

us

"We are in the business to connect members to members and members to consumers"



Marketing & Media Programs 2011

INTRODUCTION

Founded in 1946, the Home Builders Association of Louisville is committed to continuous improvement by providing excellence in programs and services to meet our members diversified needs. We are currently the second largest Home Builders Association in the nation with over 2,100 active members.

We contribute our success to a variety of factors including the fact that the Home Builders Association of Louisville offers the most effective platforms to connect members to their target audience, whether that is another business or the public.

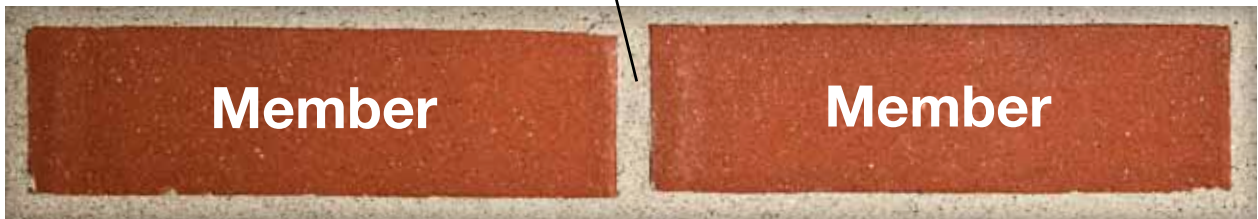
If your company's success depends on reaching our members through a business to business effort and/or connecting with your end consumer, The Home Builders Association of Louisville has the expertise and products to help you grow your bottom line.



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The Home Builders Association of Louisville offers the most effective platforms to connect members who target those in the building, land development, remodeling and commercial industries.

Sponsoring member events is a highly effective way to increase and/or maintain top-of-mind awareness to 2100+ members

Table Top Night

Mellwood Arts Center – February 8, 2011

The Annual Table Top Night is the HBAL's local area building industry trade show that will showcase over 80 member companies. For a small investment this evening offers you a great opportunity to showcase your wares or services to hundreds of members, and with heavy attendance from the Builder and Remodeler members this night is sure to be a success. Your Table Top includes:

- A table to display your products and services
- The opportunity to network in a fun and relaxed setting
- The opportunity to donate a prize to be given out during the event, contact Gail or Jessica for table reservations

Sponsorship Investments: \$5,000, \$3,000 and \$2,000 Drink Sponsor: \$1,500 Tables: \$200

Sales & Marketing Council Awards Luncheon

Late January, 2011

The Sales & Marketing Council Awards of Excellence are presented to HBAL members each year that display excellence in the advertising and marketing of their product or service. From developments and builders to subs and suppliers, the SMC Awards of Excellence provides prestigious recognition for all members of the HBAL – and it is only \$25 to enter! Be a part of this event with sponsorship opportunities starting at just \$100.

Contact Gail or Jessica for more information

Sponsorships: \$100 & \$350

Education Department

HBAL has an extensive Education Department offering classes related to the building industry. These classes are attended by industry-related professionals, many who frequent two or more classes required throughout the year. As a sponsor you would receive:

- Continuous branding throughout the year reaching builders, remodelers and associates
- Top-of-Mind-Awareness through extensive logo exposure on banners, certificates, internal publications, website, all related paperwork, etc.
- Captive audience

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

Annual Golf Outing

September, 2011

A day of golf and networking is what the HBAL Golf Outing offers. One of the best attended events of the HBAL the Golf Outing provides a casual day of mingling and offers your company an inexpensive way to be involved in a high-profile event.

Hole Sponsorships at \$175. Many other sponsorship opportunities available.

General Membership Meetings

These high energy meetings are known for generating great conversations and lead exchanges. It provides a fun opportunity to build your branding efforts and increase your name recognition in a relaxed setting.

- Average one meeting per quarter

Sponsorship Investment: \$350

Annual November General Membership Meeting

Each year the November meeting has been the largest general membership meeting of the year outside of the Holiday Party. Whether a cocktail reception or luncheon is planned; prizes, member recognition and networking are always on the menu. If you want to be represented at this high profile event for a small investment please give us a call.

