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Marketing & Media Programs 2012

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

us

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 2,000 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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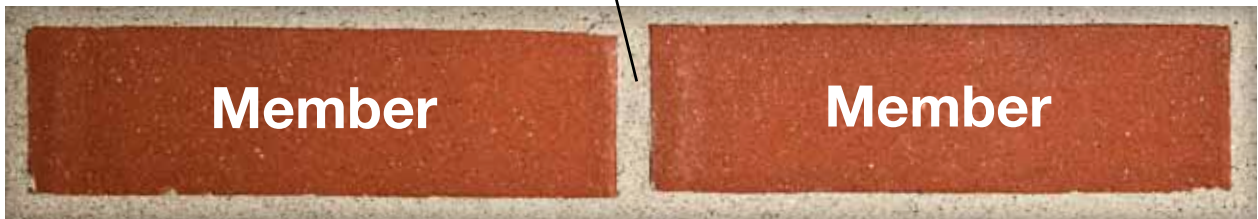
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The Home Builders Association of Louisville offers the most effective platforms to connect members who target those in the building, land development, remodeling and commercial industries.

Sponsoring member events is a highly effective way to increase and/or maintain top-of-mind awareness to 2100+ members. Get involved by taking advantage of the numerous sponsorships available for all member events! *Check the events you would like to be involved in.*

Table Top Night

Mellwood Arts Center – February 1, 2012

- The Annual Table Top Night is the HBAL's local area building industry trade show that will showcase over 80 member companies. This is a great opportunity for you to get a head start for the year by showcasing your products and services to hundreds of members, and with a heavy attendance from the Builder and Remodeler members this night is sure to be a success.

Sponsorships start at \$2,000

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

Please contact Gail Schell or Jessica Embry to purchase a table for \$235 for the purpose of displaying your products and services and/or if you would like to donate a prize to be given out during the event.

Sales & Marketing Council Awards Luncheon

January 24, 2012

- 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!

Sponsorships start at \$200

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

For more details regarding SMC, contact Gail Schell or Jessica Embry

Education Department

All Year Round

- 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

Sponsorships start at \$5,000

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

Annual Golf Outing

September, 2012

- 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

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

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

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

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

Annual Holiday Party

December, 2012

- 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 Bar

Sponsorships start at \$500

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

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.

Sponsorships start at \$350

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

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

Sponsorships start at \$200

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

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: \$175 annually

Corporate Sponsorship Program

- 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 discount on overall custom package
- Recognized in the *Louisville Builder* magazine every month beginning January 2012

Investment: \$15,000 and up

Notes:

- All Sponsorships are a Net Investment
- In the event that an event or type of sponsorship is canceled, you will be given the opportunity to either re-invest in another event or type of sponsorship or you will receive a full refund

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

January	New Products for the New Year	July	Windows and Doors
February	Financial	August	Kitchens & Cabinetry
March	Landscaping	September	Baths & Accessories
April	Plumbing	October	Legal & Insurance
May	Green Building	November	Lighting
June	Flooring	December	Interior Design

NEW LOOK!

HBAL Membership Directory

(Ad Deadline: December 2, 2011)

NEW! Starting this year your Membership Directory will be spiral bound. This little book, continues to be worth it’s weight x 2 in GOLD! Referred to as the “yellow pages” by many of our members, this directory is the go-to source. The pages will have a glossy finish and will even be more convenient to carry around in it’s new spiral bound format!

