double rates.

*Discount does not apply to premium spots. Call 402-423-4225 for availability.



www.HBAL.org

Participate in HBAL's online advertising program to attract **qualified visitors** to your website! Our banner program can help you reach Lincoln consumers seeking information on our Home & Garden Show, Parade of Homes and Tour of Remodeled Homes as well as our online member directory.

Specs: 275 px (w) x 200 px (h) 72 pixels/inch GIF or JPG

Mailing Labels

HBAL members may purchase mailing labels for the HBAL membership by "alphabetic" or "zip code" order.

- Entire Membership \$50
- Builder Members Only \$35
- Associate Members Only \$35

Parade Guidebook

Published twice a year, the Parade Guidebooks are distributed to thousands of visitors during the Parade of Homes event in the spring and fall.

- | Ad Size | Cost |
|-------------------------------|---------|
| Full Page (7.75"w x 10.375"h) | \$1,050 |
| 1/2 page (7.75"w x 5"h) | \$725 |
| 1/4 page (3.75"w x 5"h) | \$475 |

Membership Directory

Published once a year and mailed to all HBAL members.

- | Ad Size | Ad Rate |
|----------------------------|---------|
| Full Page (5"w x 8"h) | \$475 |
| 1/2 Page (5"w x 4"h) | \$250 |
| 1/4 Page (2.25"w x 3.75"h) | \$150 |



(See other side for contract information.)

Advertising Contract

Lincoln Business Builder

I would like to advertise in the *Lincoln Business Builder*.

Ad size: 1/8 page 1/4 page 1/4 page horizontal
 1/2 page Full page Insert

Please run this ad for _____ month(s). Cost of ad _____

www.HBAL.org

I would like to advertise on www.HBAL.org.

Please run this ad for _____ month(s). Cost of ad _____

Mailing Labels

I would like to purchase mailing labels.

<input type="checkbox"/> Entire Membership	\$50
<input type="checkbox"/> Builder Members Only	\$35
<input type="checkbox"/> Associate Members Only	\$35

Membership Directory & Parade Guidebook

Contracts for the Membership Directory and Parade of Homes Guidebook are mailed to HBAL members in the months prior to publication. For more information on these advertising opportunities, please contact the HBAL office at 402-423-4225.

Company _____

Name _____

Address _____

City, State, Zip _____

Phone number _____

Email _____

Check Enclosed Bill Me Credit Card (3% convenience fee will be applied)
(Non-members must pay in advance.)

Please mail, fax or email this contract to:

Home Builders Association of Lincoln
6100 S. 58th Street, Suite C
Lincoln, NE 68516
Phone: 402-423-4225 • Fax: 402-423-4251
Email: info@hbal.org

VISA/MC # _____

CVC Code _____ Expiration Date _____

Authorized Signature _____

Print Name _____

Billing Address _____
