

Marketing & Media | 2009

Targeting home and home product audiences in Greater Louisville.



Home Builders Association of Louisville



Now celebrating 60 years, the Trend Appliances Home, Garden & Remodeling Show, “The Official Show of Spring”, has brought buyers to local businesses. Continually performing year after year, this event is the largest of its kind in the region and one of the premier shows in the nation. The Home Show runs three days and has a solid reputation of attracting serious buyers year in and year out. This show has set the pace for attracting qualified consumers who are ready to act now! Promoted in all local mass media and direct mail over two weeks, the sponsors of this event receive high value in relation to their investment. *To advertise at the show see the March/April edition of Greater Louisville Home Design & Living.* For booth information contact HBAL at 429-6000 or visit LouisvilleHomeShow.com.

Sponsorship Opportunities

Title Show Sponsor at \$35,000

Presenting Show Sponsor at \$20,000

Official Show Sponsor starts at \$10,000

Seminar Stage Sponsor at \$5,000

Garden Area Sponsor at \$3,500 and \$6,000

The **Bag Sponsor** will be the only company allowed to distribute bags at the entrance and key points on the show floor at the Home, Garden & Remodeling Show. You supply the bags, and HBAL will supply the racks to distribute your bags on the show floor. A very popular sponsorship at shows across the country, this opportunity puts your image in the hands of show attendees.

Bag Sponsor at \$6,000

The **Exhibitor Lounge** is open to all workers at the Home Garden & Remodeling Show and it offers free beverages, snacks and a place to relax and eat a bite - away from the show floor. These businesspeople are a targeted crowd and the lounge is a valuable place to market your business to business product and/or service.

Exhibitor Lounge Sponsor at \$4,000

LouisvilleHomeShow.com

Banner Ad – Top of all pages

728 x 90 pixels – jpeg (3 available)
\$1,800 per year* or \$160 per month*

Tile Ad – Right side of all pages

221 x 122 pixels – jpeg (3 available)
\$1,200 per year* or \$110 per month*

Tile Ad – Left Side (home page only)

168 x 175 pixels – jpeg (3 available)
\$ 500 per year* or \$ 60 per month*

*Indicates HBAL Member rate.

Non-members add \$250 to the annual rate and \$25 per month on the monthly rate.



THE TOUR OF REMODELED HOMES

August 15th & 16th, 2009

The Tour of Remodeled Homes has a history dating back to 1985 and brings hot prospects looking to buy “now” to the show year after year. A scattered-site tour of people's personal remodeling projects, this show is attracting more attendees today than at any other time. The event is primarily promoted in all major print media outlets and has its own direct mail program. The direct mail program alone targets 40,000 of the highest income levels in our region that match what would be considered a hot prospect not just for remodeling but for all home improvement. As a result the Tour of Remodeled Homes draws homeowners who are ready to act now!

The Tour of Remodeled Homes Book reaches everyone who attends the annual event as well as homeowners who have a household income over \$75,000 and have been in their homes more than 1-10 years. In addition, they're available at each of the homes on the Tour. This detailed distribution ensures that advertisers will reach real prospects who are very likely to consider remodeling in the near future. **(deadlines June 26, 2009)**

Sponsorship Investment at \$5,000 and \$7,500

TOUR OF REMODELED HOMES BOOK			
All Rates are Gross	Four Color	Black & White	HBAL Discount*
2-Page Spread	\$5,600.00		subtract \$600.00
Full Page	\$3,250.00	\$2,400.00	subtract \$500.00
2/3 Page	\$2,950.00	\$2,100.00	subtract \$450.00
1/2 Page	\$2,500.00	\$1,750.00	subtract \$400.00
1/3 Page	\$2,100.00	\$1,600.00	subtract \$350.00
1/4 Page	\$1,800.00	\$1,300.00	subtract \$300.00
1/6 Page NEW!	\$1,500.00	\$1,200.00	subtract \$250.00
PREMIUM POSITIONS Inside Front Cover	\$4,100.00		subtract \$500.00
Inside Back Cover	\$3,800.00		subtract \$500.00
Outside Back Cover	\$4,500.00		subtract \$500.00

Guaranteed Position add 10%.

