



2019 ADVERTISING HANDBOOK

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EVENTS AND SPONSORSHIPS

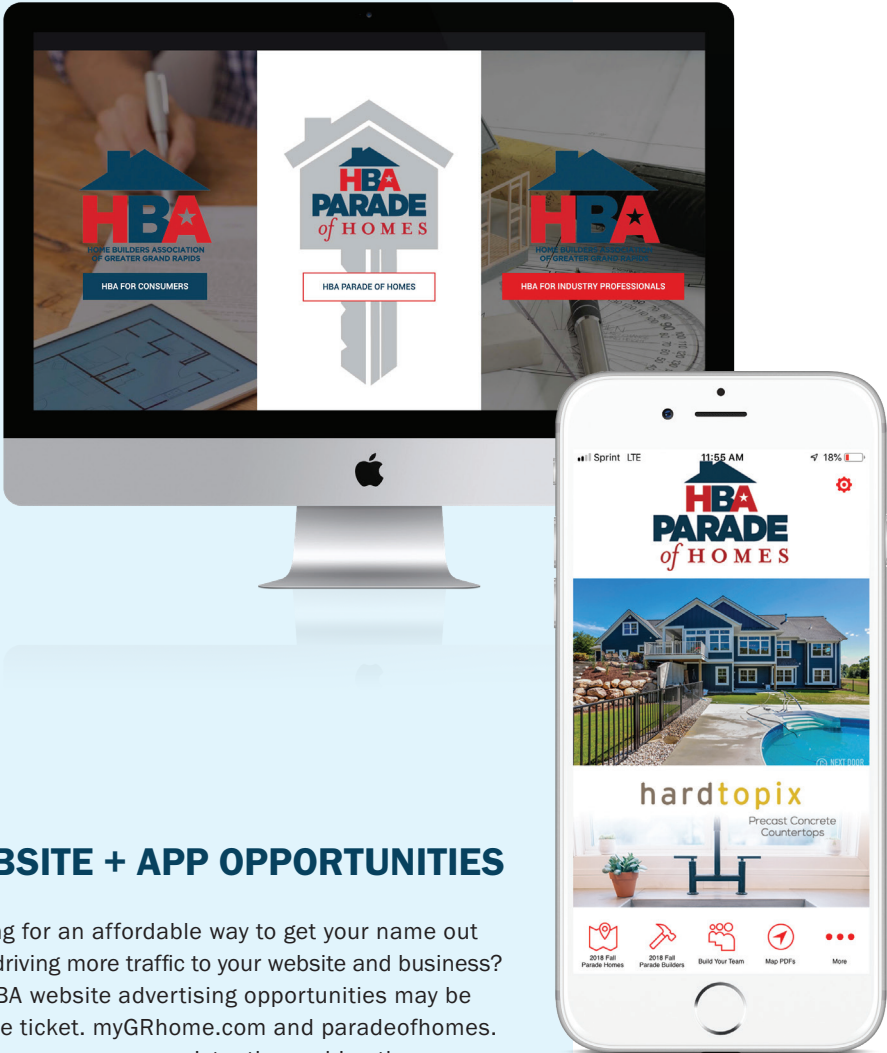
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REACH HBA MEMBERS & HOME CONSUMERS

The Home Builders of Greater Grand Rapids has a variety of unique advertising opportunities for you to reach both HBA members and consumers looking for home related products. Whether it's the general public interested in new home construction and design or our members, we've got the outlet for you to reach them.

