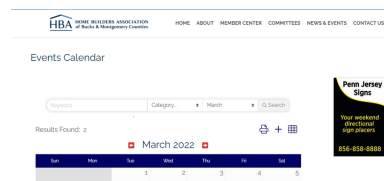


Advertising Opportunities

Website

Have your ad featured on the sidebar of every page of the HBA website. This is an excellent opportunity for added company exposure. Ad must be reserved in 3, 6 or 12 month increments. RATES:
3 months.....\$445 6 months.....\$700 12 months.....\$1,150



eNewsletter

The monthly HBA eNewsletter is emailed to more than 400 HBA members once a month. Ads are sold on a first-come, first-served basis. Two advertising spots available each month:

- Banner Ad - banner ad place on top of eNewsletter
- Advertorial - advertorial ad place in Industry news section

RATES: 1 month\$100 (one ad) 3 months.....\$250 (3 ads- one per quarter)



The Reporter

By advertising in the quarterly, HBA Reporter, not only are you promoting your business to potential clients, you are giving other members the opportunity to do member-to-member business. Rates vary, see the marketing guide for details:
<https://emflipbooks.com/flipbooks/HBABMC/2022-Marketing-Guide/>



2023 Member Directory

By advertising in the HBA Directory, you will reach principals, C-level execs, directors, purchasing agents and senior management of companies in PA's \$10 billion dollar construction industry. The directory is distributed to all HBA members in print and digital versions to use throughout the year. 2023 Directory ad sales will begin in June 2022



2023 Marketing Guide

The HBA's Annual Advertising & Marketing Guide provides a full year of events and opportunities to plan ahead and grow your business. This is distributed in the 4th quarter each year, reaching key decision makers in PA's vast building industry. 2023 Marketing Guide ad sales will begin in August 2022.



Statement Insert

Your promotional piece will be included with our monthly statements that are mailed to our members. Reach our 400 members in a year.
RATE: 1 Year: \$250 (400 statements/members)