

Be wise when you advertise...

When it comes to business development within the residential construction industry, advertising in magazines and newspapers may not produce the results you are hoping for.

But when you advertise in the HBACA Builder & Associate Services Directory, your message is delivered directly to the decision makers, and has a much longer shelf life. Our members keep the Directory within arm's reach for an entire year and use it as a quick reference when they are looking for companies to partner with on upcoming projects.

The HBACA encourages members to do business with other members as a way of stimulating growth within the home building community. The Directory is the tool members use to build relationships!



Get results with the HBACA Directory!

Your membership directory, the Home Builders Association of Central Arizona (HBACA) *Builder & Associate Services Directory*, is the only residential construction directory of its kind in Metro Phoenix and throughout Central Arizona, including Maricopa, Pinal and Yavapai counties. This business-to-business publication is the most powerful tool that reaches all our members and decision makers within each member company. The directory is a powerful resource for all our members.



Scope:

The HBACA *Builder & Associate Services Directory* effectively reaches nearly 600 businesses in Metro Phoenix and throughout Central Arizona that are active in the residential construction industry.

Distribution:

The directory will be distributed in February to all HBACA members and throughout the year as new members join the HBACA. This is a premiere opportunity to be seen by builders, banks, title and insurance companies, trade contractors and suppliers to the residential construction industry.

Directory Content:

Information in the directory will include: member companies, primary contacts, general association information, government officials, legislators and HBACA standing committees.

Advertising Opportunities:

Don't miss this once-a-year opportunity! Ad space is limited, so reserve your space today. Advertising will be accepted on a first-come, first-served basis when accompanied by payment.

Grow Your Business!

The HBACA *Builder & Associate Services Directory* is much more than a membership directory! It's a tool for growing your business throughout the year. The directory will help you reach the purchasing decision-makers who have the ability to improve your bottom line.

Circulation: 1,300 mailed copies

Reader Profile: Principals, CEOs, Purchasing Managers



Interested in advertising?

Contact: Lisa Rugloski - rugloskil@hbaca.org

Ad specifications on reverse. >>>

Purchase Ad By: 12/27/24

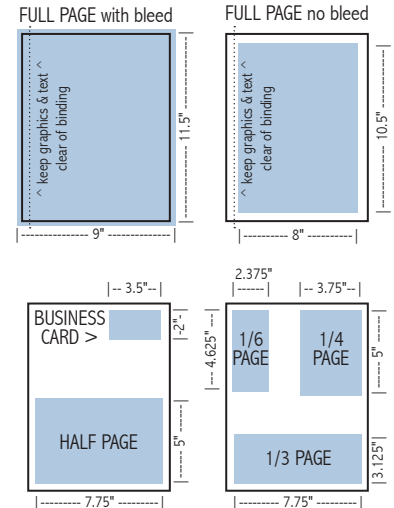
Artwork Deadline: 1/3/25

Ad Sizes & Pricing

PREMIUM POSITIONS		
Ad Size (Width x Height)		Color
Back Cover*	9 x 11	\$2995
Inside Front Cover*	9 x 11	\$2495
Facing Page to Inside Front*	8.5 x 11	\$2445
Inside Back Cover*	9 x 11	\$2240
Tab Page	8.5 x 11	\$1830
Special Position Pages	8.5 x 11	\$1575
STANDARD POSITIONS		
Ad Size (Width x Height)		Color
Full Page	8.5 x 11	\$1515
Half Page	7.75 x 5	\$995
1/3 Page	7.75 x 3.125	\$785
1/4 Page	3.75 x 5	\$575
Business Card	3.5 x 2	\$365
ENHANCED LISTING		
Yellow Boxed Listing		\$175
Color Logo Listing		\$260
Yellow Boxed Listing w/ Color Logo		\$310

* Cover Positions include Yellow Boxed Listings with Color Logo in Directory (up to 4)

On Premium Positions and Full Page ads, please include 1/4" bleed. Live area is 8" x 10". All text and logos should stay within the live area, or they may get cut off during trimming and/or binding. For all full page ads, please keep graphics and text clear of spiral binding. Allow 3/8" for binding. If you are unsure which side of your ad will be affected by the binding, please contact Stratton at hickcoxshbaca.org.



SPECIAL POSITION PAGES:

Special Position Pages are ads that are placed within the first 20 pages of the Directory. You may choose for your ad to be facing one of the following pages: Board of Directors, About NAHB, Member Benefits, Additional Benefits & Discount Programs, Committees & Roundtables, Senators & Representatives, or City Officials.

Electronic Submission Requirements

All ads must be submitted electronically as a Press Quality (300 dpi) PDF file or a Vector EPS file (please Create Outlines on all text).

PROGRAMS SUPPORTED:

Adobe InDesign, Photoshop and Illustrator.
PowerPoint and Word files will not be accepted.

SEND TO:

Ad artwork should be emailed to hickcoxshbaca.org. If file size is too large for email, please upload to a cloud storage.

Ad Creation

Don't have a creative guru on your team? Not to worry... the HBACA can design an ad for you for a small design fee (\$150). When filling out the ad contract, please indicate that you would like us to design your ad. Then just email your high resolution photos (300 dpi), ad copy and

 Questions about artwork? Contact: Stratton Hickcox - hickcoxshbaca.org