- It will continue to list every member in alphabetical order and also by brand name and service (Buyers Guide)
- Listed by registered builders, registered remodelors, associate builder/remodelors, associates, councils, general section, and brand names/buyers guide
- New Advertising Opportunities! You now will have an opportunity to highlight your companies name and include your logo in the directory!
- February delivery to existing members
- Handed out to all new members

LOUISVILLE BUILDER & MEMBER DIRECTORY PRICING

All Rates are Net Cost is per ad	1x LB or MD Color / BW	3x LB Color / BW	6x LB or 3x LB & MD Color / BW	12x LB or 6x LB & MD Color / BW	12x LB & MD Color / BW	
Full Page	\$1,470.00 / \$1015.00	\$1,405.00 / \$970.00	\$1,370.00 / \$945.00	\$1,270.00 / \$875.00	\$1,180.00 / \$817.00	
2/3 Page	\$1,115.00 / \$770.00	\$1070.00/ \$740.00	\$1,015.00 / \$700.00	\$995.00 / \$687.00	\$920.00 / \$635.00	
1/2 Page	\$920.00 / \$635.00	\$855.00 / \$590.00	\$770.00 / \$530.00	\$725.00 / \$500.00	\$665.00 / \$460.00	
1/3 Page	\$690.00 / \$475.00	\$625.00 / \$432.00	\$580.00 / \$400.00	\$530.00 / \$365.00	\$520.00 / \$360.00	
1/4 Page	\$530.00 / \$365.00	\$485.00 / \$335.00	\$460.00 / \$312.00	\$430.00 / \$297.00	\$415.00 / \$287.00	
1/6 Page <i>LB Only</i>	\$230.00 / \$155.00	\$210.00 / \$145.00	\$195.00 / \$135.00	\$180.00 / \$125.00		
Product Page <i>LB Only</i>	\$450.00	\$400.00	\$350.00	\$300.00		
1/8 Page <i>MD Only/ BW Only</i>	\$225.00		\$215.00	\$205.00	\$200.00	
PREMIUM POSITIONS	Inside Front Cover <i>4-Color Only</i>	\$1,855.00	\$1,755.00	\$1,645.00	\$1,555.00	\$1,540.00
	Outside Back Cover <i>4-Color Only</i>	\$1,905.00	\$1,805.00	\$1,695.00	\$1,660.00	\$1,645.00
	Inside Back Cover <i>4-Color Only</i>	\$1,540.00	\$1,425.00	\$1,360.00	\$1,305.00	\$1,205.00
	Directory Tabs <i>4-Color Only</i>	\$1,435.00				

Notes

LB = Louisville Builder **MD**= Membership Directory

Highlight: (MD Only, 2 per category): **\$150.00**

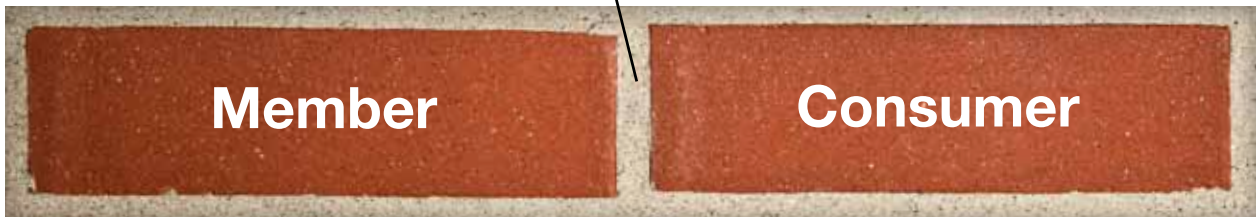
Highlight w/Logo: (MD Only, 2 per category): **\$200.00**

Guaranteed Position add 10%.

SPONSORSHIPS PUBLICATIONS INTERNET SPONSORSHIPS PUBLICATIONS

Stay tuned for new and exciting internet opportunities!

us



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.

HBAL connects you to your end consumer through a plethora of sponsorships opportunities and advertising options. *Check what you are most interested in.*



January 7-8, 2012, Paroquet Springs Conference Centre – Shepherdsville, KY

The Home Product Expo brings 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.

- 90 booths are anticipated
- Local advertising to support event
- Admission and Parking are free
- Booths are \$350 each, contact Gail or Jessica for availability

Sponsorships starting at \$2,500

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.