Sponsorships start at: \$350

Annual Holiday Party

December, 2011

Clinking of glasses, laughter and overall merriment is what you'll experience at our Annual Holiday Party. Start your evening at our cocktail reception and mingle with your colleagues over delicious hor d'oeuvres and then head to your table for a wonderful dinner. Afterwards, join us in the coffee and dessert lounge for another opportunity to network over mouth-watering goodies and then top your night off with a chance to win some big item gifts!

- Cocktail Reception with served hor d'oeuvres
- HBAL's annual awards
- Installation of the Executive Committee & 2012 President
- Dinner
- Dessert and Coffee Lounge

Sponsorships start at \$500

Sales & Marketing Council Meetings

This is a one-of-a-kind opportunity to highlight your business in front of new home salespeople, Realtors, builders and developers. These well attended meetings occur throughout the year providing an opportunity to mingle and listen to a variety of well-known speakers about industry-related topics.

Sponsorship Investment: \$200

County Council Meetings

These meetings are ideal for anyone who wants to become more involved with the business leaders in Bullitt, Spencer, Shelby or Oldham Counties; they provide an outstanding forum to learn about the changes in each county that could directly effect your business.

- These councils meet regularly at locations within the county

Sponsorship Investment: \$300 Exclusive / Two Companies \$150 each

Honor Roll

If you are looking for a low out-of-pocket investment to create/maintain name recognition to your fellow members the Honor Roll is for you!

- Company name prominently displayed on a board that is positioned in a high traffic area at ALL of our SMC Meetings, General Membership Meetings, and County Council Meetings
- Exposure to thousands of members throughout the year

Investment: \$150 annually

* Please note that all Sponsorships are a Net Investment

louisville builder

(Deadline is the first day of the month prior)

Our award winning publication is sent out to every member with a strong “pass-along” rate and is one of the most effective ways for Associates to reach Registered Builders, Registered Remodelors, Associate Builder/Remodelers and business owners within the residential and commercial industries.

- Monthly
- Featured “Live” at www.hbal.com
- Online publication includes links to advertisers’ websites

LOUISVILLE BUILDER EDITORIAL SCHEDULE

JanuaryNew Products for the New Year
 February Lighting
 March Landscaping
 April Plumbing
 May Green Building
 June Flooring

July Windows and Doors
 August Kitchens & Cabinetry
 September Baths & Accessories
 October Legal & Insurance
 November Technology
 December Interior Design

LOUISVILLE BUILDER & MEMBER DIRECTORY PRICING

All Rates are Gross Cost is per ad	1x Louisville Builder or Directory Color / BW	3x Louisville Builder Color / BW	6x Louisville Builder or 3x & Directory Color / BW	12x Louisville Builder or 6x & Directory Color / BW	Prime - 12x Louisville Builder & Directory Color / BW	
Full Page	\$1,465.00 / \$1010.00	\$1,400.00 / \$965.00	\$1,365.00 / \$940.00	\$1,265.00 / \$870.00	\$1,175.00 / \$812.00	
2/3 Page	\$1,110.00 / \$765.00	\$1065.00 / \$735.00	\$1,010.00 / \$695.00	\$990.00 / \$682.00	\$915.00 / \$630.00	
1/2 Page	\$915.00 / \$630.00	\$850.00 / \$585.00	\$765.00 / \$525.00	\$720.00 / \$495.00	\$660.00 / \$455.00	
1/3 Page	\$685.00 / \$470.00	\$620.00 / \$427.00	\$575.00 / \$395.00	\$525.00 / \$360.00	\$515.00 / \$355.00	
1/4 Page	\$525.00 / \$360.00	\$480.00 / \$330.00	\$455.00 / \$307.00	\$425.00 / \$292.00	\$410.00 / \$282.00	
1/8 Page Directory Only	\$320.00 / \$220.00		\$305.00 / \$210.00	\$290.00 / \$200.00	\$285.00 / \$195.00	
Business Card <i>Louisville Builder Only</i>	\$225.00 / \$152.00	\$206.00 / \$142.00	\$190.00 / \$130.00	\$175.00 / \$120.00		
Preprinted Insert *	\$1,250.00	\$1,100.00				
PREMIUM POSITIONS	Inside Front Cover <i>4-Color Only</i>	\$1,850.00	\$1,750.00	\$1,640.00	\$1,550.00	\$1,535.00
	Outside Back Cover <i>4-Color Only</i>	\$1,900.00	\$1,800.00	\$1,690.00	\$1,655.00	\$1,640.00
	Inside Back Cover <i>4-Color Only</i>	\$1,535.00	\$1,420.00	\$1,355.00	\$1,300.00	\$1,200.00
	Directory Tabs <i>4-Color Only</i>	\$1,430.00				

Guaranteed Position add 10%.