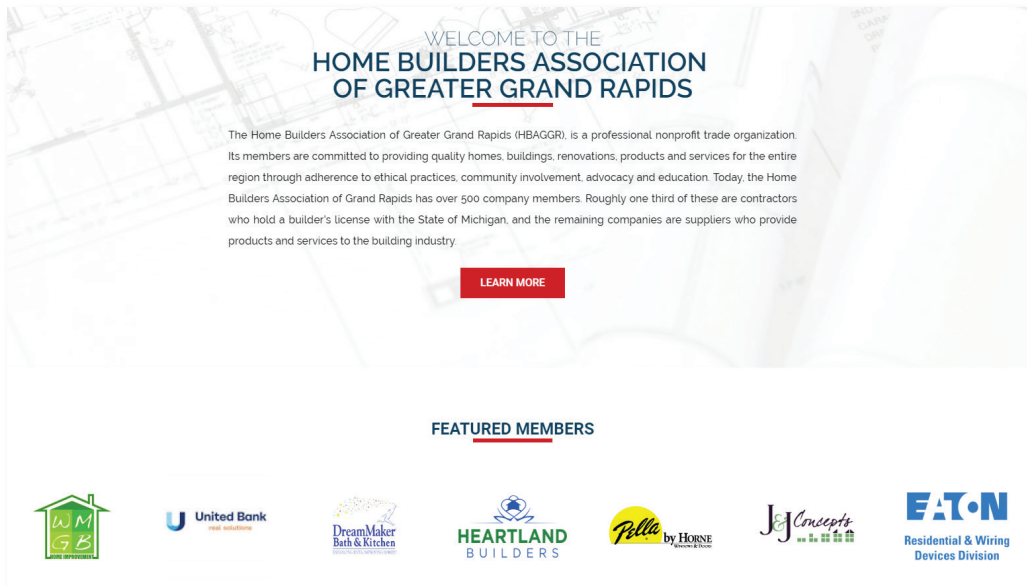
To take advantage of any of these opportunities contact:
Kylie Herron | HBA Digital Marketing Specialist
616 281 2021 ext 251 | marketing@hbaggr.com



WEBSITE + APP OPPORTUNITIES

Looking for an affordable way to get your name out there driving more traffic to your website and business? The HBA website advertising opportunities may be just the ticket. myGRhome.com and paradeofhomes.mygrhome.com are consistently reaching those interested in everything related to homes.

The HBA Parade App, with over 2,900 current users, is designed so that parade goers can easily find a Parade home to start, get directions and help them plot their course.



WEB PAGE LOGO LINK - MEMBERS

The HBA Website, mygrhome.com, has gotten a face lift, which brings new opportunities for members. Get featured in front of nearly 7,000 unique users per month with a featured members logo link. Up to six members may have a click-able link on the home page.

WEB PAGE LOGO LINK - BUILDERS

Builders, looking to keep your company at the forefront of those looking to build? The updated HBA Parade of Homes website receives an average of 7,000 unique page views per month and includes a featured builder section on the home page. Up to six HBA builders may have a click-able logo link.

12 month link: \$500

6 month link: \$300

February - July

August - January

1024 pixels X 1024 pixels
JPEG or PNG image preferred.

12 month link: \$500

6 month link: \$300

February - July

August - January

1024 pixels X 1024 pixels
JPEG or PNG image preferred.

OUR SPONSORS

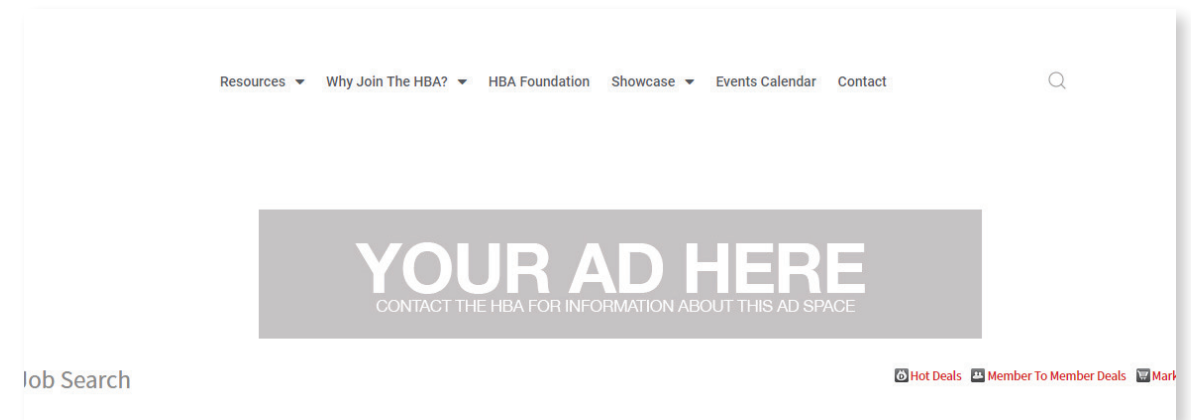


PARTNERS LOGO LINK

Proudly have your logo displayed on each of the HBAGRR websites home pages. On average, each page gets 7,000 unique views per month.

12 month link: \$500

1024 pixels X 1024 pixels
JPEG or PNG image preferred.



