



2020 ADVERTISING HANDBOOK

TABLE OF CONTENTS

ADVERTISING

<i>Website</i>	3
<i>Showcases</i>	6
<i>Social Media</i>	6
<i>Parade of Homes App</i>	7
<i>HBA Membership Roster</i>	9
<i>Parade of Homes Guide</i>	10
<i>myGRhome Magazine</i>	12

EVENTS AND SPONSORSHIPS

<i>Remodeling and New Homes Show</i>	14
<i>General Membership Meetings</i>	16
<i>Networking Sponsorships</i>	16
<i>Awards of Excellence</i>	17
<i>Golf Outing</i>	18
<i>Cornhole Tournament</i>	18

ADD-ONS	19
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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:

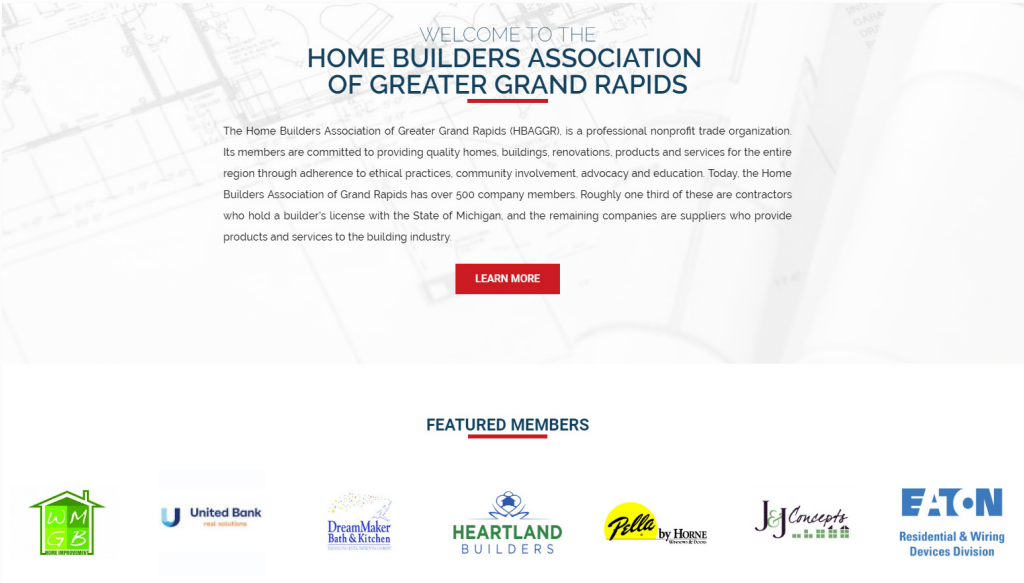
Kylie Herron | HBA Digital Marketing Specialist
616 281 2021 ext 251 | marketing@hbaggr.com



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 4,000 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

The HBA Website, mygrhome.com 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.

- 12 month link: \$500
- 6 month link: \$300
- February - July
- August - January
- 1024 pixels X 1024 pixels
- JPEG or PNG image preferred.

YOUR AD HERE
CONTACT THE HBA FOR INFORMATION ABOUT THIS AD SPACE

Job Search

 Hot Deals  Member To Member Deals  Mark

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: \$1,100

6 month ad: \$600

Ad Size: 730px X 130px

**CONTACT MARKETING@HBAGGR.COM
ON HOW TO CLAIM THIS SPOT.**

Copyright © 2019 Home Builders Association of Greater Grand Rapids, All rights reserved.

Our mailing address is:
3959 Clay Ave
Wyoming, MI 49548

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

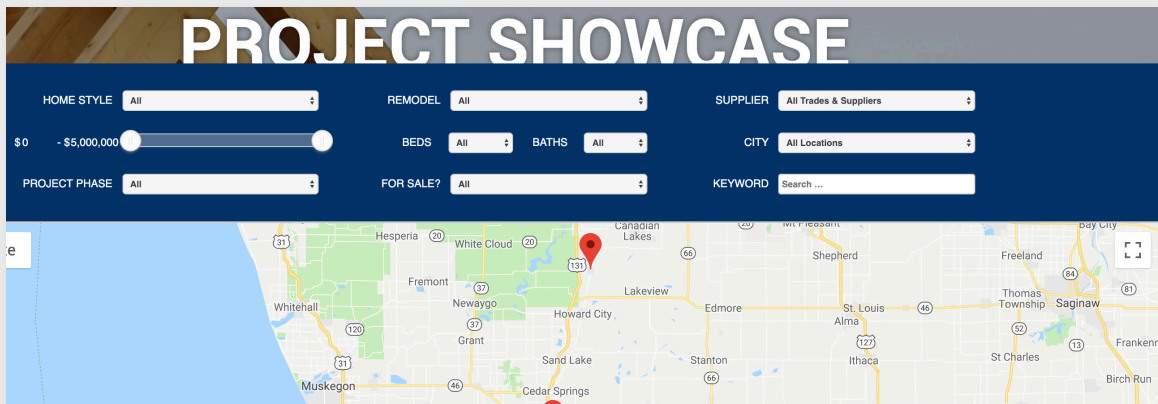
E-BLAST BANNER AD

Promote a current event or special in our weekly email to over 450 members.