THE TOUR OF NEW HOMES

May 9th, 10th, 16th & 17th, 2009

Now in its fifth year, the Tour of New Homes features over 150 homes in several counties in and around Metro Louisville. The Tour of New Homes is a scattered-site celebration of new homes and is a free event for the public. The official Tour Program is featured in the Courier-Journal reaching 180,000 subscribers twice in two weeks and the event is promoted throughout the community over 3 weeks. The Tour of New Homes is fast becoming one of the area's major events.

Sponsorship Investment at \$5,000 and \$7,500

HOMEARAMA

July 18th-26th, 2009

Homearama is one of the largest community events that take place in Greater Louisville on an annual basis. 2009 will showcase two sites with fully decorated and furnished new homes running for 16 days in late July with a promotion schedule lasting beyond three weeks. Each year Homearama attracts tens of thousands of people looking for what is the latest and greatest in new homes, interior design and technology. Homearama has an extensive marketing program that includes television, radio, print, internet exposure, and direct mail that guarantees high visibility to participating sponsors.

Sponsorship Opportunities

Presenting Show Sponsor at \$20,000

Official Show Sponsor starts at \$10,000

Concession Tent Sponsor at \$4,000

Preview Party: The Homearama Preview Party is the evening preceding the opening of Homearama to the public that features one of the largest private parties in the area with over 1,400 in attendance. A true who's who in the housing industry attends the Preview Party and includes hundreds of builders and a VIP list of local dignitaries that get a behind-the-scenes look at the spectacular homes.

Sponsorship Investment at one site \$5,000, dual site \$8,000

Automotive Sponsorship: While those tens of thousands check out the latest in home style and conveniences, they pass by the latest and greatest in new autos. The Homearama Automotive sponsorship is your chance to get in front of people interested in the best there is in living. The sponsor must provide an automobile for every driveway.

Official Automotive Sponsorship Investment at \$6,500

Homearama Carts: Golf carts are utilized by the HBAL staff both inside and outside the Homearama site. Golf carts are used by Homearama staff throughout the show and remain in plain site throughout the show hours. Banners on the carts provide companies an opportunity for tremendous exposure to the visitors attending Homearama.

Sponsorship Investment at \$650 per in-site cart (limit 2 per site) / \$400 per outside cart (limit 2 per site) and \$1500 per courtesy carts (limit 2 per site). Banners/signs provided by HBAL— two per cart .

Homearama Plans Book

(deadlines April 30, 2009)

Every attendee receives this beautiful, full-color, publication, which serves as a valuable point of reference during the event and on the consumer's coffee table. More than 35,000 copies are distributed at the Homearama site, with another 2,000 going to the top 20 regional real estate offices, as well as the HBAL office. In 2007, the publication expanded to two-page descriptions of each of the houses, and in 2008 it went online at homearama.com where advertisers were able to link their websites directly to the live version. The Homearama Plans Book is an ideal way to reach thousands of people who have an interest in new homes.

HOMEARAMA PLANS BOOK

All Rates are Gross		Four Color	Black & White	HBAL Members Discount*
2-Page Spread		\$5,600.00		subtract \$600.00
Full Page		\$3,250.00	\$2,400.00	subtract \$500.00
2/3 Page		\$2,950.00	\$2,100.00	subtract \$450.00
1/2 Page		\$2,500.00	\$1,750.00	subtract \$400.00
1/3 Page		\$2,100.00	\$1,600.00	subtract \$350.00
1/4 Page		\$1,800.00	\$1,300.00	subtract \$300.00
1/6 Page NEW!		\$1,500.00	\$1,200.00	subtract \$250.00
PREMIUM POSITIONS Inside Front Cover		\$4,100.00		subtract \$500.00
Inside Back Cover		\$3,800.00		subtract \$500.00
Outside Back Cover		\$4,500.00		subtract \$500.00

Guaranteed Position add 10%.