HBAL Membership Directory

(Ad Deadline: November 5th)

Our popular membership directory is worth its weight in GOLD. Referred to as the “yellow pages” by many of our members, the directory is the go-to source for the industry. Every Member is listed in alphabetical order and also by brand name and service.

- Listed by registered builders, registered remodelors, associate builder/remodelers, associates, councils, general section, brand names and buyers guide
- October Deadline to be listed in the Directory
- February delivery to members

SPONSORSHIP PROGRAM INTERNET PUBLICATIONS SPONSOR

HBAL Happenings

(Deadlines first day of prior month)

This monthly e-newsletter is sent out to all of our members highlighting HBAL events and initiatives.

Top Banner
(1 available per issue)
\$250 per month
600 x 100 pixels jpg

Bottom Banner
(1 available per issue)
\$200 per month
600 x 100 pixels jpg

Tile Ad
(3 available per issue)
\$110 per month
150 x 100 pixels jpg

HBAL.com

Be seen by everyone who visits our Home Page! Our traffic includes both members and consumers.

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

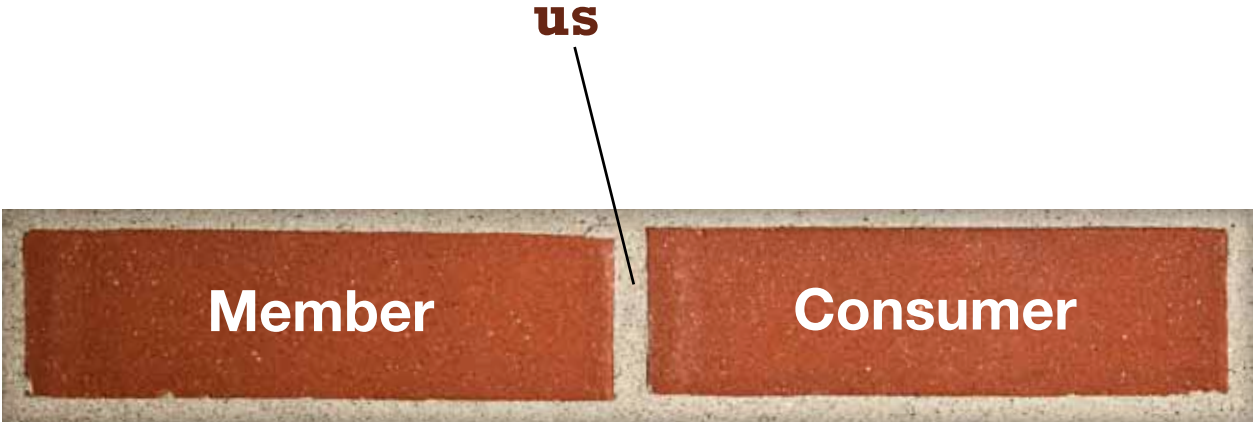
Left Tile Ad
on all non member pages (up to 3 per tile)
\$1,200 per year or \$110 per month
221 x 81 pixels jpg, Rotating, 3 or less

SPONSORSHIPS CORPORATE SPONSORSHIP PROGRAM INTERNET

The Corporate Sponsorship Program is designed for those companies who are looking for effective avenues to be highly visible and active within HBAL.

- Customized to deliver the greatest value for your company
- Will include your choice of sponsorships, honor roll, internet, Member Directory, and/or Louisville Builder
- Will receive a 5% discount on overall custom package

Investment: \$15,000 and up



The Home Builders Association of Louisville is unique in that it offers high profile events and publications that reach a core group with little or no audience waste, which means your ad dollar is more effective in reaching your target consumer.



