



HBAL Membership

A Valuable Investment



Joining HBAL can seem like a big expense, especially if yours is a small company. But the value you get out of your membership is more than worth the investment.

New Member Coupons

Immediately after your membership is approved by the Board of Directors, you will receive coupons worth \$145. They include:

- Free General Membership Meeting (value \$20-\$25)
- Free one-month Business Card-Size Ad in *Lincoln Business Builder* - advertise your company to the 950+ readers of the monthly HBAL newsletter (value \$37)
- Free mailing labels - can be used for Builder members only (approximately 155 companies), Associate members only (approximately 440 companies) or the entire membership (approximately 595 companies) (value \$35-\$50)
- Free Remodelers Council Lunch Meeting (value \$8)
- Admission for two people to attend the Tour of Remodeled Homes (value \$8)
- Admission for four people to attend the Nebraska Builders Home & Garden Show held each February (value \$20)

Exposure

- The month after your membership is approved, your company name and information (supplied by you on page 2 of the membership application) will appear in the *Lincoln Business Builder*.
- Your company will be listed in the next issue of our annual *Membership Directory & Buyers Guide*, published each January.
- Your company receives a free email and website address link on our online Membership Directory at www.hbal.org.
- By attending HBAL General Membership meetings, you network with fellow members of the Lincoln building industry. Building relationships is key to building your business.

Potential Discounts

	<u>Member Price</u>	<u>Nonmember Price</u>
<i>Lincoln Business Builder</i>		
1/8 p. ad (circulation: 950) <i>other ad sizes available - all nonmember rates are double in the Lincoln Business Builder</i>	\$110/3 months	\$220/3 months
<i>Parade of Homes Guidebook</i>		
1/2 p. ad (circulation: 12,000) <i>other ad sizes available - all nonmember rates are double in the Parade Guidebook; color is extra</i>	\$470/issue	\$1,040/issue
Nebraska Builders Home & Garden Show	\$475-\$525	33% more than member price per average 10'x10' booth
NAHB Member Advantage Program	NAHB offers several valuable discount programs - see www.nahb.org/ma for details	