Homearama.com

Top Banner

*\$1,800 per year or *\$160 per month
550 x 68 pixels jpg, Rotating Banner – 3 or less

Left Tile Ad

*\$1,200 or *\$110 per month
221 x 81 pixels jpg, Rotating, 3 or less

*Indicates HBAL Member rate. Non-members add \$250 to the annual rate and \$25 per month on the monthly rate.

Homearama 2009 JULY 11-26
www.homearama.com

SHAKES & RUN

Homearama 2009
\$7,500
LGE
Insight



NEW ONLINE VIDEO PLAYER AT HBAL.COM!

Over the last 18 years, Louisville's Best New Homes has evolved into one of the most popular locally produced television shows in Louisville. Hosted by local celebrity Tara Bassett, it has become a valuable and trustworthy resource for community residents who are searching for new homes, products and quality professionals who can help them meet their homeownership dreams.

Louisville's Best New Homes is an easy and timesaving way to research the local new homes industry, through which viewers in Greater Louisville can explore a variety of new homes within just thirty minutes and instantly online, without even opening their front doors. The show features Developers, Registered Builder/Remodelors and Associate Members and informs homebuyers on the importance of the Registered Builder program, as well as the latest new home products on the market.



New for 2009 the show will jump into the 21st century with a new video player found at hbal.com. The video player will be updated weekly to stay up to date with the broadcasted show. Also, the show's look, feel, music tracks, opening and closing sequences and color schemes will change to bring the show more up to date and exciting. A new segment entitled "Heading Home With Chuck Kavanaugh" has been created where your executive vice president, Chuck Kavanaugh addresses subjects concerning the housing industry in a timely manner.

Approximately 44 shows are produced each year and an average of 20,000 households tune in each week. The show airs Sunday at 10 a.m. on WHAS-11 and can be found online at hbal.com.

LOUISVILLE'S BEST NEW HOMES					
	Time	1-11 Weeks	12-24 Weeks	24+ Weeks	Prime*
Featured Developer	3:00	\$1170.00	\$1100.00	\$1060.00	\$1030.00
2:00 Mini Developer	2:00	\$840.00	\$810.00	\$795.00	\$760.00
Builder Interview	1:00	\$355.00	\$340.00	\$315.00	\$307.00
Home Showcase	:30	\$200.00	\$190.00	\$177.00	\$175.00
Product Showcase	:30	\$250.00	\$230.00	\$225.00	\$210.00
**Commercial <i>(spot provided by customer)</i>	:30	\$265.00	\$255.00	\$240.00	\$235.00

*Prime indicates one segment on every show per year. All rates are net except commercial segments.

** Client must provide commercial segment.



(deadlines 10/31/08, 12/30/08, 2/27/09, 4/30/09, 6/26/09, 8/31/09)

Greater Louisville Home Design & Living is THE local home and garden publication, with articles on the latest home design trends and information about products and events related to the home and garden.

Last year the publication went live at www.louisvillehomedesign.com, which features back issues, extra features, contests and polls. Advertisers are featured online as well, so viewers can directly link to their websites. This beautifully designed, bi-monthly magazine is direct-mailed to 40,000 households and 200 businesses and organizations. It's no doubt that copies of Greater Louisville Home Design & Living adorn the coffee tables of many potential customers throughout the Louisville area.

