

# 2018 Display Advertising Rate Card

A unique publication that reaches thousands of valuable consumers in your market area.



Each year, 4,000+ people attend The Springfield Area Home Builders Association's HOME EXPO.

Over 50,000 people will receive this official Home Expo publication inserted in the State Journal-Register on Thursday, February 22<sup>nd</sup>. This Guide is full of articles and ads relevant to the home building and home improvement community. It also contains Home Expo event information and a vendor map.

We invite you to be a part of this year's Home Expo Guide. Purchase valuable ad space that will be viewed by the same people that keep your business going!

**RESERVE YOUR AD SPACE TODAY!**

## Rates

	Members	Non-Members
1/8 page	\$150	\$350
1/4 page	\$300	\$500
1/2 page (Horizontal or Vertical)	\$550	\$750
Full page	\$975	\$1175
Front page (1/8) (Only 2 Available)	\$350	\$550

Full Color Free of Charge

## Advertising Deadlines

Reserve Ad Space By:

**January 17<sup>th</sup>, 2018**

Ad Copy or Camera Ready Ads Due:

**January 22<sup>nd</sup>, 2018**

Email ad (PDF format):

leeann@springfieldareahba.com

## Contact Information

Springfield Area Home Builders Association

3921 Pintail Drive, Suite B

Springfield, IL 62711

Phone: 217-698-4941

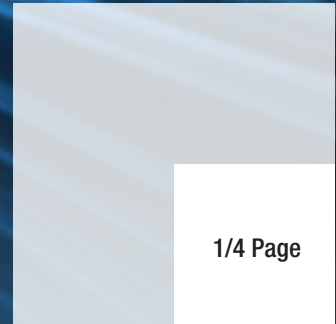
Fax: 217-698-4942

leeann@springfieldareahba.com



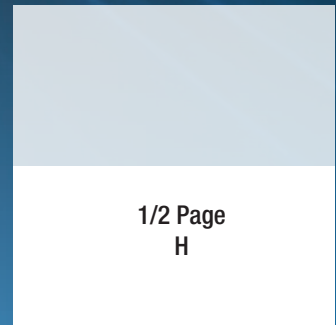
1/8 Page

4.993"w x 2.25"h



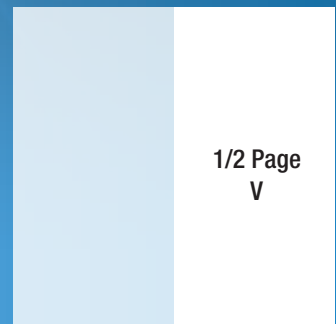
1/4 Page

4.993"w x 4.75"h



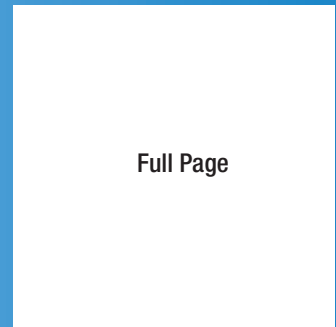
1/2 Page  
H

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

# 2018 HOME EXPO

## 2018 Display Advertising Rate Card



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 2018 Home Expo Guide. To occupy a reserved space please check preferred ad size and fill out information below.

### Rates

	Members	Non-Members	Size
<input type="checkbox"/> 1/8 page	\$150	\$350	4.993" w x 2.25" h
<input type="checkbox"/> 1/4 page	\$300	\$500	4.993" w x 4.75" h
<input type="checkbox"/> 1/2 page (Horizontal or Vertical)	\$550	\$750	H: 10.125" w x 4.75" h V: 4.993" w x 10" h
<input type="checkbox"/> Full page	\$975	\$1175	10.125" w x 10" h
<input type="checkbox"/> Front page (1/8) (Only 2 Available)	\$350	\$550	4.993" w x 2.25" h

Full Color Free of Charge

**Payments must be received before January 17<sup>th</sup>, 2018 - Please send payment directly to the SAHBA Office at 3921 Pintail Drive Suite B, Springfield, IL 62711.**

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  
3921 Pintail Drive, Suite B  
Springfield, IL 62711  
phone: 217-698-4941  
fax: 217-698-4942  
leeann@springfieldareahba.com



**BUILDING THE AMERICAN DREAM**