

2017 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 16th. This Guide is full of articles and ads relevant to the home builder 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 \$550 \$750
(Horizontal or Vertical)

Full page \$975 \$1175

Front page (1/8) \$350 \$550
(Only 2 Available)

Full Color Free of Charge

Advertising Deadlines

Reserve Ad Space By:

January 16th, 2017

Ad Copy or Camera Ready Ads Due:

January 19th, 2017

Contact Information

HPR Marketing
c/o Springfield Area Home Builders Association
3130 Chatham Road Suite A
Springfield, IL 62704
217-698-2023
sadams@hprmarketing.com

Ad design services available.

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

2017 HOME EXPO

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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 2017 Home Expo Guide. To occupy a reserved space please check preferred ad size and fill out information below.

Please check one:

- ☐ HPR to design artwork for a fee of \$85
☐ Advertiser will supply artwork

(Must be submitted in .PDF format to sadams@hprmarketing.com)

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 16th, 2017 - Please send payment direct to the SAHBA office at the SAHBA Office at 3921 Pintail Drive Suite B, Springfield, IL 62711

Advertiser: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

☐ Check Enclosed For \$: _____ (Add Design Services if needed)

Make check payable to Springfield Area Home Builders Association

Advertiser's Signature: _____ Date: _____

Publisher's Signature: _____ Date: _____

Complete and Return This Contract to

HPR Marketing
c/o Springfield Area Home Builders Association
3130 Chatham Road Suite A
Springfield, IL 62704
phone: 217-698-2023
fax: 217-698-2030
sadams@hprmarketing.com



BUILDING THE AMERICAN DREAM