

# EVENT PUBLICATION ADVERTISING

## HOME SHOW - SPRING & FALL PARADE OF HOMES

**Deadlines:** Home Show - 01/31/19 Spring POH - TDB Fall POH - TBD

Sizes	Non-Member	Members <i>10% Discount</i>	3 Book Cost <i>Members Rate</i>
Full Page	\$895	\$806	\$725
2/3 Page	\$630	\$567	\$510
1/2 Page	\$480	\$432	\$389
1/3 Page	\$330	\$297	\$267
1/6 Page	\$180	\$162	\$146
Premium Ads	\$1,119	\$1,007	\$906

**Premium Ads** - 25% Added to Full Page Rate. Locations include Inside 2 Front Pages, Inside Back 2 Pages & Back Page of Event Publications

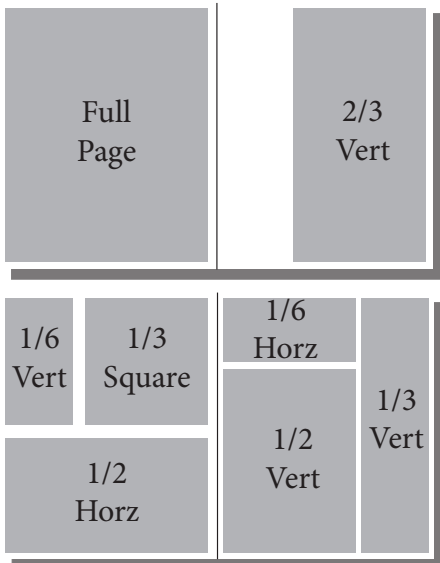
**Featured Business Article** - 2 to 4 page article \$1,200(non-members)  
\$1,080.00(members)

**Added Discount:** 10% Discount for Advertising in all three Event Publications

Purchase an ad or sponsorship in 2 or more category listings (*Event Publications, Additional Print/Web, Event Sponsorship and Networking Sponsorships*) and receive an additional 5% off. Pay for your package within 30 days and receive an additional 5% off If you are interested in sponsoring or advertising, please contact the BHHBA Office at 605-348-7850.

# EVENT PUBLICATION ADVERTISING

## Ad Tech Specs



Full page bleed: 8.75" x 11.25"

**Note:** Please come in from these full page bleed dimensions 0.5" for any text to ensure it doesn't get trimmed off

2/3 vertical: 4.726" x 9.993"

Half vertical: 4.726" x 7.408"

Half horizontal: 7.25" x 4.804"

1/3 vertical: 2.179" x 9.993"

1/3 square: 4.726" x 4.804"

1/6 horizontal: 4.726" x 2.211"

1/6 vertical: 2.179" x 4.804"

All ads need to be submitted as either a PDF or a JPG file of 300 DPI



## 2019 BHHBA Advertising & Sponsorship Opportunities

Home Show and Parade of Homes Publications, Monthly Newsletter, Membership Directory, and Event Sponsorships



## NETWORKING SPONSORSHIP

### MONTHLY SOCIALS

**(11) Social Sponsors\*** \$900  
Includes: Banner(s) at the event (provided by sponsor), Name/Logo on postcard mailed to BHHBA Members, facebook & website banner ads, in the newsletter & on the social flyer, Opportunity to distribute materials during social, 10 minute speaking opportunity at the social, Name/Logo included in email reminders.  
(Can be shared with another business)

**Beverage Sponsor (Warehouse Socials Only)\*** \$350  
(Can be shared with another business)

*December Christmas Party is not included in monthly social sponsorships or Beverage Sponsorship.*

### AD DESIGN

BHHBA will charge \$50/hour to design an ad with the understanding the ad will be yours to keep. There is a minimum \$25 charge on all ads built.

## ADDITIONAL PRINT & WEBSITE

### MONTHLY NEWSLETTER ADVERTISING

	One Issue	1 Year Advertising
<b>1/4 Page</b>	\$300	\$400
<b>1/2 Page</b>	\$500	\$700
<b>Full Page</b>	\$700	\$1,000
<b>1/2 Back Cover</b>		\$1,200
<b>Full Inside Cover (Front or Back)</b>		\$2,500

\*Newsletter Advertisers will also get recognition on the newsletter page of the website & on Constant Contact. **Deadlines:** The 20th day of the month prior to the issue

### MEMBERSHIP DIRECTORY ADVERTISING

#### Cover/Tab Locations\*

<b>1/2 Page Full Color 4" x 4.5"</b>	\$500
<b>Full Page Full Color 8" x 4.5"</b>	\$1000

\*Includes Sponsor recognition on the Membership Directory page for that year

#### Yellow Page Locations

<b>Business Card Black &amp; White 2" x 2"</b>	\$75
<b>1/4 page Black &amp; White 2" x 4.5"</b>	\$200

### WEBSITE ADVERTISING

**Banner Advertisement** \$300  
Banner Ad on the top of the BHHBA website-rotates on all pages of the site.

## EVENT SPONSORSHIP OPPORTUNITIES

### HOME SHOW

<b>Gold Sponsor</b>	\$4,550
<b>(3) Silver Sponsors</b>	\$2,500
<b>(15) Bronze Sponsors</b>	\$500
<b>Vendor Wristband Sponsor</b>	\$2,000
<b>Kids Area Sponsor (\$500/day to local charity/non-profit)</b>	\$1,500
<b>Home Show Stage Sponsor</b>	\$1,500
<b>Floor Graphic Sponsor</b>	\$1,000
<b>(32) Vendor Break Room Sponsor</b>	\$100
<b>Stage and Arena Screen Ads - 10 seconds each</b>	\$50
Each additional ad	\$40

***SPRING AND FALL PARADE OF HOMES*** (Available for Spring and/or Fall)

<b>(4) Parade of Home Event Sponsor</b>	\$1,000
<b>(1) Parade of Home Bus Sponsor</b>	\$1,500
<b>(1) Parade of Home Ticket Sponsor</b>	\$600
<b>(1) Featured Home</b>	\$1,000

\*Includes Picture of Home on Front Cover.

### GOLF TOURNAMENT

<b>Green &amp; Tee Sponsorship</b>	\$450
Includes company name on banners during tournament and a sign at the tee box and on the green of the hole	
<b>Green Sponsorship</b>	\$300
<b>Tee Box Sponsorships</b>	\$300
Includes company name on banners during tournament and a sign on either the green or tee box of the hole	
<b>Major Sponsor</b>	\$3,500
Includes company logo on a banner by itself during the tournament and on table tents placed around the restaurant, One hole (green & tee) dedicated to the Sponsor. Logo on Tee Shirts for staff to wear during the tournament.	

### CHRISTMAS PARTY

<b>(22) Hors d'oeuvres Sponsor</b>	\$100
<b>(3) Beverage Sponsor</b>	\$250
<b>(2) Champagne Sponsor</b>	\$300
<b>(2) Chocolate Fountain/ Dessert Sponsor</b>	\$1,000

*Sponsorships are available for the 2019 Party*