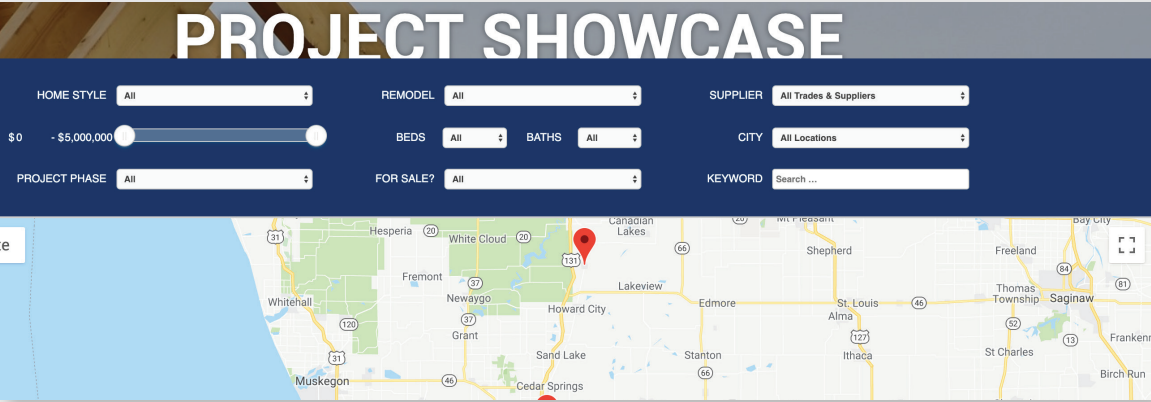
BANNER AD

Get featured on your choice of the myGRhome.com or paradeofhomes.mygrhome.com web page with a banner ad on every page of the site. The ad is linked to the url of your choice. A total of 9 advertising opportunities are available.

12 month ad: \$1,500

6 month ad: \$800

Ad Size: 730px X 130px



MEMBER SHOWCASE

Add weekly posts of project Photos, Videos and descriptions directly into the HBA website, highlighted on the consumer homepage and the full HBA Project Gallery. Improve Branding & SEO with loads of context rich links. The member showcase is open to all members and all projects.

Hobbyist Plan: \$199/year

Limited to 20 posts*

Small Business Plan: \$410/year

Limited to 150 posts*

Includes:

- Facebook Plug-in to hash tag any project-related posts to automatically send out the HBA
- Ability to feed posts directly into your company website.

REMODEL VIRTUAL TOUR

Before and after 3D tour and images of home showcased on HBAGGR website and will be featured in Remodeling and New Homes Show Guide and distributed to all attendees.

\$600/1 year

NEW HOMES VIRTUAL TOUR

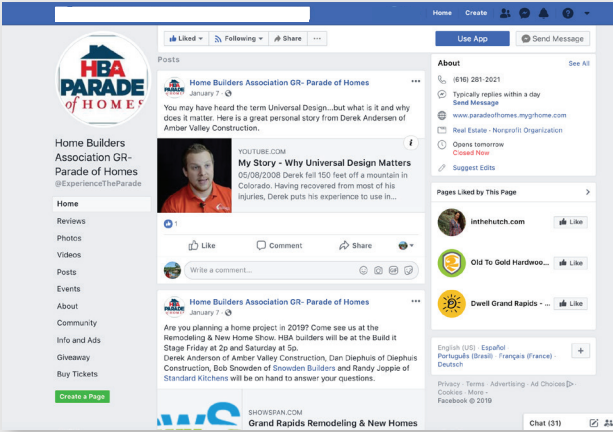
Showcase new homes that are not in the Parade of Homes with this 3D tour and images on the HBAGGR website.

\$600/1 year

\$900/2 years

SOCIAL MEDIA SHOUT-OUT: \$10

Sponsor your business or an event your business is hosting on HBA's social media. Choose from either Facebook or Instagram. Members must provide captions, images, and hash-tags.



APP ADVERTISING OPPORTUNITIES

The Parade App advertising opportunities are designed to run during the months surrounding the HBA Parade of Homes. Spring Parade advertising runs May - July. Fall Parade runs September - November.