GREATER LOUISVILLE HOME DESIGN & LIVING

	Open Rate	3x	6x	HBAL Members Discount
2–Page Spread 4-Color Only	\$5,460.00	\$5,200.00	\$4,950.00	subtract \$600.00
Full Page 4-Color	\$3,485.00	\$3,125.00	\$2,965.00	subtract \$500.00
Full Page B/W	\$2,445.00	\$2,135.00	\$2,030.00	subtract \$500.00
2/3 Page 4-Color	\$3,075.00	\$2,915.00	\$2,810.00	subtract \$450.00
2/3 Page B/W	\$2,135.00	\$1,975.00	\$1,875.00	subtract \$450.00
1/2 Page 4-Color	\$2,935.00	\$2,835.00	\$2,760.00	subtract \$400.00
1/2 Page B/W	\$1,925.00	\$1,820.00	\$1,770.00	subtract \$400.00
1/3 Page 4-Color	\$2,160.00	\$2,115.00	\$2,055.00	subtract \$350.00
1/3 Page B/W	\$1,534.00	\$1,490.00	\$1,460.00	subtract \$350.00
1/4 Page 4-Color	\$1,795.00	\$1,745.00	\$1,690.00	subtract \$300.00
1/4 Page B/W	\$1,355.00	\$1,250.00	\$1,200.00	subtract \$300.00
1/6 Page 4-Color NEW!	\$1,350.00	\$1,300.00	\$1,250.00	subtract \$250.00
1/6 Page B/W NEW!	\$1,100.00	\$1,025.00	\$1,000.00	subtract \$250.00
PREMIUM POSITIONS Inside Front Cover 4-Color Only	\$4,175.00	\$3,900.00	\$3,650.00	subtract \$500.00
Inside Back Cover 4-Color Only	\$4,000.00	\$3,250.00	\$3,100.00	subtract \$500.00
Outside Back Cover 4-Color Only	\$4,425.00	\$4,165.00	\$4,010.00	subtract \$500.00

Guaranteed Position add 10%.

ADVERTISE ONLINE!	1 Month	3 Month	6 Month	12 Month
LouisvilleHomeDesign.com ROS - up to 4 months advertising	\$350.00	300.00/month	275.00/month	250.00/month

NOTABLE STRENGTHS INCLUDE:	Average age 53 years	Not exposed to daily newspaper 42%
	Adults 25-54 68%	Not exposed to Sunday newspaper 14%
	Business Owners/Corp. Officers 16%	Exercise in health club (12+ times) 25%
	Female Readers 75%	Plan to buy new car/truck/SUV (next 12 months) 23%
	Average Value of Home \$221,406	Plan to buy new furniture (next 12 months) 29%
	Household Income more than \$75,000 23%	Plan to buy new TV (next 12 months) 22%
	Household Income more than \$100,000 13%	Shopped Jewelry Store (past 4 weeks) 29%
	Plan to remodel (next 12 months) 52%	
		source: The Media Audit 2007-2008 report for Louisville, KY MSA

GREATER LOUISVILLE relocationguide

(deadlines March 31, 2009)

Greater Louisville Relocation Guide is the most powerful relocation guide for the Greater Louisville area. For people considering a move here, this is the most sought-after publication to help them make that decision.

The publication went online in 2007 at www.louisvillerelocationguide.com, with thousands of people receiving their copies through the mail in US and Canada by requesting them on the website. Approximately 47,500 copies are distributed through 50 outlets, including a variety of developers, realtors, major employers, the Greater Louisville Association of Realtors, the Louisville Airport and 9 chamber of commerce offices. Each outlet adds to the ability to reach a captive audience, and the popularity of the publication and its online version continues to grow.

RELOCATION GUIDE *(a la carte)*

All Rates are Gross		Four Color	Black & White	HBAL Members Discount
2-Page Spread		\$5,600.00		subtract 600.00
Full Page		\$3,250.00	2,400.00	subtract 500.00
2/3 Page		\$2,950.00	2,100.00	subtract 450.00
1/2 Page		\$2,500.00	1,750.00	subtract 400.00
1/3 Page		\$2,100.00	1,600.00	subtract 350.00
1/4 Page		\$1,800.00	1,300.00	subtract 300.00
1/6 Page NEW!		\$1,500.00	\$1,200.00	subtract 250.00
PREMIUM POSITIONS	Inside Front Cover	\$4,100.00		subtract 500.00
	Inside Back Cover	\$3,800.00		subtract 500.00
	Outside Back Cover	\$4,500.00		subtract 500.00

Guaranteed Position add 10%.

ADVERTISE ONLINE WITH GREATER LOUISVILLE RELOCATION GUIDE OR NEW HOME GUIDE!