Weekly: \$25

Monthly [4 ads]: \$100

Ad Size: 564px X 100px



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.

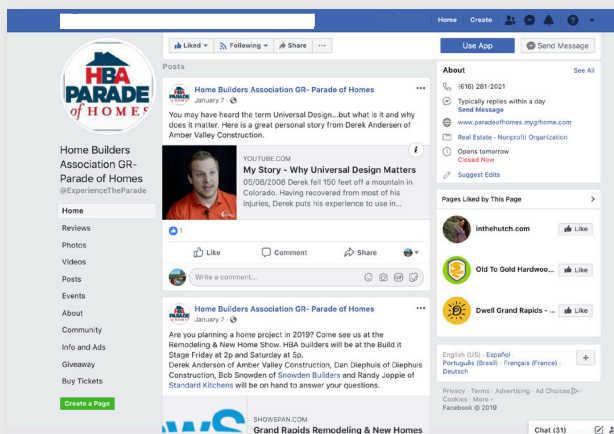
\$600/1 year

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.

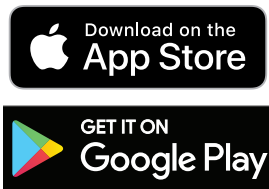
PARADE APP SPONSOR: \$2,000

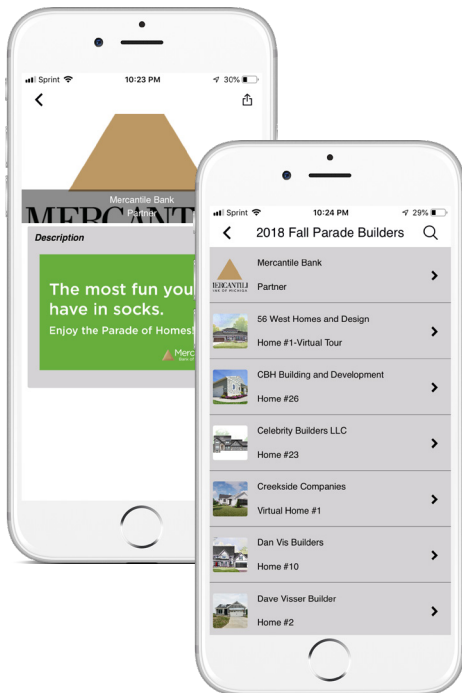
Includes 1 banner ad on home screen. Logo will be in Parade Guide, as well as, on HBAGGR website.

APP BANNER AD: \$800

Rotating ad on homepage of app. Four spots available.

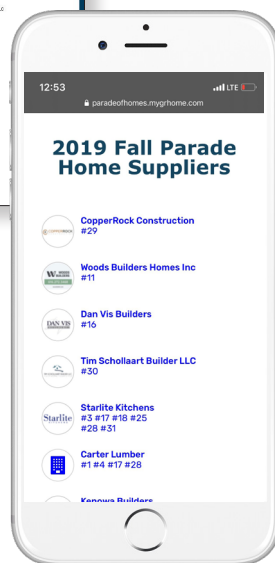
640 pixels X 1136 pixels





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. You will also be listed in the Parade guidebook.

Unlimited Listings: \$50 (per Parade)



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

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 - December 20, 2019
CAMERA READY ADS - January 13, 2020





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

AD RESERVATION - March 31, 2020
CAMERA READY ADS - April 23, 2020

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

FALL

AD RESERVATION - July 31, 2020
CAMERA READY ADS - AUGUST 21, 2020



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

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- Color images must be CMYK
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DEADLINES

SPRING

AD RESERVATION - March 20, 2020

CAMERA READY ADS - April 10, 2020

FALL

AD RESERVATION - July 17, 2020

CAMERA READY ADS - August 7, 2020

LIVING SPACE SPONSOR: \$1,100[\$550 per partner]

Take advantage of pairing up with another HBA member for this dual partnership to create a 3D living space.

- 8x10 ft life-size photo display with coordinating furniture to create a 3D space with coordinating furniture provided by a second partner
- Expert article of interest in our Remodeling Guidebook
- ¼ page ad
- Your logo & materials featured in our vendor space for all show guests to visibly see.
- Guest speaker on Build It Stage [limited availability]

AD RATES

Full Page	7"W x 9.5"H	\$800.00
Half Page	7"W x 4.675"H	\$600.00
Quarter Page	3.425"W x 4.675"H	\$400.00

ADDITIONAL INFORMATION

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- Color images must be CMYK
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- Cover and inside cover ad may be full bleed, please add an additional 1/4" on each side for bleed allowance.