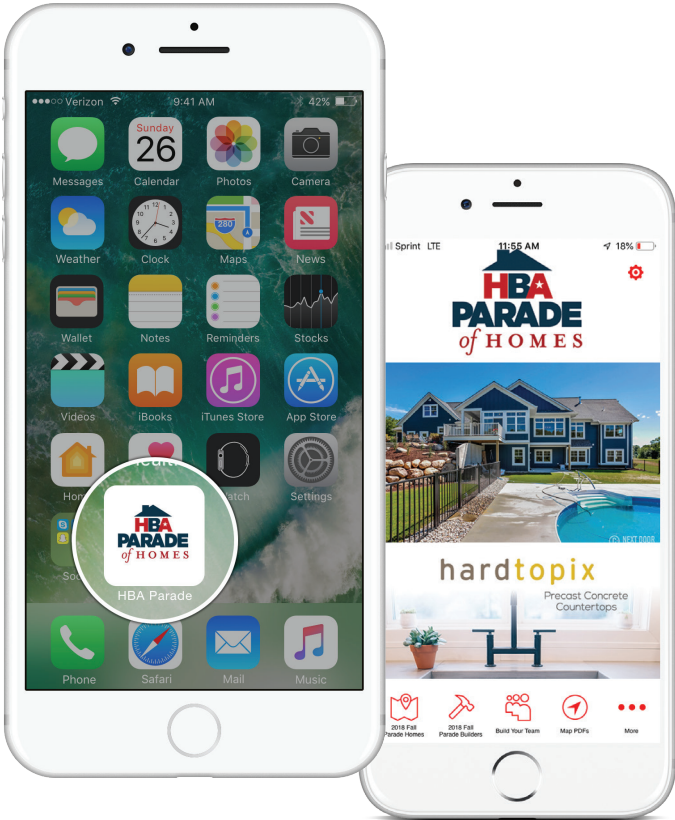
PARADE APP SPONSOR: \$2,000

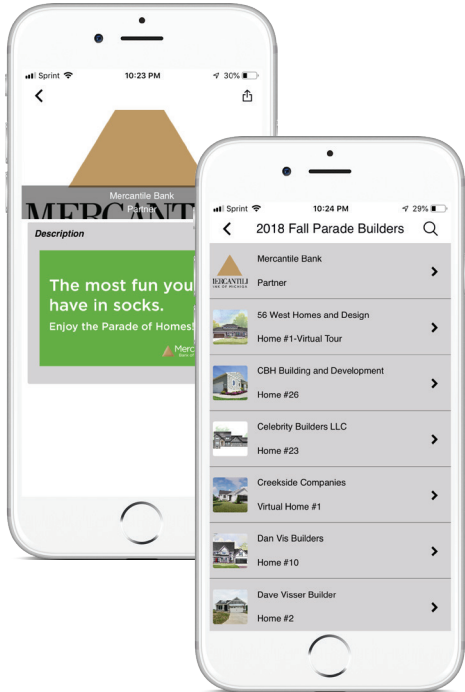
Includes logo on loading screen and 1 banner ad on home screen. Logo will be in Parade Guide, as well as, on HBAGGR website.

APP BANNER AD: \$1,500

Rotating ad on homepage of app. Four spots available.

640 pixels X 1136 pixels





APP LOGO LINK: \$100

Logo link with customized messaging that links to your web page.

PARADE HOME PROJECT CREDIT LISTING

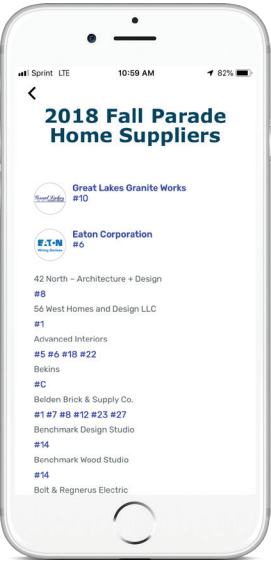
Let visitors know you supplied the products in that home with a logo link to your web page.

Unlimited Listings: \$50 (For Current Year)

PUSH NOTIFICATIONS GEO-FENCING

Use Geo-fencing to send targeted push notifications to app users in the area of your home or business.

HBA Member	\$250 (Per Region)
Member with Guide Ad Purchase	\$50 (Per Region)
Future Member	\$500 (Per Region)
Future Member with Guide Ad Purchase	\$100 (Per Region)



MEMBERSHIP ROSTER

HBAGGR Annual Roster contains complete contact information for all members plus additional industry specific contacts and information. Member information is listed both alphabetically and by business category.

EXPANDED LISTING

The Stand out by expanding your listing with your logo above your information in the annual roster, Spring and Fall Parade GUIDE, and myGRhome magazine.