January 15 -16, 2011, Paroquet Springs Conference Centre – Shepherdsville, KY

Brand new for 2011 is the Home Product Expo where we bring the prospects to you! This Home Show is for those companies who would like to grow their share of audience within the Bullitt County area.

- Make history by participating in the first ever Home Product Expo produced by HBAL
- 90 booths are anticipated
- Local advertising to support event
- Admission and Parking are free
- Booths are \$350 each, contact Gail or Jessica for availability

Sponsorship Investments starting at \$2,500



March 11–13, 2011 Kentucky Expo Center

Since its inception in 1950, the Home, Garden & Remodeling Show has grown to be widely recognized not just locally, but nationally. As one of the largest shows in the country the Home, Garden & Remodeling Show is the home improvement event that consumers come to for all their home building, remodeling, & landscaping needs.

- 62nd year
- 500+ vendors
- New floor plan and exhibit halls for 2011
- Opportunity to display home improvement products, landscaping, redecorating, and anything that is related to Home, Garden & Remodeling
- Large ad and PR campaign promoting the event
- Sponsors will be mentioned in the paid Advertising campaign, on paraphernalia related to the event and mentioned within our internal publications
- HBAL members can get a booth starting at \$650. Contact Gail or Jessica for Booth space pricing and availability

Sponsorship Investments: Starting at \$4,000

HOMEARAMA

NORTON COMMONS 2011

July 16 – 31 at Norton Commons

Since 1968 HBAL has given Louisville area residents the opportunity to tour more than 800 homes, each reflecting the unique and professional talents of builders, interior designers, home product vendors and landscape architects.

- Opportunity to reach nearly 40,000 potential customers who are in the market for ideas and information to build, remodel, and decorate their homes
- Large advertising and PR campaign promoting the event
- Sponsors will be mentioned in the advertising campaign, on paraphernalia related to the event and mentioned within our internal publication
- Booth space in the entry tent starts at \$1,275 - Contact Gail or Jessica for details

Sponsorship Investments starting at \$500

THE TOUR OF REMODELED HOMES

August 13th & 14th, 2011

There's no doubt about it, Louisvillians love their homes and for 25 years the Remodelors Council of the Home Builders Association of Louisville has brought a Tour of Remodeled Homes to the public to inspire, invigorate, and encourage them to love their home just that much more. Dating back to 1985, this high profile event attracts "hot" prospects that are looking to remodel "now."

- Opportunity to reach those who are in the market making plans for their remodeling project "now"
- High-lead event
- Sponsors will be mentioned in the paid advertising campaign, on paraphernalia related to the event and mentioned within our internal publications

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

PUBLICATIONS INTERNET SPONSORSHIPS

Internet is the leading form of “on-demand” media. Consumers frequent our site to learn more about our events including directions, hours, and what’s on display

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 – Left Side (home page only)
168 x 175 pixels – jpeg (3 available)
\$500 per year* or \$ 60 per month*

Tile Ad – Right side of all pages
221 x 122 pixels – jpeg (3 available)
\$1,200 per year* or \$110 per month*

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

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.*

SPONSORSHIPS PUBLICATIONS INTERNET

All of our publications are beautifully designed to have a long shelf life in consumers’ homes. Consumers hold onto our publications because our content allows them to read it at any time.

Home, Garden & Remodeling Show Guide

March 11th – 13th, 2011 Kentucky Expo Center
(Deadline January 14, 2011)

This beautiful publication is designed to have a long shelf life as it contains articles about home, garden and remodeling products and services

- Approximately 50,000 copies will be distributed
- Approximately 30,000 of these will be direct mailed to Households with an income of \$75,000+ who are home owners and are interested in home and garden topics
- Your advertisement will be reaching those who are actively looking for ideas, companies and products to enrich their residential living lifestyles

Homearama Plans Book

July 16 – 31 at Norton Commons
(Deadline May 27, 2011)

Attendees receive this high-quality, full-color, publication which serves as a valuable point of reference during the event and on the consumer's coffee table.