DEADLINES

AD RESERVATION - November 22, 2019

CAMERA READY ADS - December 13, 2019

GENERAL MEMBERSHIP MEETINGS

**Discounted rate if raffle prize is provided*

VENUE SPONSOR: \$500

Company logo on all promotional materials, registration table signage, 8ft vendor booth to showcase latest products and services

“5 MINUTE” COMPANY SHOWCASE SPONSOR: \$275 | \$225*

Showcase your latest products and services to a captivated audience, 8ft vendor booth to showcase latest products and services.

BAR SPONSOR: \$200 | \$150*

Free drink tickets for all company attendees, bar signage, 8ft vendor booth to showcase latest products and services.

VENDOR BOOTH SPONSOR: \$150 | \$100*

8ft vendor booth to showcase latest products and services.

TABLE SPONSOR: \$50

Company signage at one table [do not have to physically be present to participate], your choice of 2 logo images or 1 logo and 1 promotional product/service flyer [must provide logo + 8.5”x11” flyer]

NETWORKING SPONSORSHIPS

ANNUAL MEETING TITLE SPONSORSHIP: \$2,000

Sponsor provides venue and catering for the annual meeting.

MEMBER MEET-UP HOST SPONSOR: \$100

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

SUMMER EVENT/MEMBER APPRECIATION SPONSOR: \$500 - \$2,000

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

EDUCATION HOST SPONSOR: \$100

Meet members and network by hosting an education event. Choose from Education Breakfast, Education Lunch + Learn, or Education After Hours. Host provides classroom area, audio / visual and refreshments, with the option to provide the speaker or present your products and services.

AWARDS OF EXCELLENCE

April 29, 2020 // FREDRICK MEIJER GARDENS

PRESENTING PARTNER: \$7,500

Recognized as presenting sponsor with logo in all marketing materials, one (5) minute presentation, lead toast to winners at end of event, 10 tickets to event, logo on HBA website, opportunity to present awards.

AWARDS PARTNER: \$4,000

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

PHOTO STATION PARTNER: \$3,000

Logo as part of photo backdrop for winners, 4 tickets to event, introduced to audience, and recognized on promotional materials.

BAR PARTNER: \$2,000

Logo on all bar menus, 4 tickets to event, introduction to audience, recognized on promotional materials.

PARTING GIFT PARTNER: \$2,000

Introduced to audience, 4 tickets to event, provides parting gift to guests, recognized on promotional materials.

STAGE PARTNER: \$2,000

Logo displayed on stage, introduced to audience, 4 tickets to event, and recognized on promotional materials.

ENTERTAINMENT PARTNER: \$1,500

Option to introduce entertainment, 2 tickets to event, and recognized on promotional materials.

REGISTRATION PARTNER: \$1,500

Logo on registration table, provide volunteers to staff registration table, 2 tickets to event, introduced to audience, and recognized on promotional materials.

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.

PROGRAM PARTNER: \$1,000

Back page of event program, provide volunteers to distribute program, 2 tickets to event, introduced to audience, name recognition at entrance of event.

TABLE PARTNER: \$500

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

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

GOLF TOURNAMENT

GOLF CART SPONSOR: \$1,000

Company logo on golf carts, recognition in event marketing, company logo displayed at event registration, opportunity to include item in golfer goodie bag.

LUNCHEON SPONSOR: \$1,000

Company logo on table tents in dining room, recognition in event marketing, company logo displayed at event registration, opportunity to include item in golfer goodie bag.

GOODIE BAG SPONSOR: \$550

Company logo on golfer goodie bag each golfer will receive, recognition in event marketing, company logo displayed at event registration, opportunity to include item in golfer goodie bag.

BEER CART SPONSOR: \$500

Company logo on beer cart signage, recognition in event marketing, company logo displayed at event registration, opportunity to include item in golfer goodie bag.

FAIRWAY SIGN SPONSOR: \$500

Company logo on a large 4'x4' banner on one of the fairways throughout the course.

HOLE SPONSOR: \$100

One 18"x24" sign with your company logo placed on either greenside or a tee box.

CORNHOLE TOURNAMENT

EVENT SPONSOR: \$1,000

Company logo on promotional materials, registration table signage, 1 two- person team.

ENTERTAINMENT SPONSOR: \$500

Company logo on promotional materials, logo and/or signage near entertainment

BEVERAGE SPONSOR: \$300

Two drink tickets for company attendees, beer + wine table signage.

BRACKET SPONSOR: \$200

Company logo on promotional materials, logo and/or signage on tournament bracket.

SCORECARD SPONSOR: \$200

Company logo on 18"x24" scorekeeper sign at each cornhole lane

LANE SPONSOR: \$100

Company logo on 12"x18" sign at 1 lane, logo on promotional materials

TABLE SPONSOR: \$50

Signage on picnic table in enclosure, your choice to 2 logo images or 1 logo & 1 promotional product/service [must provide logo and 8.5"x11" flyer, if desired]

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: \$10/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." Will also be promoted on our social media and weekly e-blast to members.

JOB POSTING: FREE

HBA member perk. Let us post your open positions on the HBAGGR website for you to build your team of professionals. Will also be promoted on our social media and weekly e-blast to members.