AD RATES

Back Cover	4.75”W x 8”H	\$1,750.00
Inside Cover	4.75”W x 8”H	\$1,300.00
Facing Page to Covers	4.75”W x 8”H	\$1,200.00
Full Page Divider	4.75”W x 8”H	\$900.00
Half Page Divider	4.75”W x 3.975”H	\$600.00
Full Page	4.75”W x 8”H	\$700.00
Half Page	4.75”W x 3.975”H	\$400.00
Quarter Page	4.75”W x 1.9375”H	\$350.00
Eighth Page	4.75”W x .9735”H	\$300.00
Expanded Listing		\$200.00

ADDITIONAL INFORMATION

Camera ready materials must be provided in a digital format. The preferred format for four - color digital advertisement is hi-res Adobe Acrobat PDF file format.

- All fonts and images must be embedded
- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch)
- Color images must be CMYK
- One time proofing will be provided to make minor corrections. \$45 per hour for additional changes, one hour minimum.

DEADLINES

AD RESERVATION - MARCH 6, 2019
CAMERA READY ADS - MARCH 15, 2019





**PARADE OF HOMES
OFFICIAL GUIDE**

SPRING + FALL

The Parade Guide is distributed at all Parade homes, and is a must for any company targeting the Parade attendee market and beyond. A digital version of the GUIDE is made available at myGRhome.com and in various mobile formats.

The GUIDE is published for both the Spring and Fall Parade of Homes.

AD RATES

		SPRING:	FALL:
Inside Cover	10.375"W x 7.5"H	\$2,700.00	\$2,300.00
Inside Back Cover	10.375"W x 7.5"H	\$2,500.00	\$2,100.00
Full Page	9.75"W x 7.5"H	\$2,450.00	\$2,000.00
Half Page	4.75"W x 7.5"H	\$1,400.00	\$1,300.00
Quarter Page	4.75"W x 3.625"H	\$700.00	\$600.00

FUTURE MEMBERS PLEASE ADD 25% INCREASE TO RATES.

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- Color images must be CMYK
- One time proofing will be provided to make minor corrections. \$45 per hour for additional changes, one hour minimum.
- Cover and inside cover ad may be full bleed, please add an additional 1/4" on each side for bleed allowance.

DEADLINES

SPRING
CAMERA READY ADS - May 3, 2019

FALL
CAMERA READY ADS - AUGUST 23, 2019

**BUILDERS ASK ABOUT OUR
SPECIAL BUILDER RATES
FOR PARADE ADVERTISING**



MYGRHOME
HBA PARADE PREVIEW

Spring + Fall
MYGRHOME is the first look at the HBA Parade Homes and their locations for each season. This highly anticipated publication is distributed at Lake Michigan Credit Unions to all ticket purchasers and inserted in the Grand Rapids Press to select zip codes. Additional copies are distributed by HBA members at approximately 250 drop locations. A digital version of MYGRHOME is available at myGRhome.com

TITLE SPONSOR: \$3,500.00

Spring + Fall
Sponsor the preview for the Parade of Homes and get your name out to thousands in West Michigan. Title sponsorship includes your logo on the front cover, an advertisement on the back cover, and a featured article published by your company on a topic of your choice.

AD RATES

Title Sponsor - Spring		\$3,500.00
Title Sponsor - Fall		\$3,500.00
Full Page	7"W x 9.5"H	\$650.00
Half Page	7"W x 4.675"H	\$350.00
Quarter Page	3.425"W x 4.675"H	\$200.00

ADDITIONAL INFORMATION

Camera ready materials must be provided in a digital format. The preferred format for four - color digital advertisement is hi-res Adobe Acrobat PDF file format.

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- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch)
- Color images must be CMYK
- One time proofing will be provided to make minor corrections. \$45 per hour for additional changes, one hour minimum.
- Cover and inside cover ad may be full bleed, please add an additional 1/4" on each side for bleed allowance.

DEADLINES

SPRING

AD RESERVATION - MARCH 8, 2019
CAMERA READY ADS - MARCH 29, 2019

FALL

AD RESERVATION - JULY 26, 2019
CAMERA READY ADS - AUGUST 9, 2019

SPONSORSHIPS

HBAGGR ANNUAL MEETING TITLE SPONSORSHIP: \$2,000

Sponsor provides venue and catering for the annual meeting.

MEMBER MEET-UP HOST SPONSOR: \$100

Sponsor determines meet-up location and provides refreshments for guests.

