



Advertise with HBAL

The Home Builders Association of Lincoln offers a variety of advertising options for Lincoln businesses. You don't have to be an HBAL member to participate however, members receive a discounted rate. Contact the HBAL office at 402-423-4225 or info@hbal.org for more information.

Lincoln Business Builder

Advertising in the *Lincoln Business Builder* is a wise investment. The newsletter is published monthly and has a total circulation of 750, which includes all members of the Home Builders Association of Lincoln, as well as city, county, state, national government, NAHB officials, and HBAs in Nebraska.



Ad Size

Full Page (8"w x 10.5"h)

1/2 page horizontal (8"w x 5"h)

1/2 page vertical (3.75"w x 10.5"h)

1/4 page (3.75"w x 5"h)

1/4 page horizontal (8"w x 2.25"h)

1/8 page (3.75"w x 2.25"h)

Insert (loose leaf)

HBAL Member Rate

\$450 for 3 months

\$300 for 3 months

\$300 for 3 months

\$200 for 3 months

\$200 for 3 months

\$110 for 3 months

\$125 one time only

Non-Member Rate

\$900 for 3 months

\$600 for 3 months

\$600 for 3 months

\$400 for 3 months

\$400 for 3 months

\$220 for 3 months

\$200 one time only

(There is a 15% discount for placing your ad for one full year. Non-members pay double rates.)



www.HBAL.org

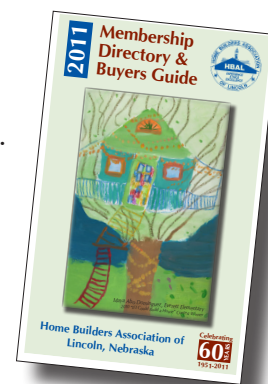
Participate in HBAL's online advertising program to attract **qualified visitors** to your website! Our banner program can help you reach Lincoln consumers looking for remodeling and home building suppliers and service providers. Your business's banner will appear randomly through all pages of our website. Your banner will also appear on the Search Results page of the **Member Directory** search.

	<u>3 months</u>	<u>6 months</u>	<u>12 months</u>
Members	\$70	\$135	\$270
Non-Members	\$150	\$300	\$600

Membership Directory

Published once a year and mailed to all HBAL members.

<u>Ad Size</u>	<u>Ad Rate</u>
Full Page (5"w x 8"h)	\$475
1/2 Page (5"w x 4"h)	\$250
1/4 Page (2.25"w x 3.75"h)	\$125



Parade Guidebook

Published twice a year, the Parade Guidebooks are distributed to thousands of visitors during the Parade of Homes event in the spring and fall.

<u>Ad Size</u>	<u>Advertising Starts At</u>
Full Page (7.75"w x 10.375"h)	\$800
1/2 page (7.75"w x 5"h)	\$505
1/4 page (3.75"w x 5"h)	\$360

(Early Bird and Dual Parade Discounts are available.)

Mailing Labels

HBAL members may purchase mailing labels for the HBAL membership by "alphabetic" or "zip code" order.

Entire Membership	\$50
Builder Members Only	\$35
Associate Members Only	\$35

(See other side for contract information.)

Advertising Contract

Lincoln Business Builder

I would like to advertise in the *Lincoln Business Builder*.

Ad size: 1/8 page 1/4 page 1/4 page horizontal
 1/2 page Full page Insert

Please run this ad for _____ month(s). Cost of ad _____

www.HBAL.org

I would like to advertise on www.HBAL.org.

Please run this ad for _____ month(s). Cost of ad _____

Mailing Labels

I would like to purchase mailing labels.

- | | |
|---|------|
| <input type="checkbox"/> Entire Membership | \$50 |
| <input type="checkbox"/> Builder Members Only | \$35 |
| <input type="checkbox"/> Associate Members Only | \$35 |

Membership Directory & Parade Guidebook

Contracts for the Membership Directory and Parade of Homes Guidebook are mailed to HBAL members in the months prior to publication. For more information on these advertising opportunities, please contact the HBAL office at 402-423-4225.

Company _____

Name _____

Address _____

City, State, Zip _____

Phone number _____

Fax number _____

Check Enclosed Bill Me Credit Card
(Non-members must pay in advance.)

Email _____

VISA/MC # _____

CVC Code _____ Expiration Date _____

Authorized Signature _____

Print Name _____

Billing Address _____

Please mail, fax or email this contract to:

Home Builders Association of Lincoln

6100 S. 58th Street, Suite C

Lincoln, NE 68516

Phone: 402-423-4225 • Fax: 402-423-4251

Email: kayla@hbal.org