	1 Month	3 Month	6 Month	12 Month
LouisvilleNewHomeGuide.com	\$350.00	300.00/month	275.00/month	250.00/month
LouisvilleRelocationGuide.com	\$350.00	300.00/month	275.00/month	250.00/month



LOUISVILLE BUILDER

(deadlines first day of prior month)

Louisville Builder is the official publication of HBAL. The monthly magazine has grown tremendously over the years, and is judged by many to be the best local association publication around. Louisville Builder is distributed to every HBAL member, in addition to many community leaders and organizations. It has won awards and been recognized as one of the most effective marketing tools Associates have to reach Registered Builders, Registered Remodelers and Associate Builder/Remodelers. Louisville Builder offers an affordable advertising venue that reaches a captive audience. As an added value, Louisville Builder is also featured live at www.hbal.com. The online publication includes links to advertisers' websites, giving readers an easy way to learn more about your business. *Frequency discounts are available and may be packaged with the Member Directory.*

LOUISVILLE BUILDER & MEMBER DIRECTORY

All Rates are Gross	1x Louisville Builder or Directory	3x Louisville Builder	6x Louisville Builder or 3x & Directory	12x Louisville Builder or 6x & Directory	Prime - 12x Louisville Builder & Directory	
Full Page	\$1010.00	\$965.00	\$940.00	\$870.00	\$812.00	
2/3 Page	\$765.00	\$735.00	\$695.00	\$682.00	\$630.00	
1/2 Page	\$630.00	\$585.00	\$525.00	\$495.00	\$455.00	
1/3 Page	\$470.00	\$427.00	\$395.00	\$360.00	\$355.00	
1/4 Page	\$360.00	\$330.00	\$307.00	\$292.00	\$282.00	
1/8 Page Directory Only	\$220.00		\$210.00	\$200.00	\$195.00	
Business Card Louisville Builder Only	\$152.00	\$142.00	\$130.00	\$120.00		
Preprinted Insert *	\$1,250.00	\$1,100.00				
PREMIUM POSITIONS	Inside Front Cover 4-Color Only	\$1,850.00	\$1,750.00	\$1,640.00	\$1,550.00	\$1,535.00
	Outside Back Cover 4-Color Only	\$1,900.00	\$1,800.00	\$1,690.00	\$1,655.00	\$1,640.00
	Inside Back Cover 4-Color Only	\$1,535.00	\$1,420.00	\$1,355.00	\$1,300.00	\$1,200.00
	Directory Tabs 4-Color Only	\$1,430.00				

All rates are black and white. Add \$150 per ad per color, or \$450 per ad/per insertion for four color with the exception of premium positions.

* Talk with your Account Executive for details.

Guaranteed Position add 10%.

LOUISVILLE BUILDER EDITORIAL SCHEDULE

January Exterior Fascia, Wall Systems, and Roofing
 February Lighting
 March Landscaping
 April Plumbing
 May HVAC
 June Flooring

July Windows
 August Kitchens & Cabinetry
 September Baths & Accessories
 October Legal & Insurance
 November Home Accessories, Technology
 December Doors

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HBAL MEMBER DIRECTORY

(deadline October 1, 2008)

If you want to be found by Builders and Remodelers, you'll want to be included in the HBAL Member Directory. Many members use this annual publication as their "Yellow Pages," and keep it within reach of their desks. The book lists every member and associate member by brand name and service, as well as area government offices and local, state and national association contacts. In addition, frequency discounts are available when packaged with Louisville Builder.

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HBAL HAPPENINGS

(deadlines first day of prior month, sizing to be determined)

To keep up-to-date on HBAL events and initiatives, members look to HBAL Happenings. Now available online and sent by email, members consult this monthly business brief for important information that keeps their businesses in the know. Advertising space is limited.

HBAL.com

Top Rotating Banner

on all non member pages (up to 6)
\$2,500 per year or \$ 250 per month
550 x 68 pixels jpg, Rotating, 3 or less

Left Tile Ad

on all non member pages (up to 3 per tile)
\$1,200 per year or \$110 per month
221 x 81 pixels jpg, Rotating, 3 or less



SPONSORSHIPS

HBAL's Corporate Sponsor program. For those companies that wish to be highly active inside HBAL and are looking for a package that has it all, the HBAL is putting together custom packages that include a little bit of everything your company is looking to benefit from by being active in HBAL. From advertising to tabletop presentations, this custom fit program will deliver great value for your company.