SUMMER EVENT/MEMBER APPRECIATION SPONSOR: \$4,000

Sponsor may choose venue or host this HBA member + family event in the Greater Grand Rapids area.

GROW YOUR BUSINESS - EDUCATION SERIES SPONSOR: \$500

Meet members and network by hosting this quarterly event, which includes a keynote speaker chosen by the HBA. Sponsor is responsible for a venue to accommodate 60-80 people, and refreshments.

Dates are March 14, May 7, August 22, and November 12.

KNOW YOUR BUSINESS - BREAKFAST SPONSOR: \$250

Provide builders and remodelers with information they need to know to help their business be more successful. Feature an industry expert or host a panel presentation.

2019 dates are February 13, March 6, April 30, September 11, October 22, and November 7.

EDUCATION HOST SPONSOR: \$100

Provide a classroom area, audio and visual, and snacks for the 60 - hour pre-course for future builders.

PREFERRED CATERER

Vault Catering and Events is the HBA's preferred West Michigan caterer. Ask about special offers for HBA members.



cateredbyvault.com
events@cateredbyvault.com
616.454.3847

AWARDS OF EXCELLENCE

April 16, 2019 // FREDRICK MEIJER GARDENS

PRESENTING PARTNER: \$7,500

Recognized as presenting sponsor with logo in all marketing materials including GR Magazine, one (1) minute presentation, lead toast to winners at end of event, 10 tickets to event, logo on HBA website, opportunity to present awards, plus much more.

ENTRANCE PARTNER: \$4,000

Logo in grand entrance of event, welcome guests and take tickets, recognized as event partner in promotional materials, 10 tickets to event, introduced to audience and able to present awards at event.

STAGE PARTNER: \$4,000

Logo displayed on stage, introduced to audience, able to present awards, 10 tickets to event, and recognized on promotional materials.

PARTING GIFT PARTNER: \$2,000

Introduced to audience, 10 tickets to event, provides parting gift to guests, recognized on promotional materials.

AWARDS PARTNER: \$2,000

Signage on awards table, logo on awards bags, 6 tickets to event, introduced to audience, recognized on promotional materials.

BAR PARTNER: \$2,000

Logo on all bar menus, 6 tickets to event, introduction to audience, recognized on promotional materials.

TABLE PARTNER: \$500

Logo in program, company signage at dinner table, and 10 tickets to event.

WINNERS PHOTO

BACKDROP PARTNER: \$2,000

Logo as part of photo backdrop for winners, 6 tickets to event, introduced to audience, and recognized on promotional materials.

TICKET PARTNER: \$2,000

Logo on front of tickets, option for coupon/message on back of ticket, 6 tickets to event, introduced to audience, and recognized on promotional materials.

REGISTRATION PARTNER: \$1,500

Logo on registration table, provide volunteers to staff registration table, 4 tickets to event, introduced to audience, and recognized on promotional materials.

PROGRAM PARTNER: \$1,000

Back page of event program, provide volunteers to distribute program, 4 tickets to event, introduced to audience, name recognition at entrance of event.

DESSERT PARTNER: \$1,000

Logo displayed on dessert table, provide staff at table, 2 tickets to event, introduced to audience, and recognized on promotional materials.

ENTERTAINMENT PARTNER: \$1,000

Special thanks by presenter on stage, option to provide speaker and/or comedian, 2 tickets to event, and recognized on promotional materials.

For more information, please contact the HBA or visit www.myGRhome.com/awards

ADD-ONS

FOUNDATION CONTRIBUTION: TBD

There are several ways you can support the HBA Foundation. Serve on the Foundation Committee, donate materials, labor, or offer financial support to our special needs housing project. Get involved with our Next Generation program by considering a housing industry graduate for employment or help fund the scholarship program.

AD DESIGN: \$45/HR

For \$45 per hour, the HBA will help you design your advertisement. Before the final ad is inserted into publications, you'll receive a proof to sign off on.

PRINTING SERVICES: TBD

The HBA is able to offer several types of printing services, including booklets, brochures, posters, labels, copies, and documents. Please note, we are unable to print bleeds.

MARKETPLACE: \$25/POST

Ad Size: 3.675"W X 2.5"H

Includes listing of deals, property for sale, services or product specials on HBAGGR website under resources for industry professionals.

JOB POSTING: FREE

HBA member perk. Let us post your open positions on the HBAGGR website for you to build your team of professionals.