March 2–4, 2012 Kentucky Expo Center

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

- 63rd year
- 500+ vendors
- New floor plan and exhibit halls for 2012
- 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

Sponsorships starting at \$4,000

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

HOMEARAMA

ROCK SPRINGS
& SHAKES RUN 2012

July 14-29, 2012 at Rock Springs & Shakes Run



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

Sponsorships starting at \$600

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

THE TOUR OF REMODELED HOMES

August 11th & 12th, 2012



There's no doubt about it, Louisvillians love their homes and for over 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

Sponsorships starting at \$5,000

For the most up-to-date sponsorship opportunities please call Melissa Mattingly or Kimberly Greenwell.

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.*

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 2nd – 4th, 2012 Kentucky Expo Center
(Deadline January 6, 2012)



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

NEW!

- Coupon Section (limited availability)

Homearama Plans Book

July 14th – 29th, 2012 at Rock Springs & Shakes Run
(Deadline May 25, 2012)

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.

- Approximating 30,000 copies are printed and distributed
- Over 50,000 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 11th & 12th, 2012
(Deadline June 29th, 2012)

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 direct 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
- Continues to be a crowd pleaser, providing quality leads to all those who participate

NEW!

- Coupon Section (limited availability)

PRINT MEDIA PRICING GUIDE

All Rates are Gross Cost is per ad	Color / BW	3x Rate Color / BW	4x Rate Color / BW	HBAL Members Discount	
2-Page Spread	\$5,605.00 / NA	\$5,330.00 / NA	\$5,055.00 / NA	subtract 600.00	
Full Page	\$3,255.00 / 2,405.00	\$3,090.00 / \$2,285.00	\$2,905.00 / \$2,165.00	subtract 500.00	
2/3 Page	\$2,955.00 / 2,105.00	\$2,805.00 / \$2,000.00	\$2,650.00 / \$1,895.00	subtract 450.00	
1/2 Page	\$2,505.00 / 1,755.00	\$2,380.00 / \$1,670.00	\$2,235.00 / \$1,580.00	subtract 400.00	
1/3 Page	\$2,105.00 / 1,605.00	\$2,000.00 / \$1,525.00	\$1,890.00 / \$1,445.00	subtract 350.00	
1/4 Page	\$1,805.00 / 1,305.00	\$1,715.00 / \$1,240.00	\$1,620.00 / \$1,175.00	subtract 300.00	
1/6 Page	\$1,505.00 / \$1,205.00	\$1,430.00 / \$1,145.00	\$1,350.00 / \$1,105.00	subtract 250.00	
PREMIUM POSITIONS	Inside Front Cover	\$4,105.00 / NA	\$3,905.00 / NA	\$3,705.00 / NA	subtract 500.00
	Inside Back Cover	\$3,805.00 / NA	\$3,655.00 / NA	\$3,470.00 / NA	subtract 500.00
	Outside Back Cover	\$4,505.00 / NA	\$4,205.00 / NA	\$3,855.00 / NA	subtract 500.00

Coupon: \$400.00, Highlight: (Relocation Guide only, 2 per category): **\$150.00**

3x Rate when you purchase an ad in 3 publications (excluding Louisville Builder & Member Directory)

Bonus 4x Rate when you purchase an ad in all 4 publications (excluding Louisville Builder & Member Directory)

Guaranteed Position add 10%.

Greater Louisville Relocation Guide

(Deadline September 7th, 2012)



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 35,000 copies are printed and distributed throughout the year
- Over 130 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!
- Rack Space: We will be distributing to the public via rack space! There will be over 100 racks filled with “Greater Louisville Relocation Guide” publications across the Louisville Metro and Southern Indiana area primarily in Kroger’s, Thorntons, & CVS Pharmacies!
- Discover Savings: This coupon section is designed to give your company and/or service the opportunity to provide information about your company and offer a discount on your product. In addition, when someone “clicks” on your coupon online it will direct them to your website.
- Highlights: For a low out-of pocket investment, you may highlight your company or development that is included in our lists of Schools, Hospitals, Shopping Centers, Restaurants, Museums, etc. . .

Your Sales Representatives

For more information on marketing opportunities, contact:

Melissa Mattingly

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



Kimberly Greenwell

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



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