

# 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.

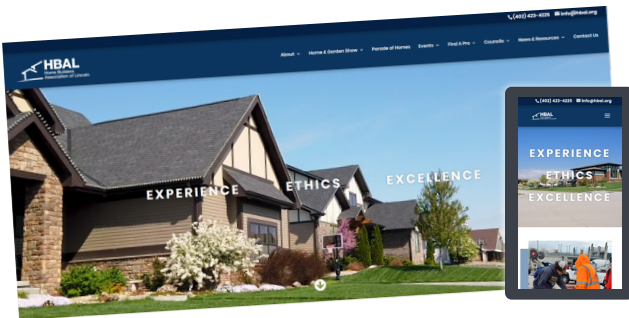
## Lincoln Business Builder

Advertising in the *Lincoln Business Builder* is a wise investment. The newsletter is published monthly and has a total circulation of 650, which includes all members of the Home Builders Association of Lincoln, as well as city, county, state and national government.

Standard Ad Space	HBAL Member Rate	Non-Member Rate
Full Page (8"w x 10.5"h)	\$500 for 3 months	\$1000 for 3 months
Full Page (7.5"w x 10"h)	\$500 for 3 months	\$1000 for 3 months
1/2 page horizontal (7.5"w x 4.8125"h)	\$350 for 3 months	\$700 for 3 months
1/2 page vertical (3.625"w x 9.875"h)	\$350 for 3 months	\$700 for 3 months
1/4 page (3.625"w x 4.8125"h)	\$250 for 3 months	\$500 for 3 months
1/4 page horizontal (7.5"w x 2.3125"h)	\$250 for 3 months	\$500 for 3 months
1/8 page (3.625"w x 2.3125"h)	\$160 for 3 months	\$320 for 3 months



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



## 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	\$75
Builder Members Only	\$50
Associate Members Only	\$50

## 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)	\$1,150
1/2 page (7.75"w x 5"h)	\$775
1/4 page (3.75"w x 5"h)	\$500

	3 months	6 months	12 months
Members	\$100	\$175	\$325
Non-Members	\$200	\$350	\$650

## 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

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.
  - Entire Membership
  - Builder Members Only
  - Associate Members Only

## 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 payments are accepted, however a 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