

REACH MORE CUSTOMERS!

The 2024 Home Show Guide will be distributed electronically, as well as provided in print at the show! Reach thousands more with our e-guide that will be backed by thousands in advertising dollars!



GUIDE

Each year, thousands of people attend The Springfield Area Home Builders Association's Home Show.

The official Home Show Guide is full of articles and ads relevant to home building and remodeling. It also contains Home Show event information and is the **ONLY** place attendees will be able to view the show floorplan and vendor map!

Consumers know that the Springfield Area Home Builders Association promotes quality within the local building industry. Connect your business with the trust that consumers have with the SAHBA, and at the same time get your company in front of the very people looking for your services!

RESERVE YOUR AD SPACE TODAY!

2024 Advertising Rate Card

Advertising Deadlines

Reserve Ad Space By:
March 1, 2024

Ad Copy or Camera Ready Ads Due:
March 4, 2024

Email ad (PDF format):
Kathy@springfieldareahba.com

Rates		Members	Non-Members
Full Color Free of Charge			
<input type="checkbox"/>	1/8 page	\$175	\$375
<input type="checkbox"/>	1/4 page	\$325	\$525
<input type="checkbox"/>	1/2 page (Horizontal or Vertical)	\$575	\$775
<input type="checkbox"/>	Full page	\$1000	\$1200
<input type="checkbox"/>	Front page (1/8) (Only 2 Available)	\$375	\$575
<input type="checkbox"/>	Company Highlight	\$1,050	NA
A full page article with 2 pictures featuring your company			

Contact Information

Springfield Area Home Builders Association
Phone: 217-698-4941

Kathy@springfieldareahba.com

1/8 Page

4.993"w x 2.25"h

1/4 Page

4.993"w x 4.75"h

1/2 Page
H

10.125"w x 4.75"h

1/2 Page
V

4.993"w x 10"h

Full Page

10.125"w x 10"h

The Home Expo Guide will be sent out through the SAHBA website, an Eblast to over 3,200 contacts and via thousands of dollars in paid advertising through Facebook to reach over 10,000 local consumers in Central Illinois. It will also be handed out to all attendees at the Home Expo.

2024 Display Advertising Rate Card



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This contract is by and between the Springfield Area Home Builders Association and the advertiser:

(Write Business Name)

This contract authorizes SAHBA to insert advertising in the 2024 Home Show Guide. To occupy a reserved space please check preferred ad size and fill out information below.

Rates

Full Color Free of Charge

	Members	Non-Members	Size
<input type="checkbox"/> 1/8 page	\$175	\$375	4.993"w x 2.25"h
<input type="checkbox"/> 1/4 page	\$325	\$525	4.993"w x 4.75"h
<input type="checkbox"/> 1/2 page (Horizontal or Vertical)	\$575	\$775	H: 10.125"w x 4.75"h V: 4.993"w x 10"h
<input type="checkbox"/> Full page	\$1000	\$1200	10.125"w x 10"h
<input type="checkbox"/> Front page (1/8) (Only 2 Available)	\$375	\$575	4.993"w x 2.25"h
<input type="checkbox"/> Company Highlight	\$1,050	NA	A full page article with 2 pictures featuring your company

Payments must be received before March 15, 2024 - Please send payment directly to the SAHBA: P.O. Box 255, Rochester, IL 62563

Advertiser: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

☐ Check Enclosed For \$: _____

Make check payable to Springfield Area Home Builders Association

Advertiser's Signature: _____ Date: _____

Complete and Return This Contract to

Springfield Area Home Builders
Association
P.O. Box 255
Rochester, IL 62563
phone: 217-698-4941
fax: 217-698-4942
Kathy@springfieldareahba.com



BUILDING THE AMERICAN DREAM