



## Event & Exhibitor Advertising

HNBA will produce a Home Show flyer to **insert in area newspapers** the week of the Home Show to advertise the event and promote exhibitors. This glossy, full-color folded flyer will include home show hours, location and admission details on the front cover with a schedule of Educational Seminars on the back cover, with room for exhibitor ads throughout. Exhibitors will have the opportunity to purchase space in this flyer to promote their participation in the Home Show, offer a coupon, introduce a new product or staff member, etc. Unsold space *may* be made available to HNBA members not exhibiting.

**18,000 flyers will be printed and distributed** in the Rice Lake Chronotype, Barron News Shield and Chetek Alert the week of March 25. Additional copies will be available at participating vendors and handed out to Home Show visitors. **An electronic version of the flyer will be available on our website** for added exposure, and will be linked to our Facebook advertising during the weeks leading up to the show.

**Ads must be submitted in electronic format** (preferably JPEG, color set to CYMK, 300 dpi or better) or camera-ready *without edits needed* (such as a business card) **by February 24, 2012** to [barb@hnbawi.org](mailto:barb@hnbawi.org). Ad layout is available for an additional fee—contact Barb Ritzinger at 715-736-4622 for a cost estimate.

We currently have 210 sq inches of ad space (2 full pages and 2 half pages) available. If you are planning on purchasing 1/4-1/2 page, please reserve early! Last year's ad space completely sold out! If early sales warrant, a larger flyer may be considered.

### Front/Back Cover Ad Rates:

- 1/2 page** (7.5" W x 5" H).....\$350
- 1/4 page** (3.75" W x 5" H) .....\$200

### Interior Ad Rates:

- 1/2 page horizontal (7.5" W x 5" H) .....\$325
- 1/2 page vertical (3.75" W x 10" H).....\$325
- 1/4 page (3.75" W x 5" H) .....\$175
- 1/6 page (3.75" W x 3" H) .....\$160
- Business Card Plus (3.75" W x 2" H).....\$125
- Mini Banner (3.75" W x 1" H).....\$75

If the space you request has already been reserved, you will be contacted about selecting an alternate. See the next page for visual of ad sizes.

Save my space in the Home Show newspaper insert! My ad and full payment will be at HNBA by **Feb. 24, 2012**.

Company \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Ad Size \_\_\_\_\_ Location (front or back cover, interior) \_\_\_\_\_ Price \_\_\_\_\_

### Please check one of the following:

- My ad will be sent electronically as a JPEG, color set to CYMK, 300 dpi or better
- My ad will be a Camera-Ready print ready to scan (note: an ink-jet printout will not produce a quality scanned image)
- My ad will need to be set up based on the enclosed sketch or markup; please contact me about layout charges.

Mail ad reservation with payment to HNBA, PO Box 6, Rice Lake WI 54868 or fax to 715-736-4622.

There's No Place Like the

# HOME SHOW

Heart of the North Builders Association

## Exhibitor Ad Sizes

1/2 Page

Vertical

\$350 Cover

\$325 Interior

(3.75" W x 10" H)

Mini Banner = \$75

(3.75" W x 1" H)

Business Card Plus = \$125

(3.75" W x 2" H)

1/2 Page

Horizontal

\$350 Cover

\$325 Interior

(7.5" W x 5" H)

1/4 Page

\$200 Back Cover

\$175 Interior

(3.75" W x 5" H)

1/6 Page = \$160

(3.75" W x 3" H)