- 25,000 – 30,000 copies are printed and distributed
- 40,000 pairs of eyes read our Plans Book cover to cover due to the design of the publication and the event itself
- Your advertisement will be reaching those who are actively seeking ideas, products, and services to use for building and decorating a new home or remodeling and redecorating their current residence
- High Traffic event

Tour of Remodeled Homes Book

August , 2011
(Deadline June 30, 2011)

This picturesque publication provides splendid details about each remodeling project on the Tour. It provides a multi-function purpose as being a direct mail piece to almost 30,000 households plus THE guide to thousands of attendees!

- Over 30,000 publications are printed
- Majority are mailed to home owners with the highest income levels in our region that would be considered a "hot" prospect for remodeling and home improvement projects
- 2010 was the highest attended Tour on record and we anticipate similar response in 2011

Greater Louisville Relocation Guide

Calling Greater Louisville Home
(Deadline September 2, 2011)

This is the Official Relocation Guide to our area. New comers and current residents alike are "wow'd" by the information provided in a fun and inviting design. Looking for schools? Places to live? Local restaurants? Festivals? Museums? Important Phone Numbers? It's all right here!

- Over 25,000 copies are printed and distributed throughout the year
- Over 160 distribution partners including One Southern Indiana, banks, real estate offices, apartment complexes, large employers and all of the area Chambers of Commerce
- Nine Counties in Kentucky and Indiana are covered: Bullitt, Henry, Jefferson, Oldham, Shelby, Spencer, in Kentucky and Clark, Floyd, and Harrison in Indiana
- Live version available online at www.LouisvilleRelocationGuide.com
- Web Exposure! As someone "flips" through the pages on our "live" book online, they have the opportunity to click on your advertisement which will then direct them to your website!

PRINT MEDIA PRICING GUIDE

All Rates are Gross Cost is per ad	Color / BW	3x Show Rate Color / BW	4x Color / BW	HBAL Members Discount	
2-Page Spread	\$5,600.00 / NA	\$5,325.00 / NA	\$5,050.00 / NA	subtract 600.00	
Full Page	\$3,250.00 / 2,400.00	\$3,085.00 / \$2,280.00	\$2,900.00 / \$2,200.00	subtract 500.00	
2/3 Page	\$2,950.00 / 2,100.00	\$2,800.00 / \$1,995.00	\$2,645.00 / \$2,150.00	subtract 450.00	
1/2 Page	\$2,500.00 / 1,750.00	\$2,375.00 / \$1,665.00	\$2,230.00 / \$1,850.00	subtract 400.00	
1/3 Page	\$2,100.00 / 1,600.00	\$1,995.00 / \$1,520.00	\$1,885.00 / \$1,580.00	subtract 350.00	
1/4 Page	\$1,800.00 / 1,300.00	\$1,710.00 / \$1,235.00	\$1,615.00 / \$1,315.00	subtract 300.00	
1/6 Page	\$1,500.00 / \$1,200.00	\$1,425.00 / \$1,140.00	\$1,345.00 / \$1,100.00	subtract 250.00	
PREMIUM POSITIONS	Inside Front Cover	\$4,100.00 / NA	\$3,900.00 / NA	\$3,700.00 / NA	subtract 500.00
	Inside Back Cover	\$3,800.00 / NA	\$3,650.00 / NA	\$3,465.00 / NA	subtract 500.00
	Outside Back Cover	\$4,500.00 / NA	\$4,200.00 / NA	\$3,850.00 / NA	subtract 500.00

3x Show Rate includes Home, Garden & Remodeling Show Guide, Homearama Plans Book, & Tour of Remodeled Homes Book

Bonus 4x Rate Includes Greater Louisville Relocation Guide, Home Garden & Remodeling Show Guide, Homearama Plans Book, & Tour of Remodeled Homes Book
Guaranteed Position add 10%.

Your Sales Representatives

For more information on marketing opportunities, contact:

Melissa Mattingly

Account Executive
Builder last names and Associate
Company names beginning with L-Z
melissa@hbal.com
429-6000, ext. 116



Leah Ritter

Senior Account Executive
Builder last names and Associate
Company names beginning with A-K
leah@hbal.com
429-6000, ext. 117



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