

REACH MORE CUSTOMERS!

The 2023 Home Expo 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!



HOME EXPO

GUIDE

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

The official Home Expo Guide is full of articles and ads relevant to home building and remodeling. It also contains Home Expo 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!

2023 Advertising Rate Card

Advertising Deadlines

Reserve Ad Space By:
January 16th, 2023

Ad Copy or Camera Ready Ads Due:
January 20th, 2023

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

Rates		Members	Non-Members
Full Color Free of Charge			
<input type="checkbox"/>	1/8 page	\$150	\$350
<input type="checkbox"/>	1/4 page	\$300	\$500
<input type="checkbox"/>	1/2 page (Horizontal or Vertical)	\$550	\$750
<input type="checkbox"/>	Full page	\$975	\$1175
<input type="checkbox"/>	Front page (1/8) (Only 2 Available)	\$350	\$550
<input type="checkbox"/>	Company Highlight	\$1,000	NA
A full page article with 2 pictures featuring your company			

Contact Information

Springfield Area Home Builders Association
3001 Spring Mill Drive, Suite F
Springfield, IL 62704
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

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.

2023 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 2023 Home Expo Guide. To occupy a reserved space please check preferred ad size and fill out information below.

Rates		Members	Non-Members	Size
Full Color Free of Charge				
<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
<input type="checkbox"/>	Company Highlight	\$1,000	NA	A full page article with 2 pictures featuring your company

Payments must be received before January 20th, 2023 - Please send payment directly to the SAHBA Office at 3001 Spring Mill Drive, Suite F, Springfield, IL 62704.

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
3001 Spring Mill Drive, Suite F
Springfield, IL 62704
phone: 217-698-4941
fax: 217-698-4942
leeann@springfieldareahba.com



BUILDING THE AMERICAN DREAM