Three tenets of corporate sponsorship are event sponsorship, meeting sponsorship, and advertising to members. Your account executive will act as your team leader at HBAL and serve as your point of contact and liaison at HBAL, another benefit of corporate sponsorship.

Sponsorship Investment starts at \$15,000

CORPORATE
SPONSOR
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Builder Appreciation Night is one of the largest builder attended events. The evening provides associates the opportunity to display their products and services as they network with builders in a relaxed and fun atmosphere. The event will move to a new venue in 2009 and is being revamped to include additional programs, prizes and grand prize drawings for builders in attendance. **Formerly Tabletop Night February 9th, 2009 at the Mellwood Arts Center.*

Sponsorship Investment at \$2,000, \$3,000 and \$5,000

CORPORATE
SPONSOR
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The Sales & Marketing Council with the annual Awards Luncheon and Developer's Fair, is a one-of-a-kind opportunity to highlight your business in front of new home salespeople, realtors, builders and developers. In addition to these two events, the council holds regular meetings throughout the year.

Sponsorship Investment at \$1,750 and \$2,000

a-la-carte opportunities*

General Membership Meetings Sponsorship Investment \$250 / per meeting

HBAL Annual Outing Hole Sponsor \$175

Charity Golf Outing Hole, Beverage Cart, Snack Cart, Breakfast or Putting Green Sponsor \$350

Sales & Marketing Council Meeting Sponsorship Investment *(call for rates)*

County Council Meetings Sponsorship Investments \$275

Builder Appreciation Night Table \$150

*If not part of corporate sponsorship please call HBAL at 429-6000 and ask for the appropriate staff person for event coordination.

SPONSORSHIPS

CORPORATE
SPONSOR
APPROVED!

The **HBAL Education Department** is one of the first of its kind across the nation. Boasting its own classroom, experienced instructors and a captive audience, this sponsorship allows you to reach hundreds of builders and over 1,000 attendees throughout the year. Since builders are required to carry continuing education, your message will be in front of this group all year long. Education classes are set on an annual basis and a sponsor would have exposure through the class schedule mailer, the HBAL website, a banner in the HBAL classroom, logo or name recognition in the Louisville Builder, and The HBAL Happenings.

Sponsorship Investment starts at \$5,000

CORPORATE
SPONSOR
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The **Annual Holiday Party** is one of the best attended events of the year, and is a black-tie optional event featuring the “who’s who” in the building community. With over 350 association and industry leaders in attendance, the evening features the HBAL’s annual awards, a look back at the year’s achievements and a glimpse ahead into some of HBAL’s plans. After an incredible dinner the evening ends with dancing to a live band. **First Friday in December.**

Sponsorship Investment at \$5,000 and \$8,000

Wine Sponsor at \$2,500

Picture Sponsor at \$500

CORPORATE
SPONSOR
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Annual Outing: Golf, softball, a picnic lunch, and plenty of networking can be found. The day is highlighted by a golf scramble including over 200 golfers and ends with the annual Associates versus Builders softball game following lunch. A fun event, the day includes contests, giveaways and a general state of enjoyment. **Quail Chase Golf Club, September 14th, 2009.**

Title Sponsorship Investment at \$8,000

Putting Green Sponsor \$500

Eagle Sponsorship Investment at \$5,000

Beverage & Snack Cart Sponsor \$350

Lunch Sponsor \$2000

Closest to the Pin Sponsor \$250

Breakfast Sponsor \$750

CORPORATE
SPONSOR
APPROVED!

The **Charity Golf Outing in June** provides a chance to work with builders in HBAL. The proceeds help fund the charities gifted by HBAL’s social responsibility committee.

Sponsorship Investment at \$5,000 or \$10,000