



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 800, which includes all members of the Home Builders Association of Lincoln, as well as city, county, state and national government.

Ad Size	B&W/Color	HBAL Member Rate	Non-Member Rate
Full Page (8"w x 10.5"h)	Black & White	\$450 for 3 months	\$900 for 3 months
1/2 page horizontal (8"w x 5"h)	Black & White	\$300 for 3 months	\$600 for 3 months
1/2 page horizontal back cover*	Color	\$475 for 3 months	\$950 for 3 months
1/2 page vertical (3.75"w x 10.5"h)	Black & White	\$300 for 3 months	\$600 for 3 months
1/4 page (3.75"w x 5"h)	Black & White	\$200 for 3 months	\$400 for 3 months
1/4 page horizontal (8"w x 2.25"h)	Black & White	\$200 for 3 months	\$400 for 3 months
1/4 page horizontal back cover*	Color	\$275 for 3 months	\$550 for 3 months
1/8 page (3.75"w x 2.25"h)	Black & White	\$110 for 3 months	\$220 for 3 months
1/8 page back cover*	Color	\$175 for 3 months	\$350 for 3 months
Insert (loose leaf)		\$125 one time only	\$250 one time only

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

*Discount does not apply to back cover. Call 402-423-4225 for availability.



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. Base rates are listed below. Call HBAL for details: 402-423-4225.

	3 months	6 months	12 months
Members	\$100	\$175	\$325
Non-Members	\$200	\$350	\$650

Membership Directory

Published once a year and mailed to all HBAL members.

Ad Size	Ad Rate
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)	\$150



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.

Ad Size	Advertising Starts At
Full Page (7.75"w x 10.375"h)	\$1,050
1/2 page (7.75"w x 5"h)	\$725
1/4 page (3.75"w x 5"h)	\$475

(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 _____

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: jennie@hbal.org

VISA/MC # _____

CVC Code _____ Expiration Date _____

Authorized Signature _____

Print Name _____

Billing Address _____