



# The HOMEFRONT

HOUSING & BUILDING ASSOCIATION OF COLORADO SPRINGS

## 2010 ADVERTISING RATES

Effective 7-1-10

# Same Great Content... New Digital Format!

The HOMEFRONT newsletter is going digital beginning August 1, 2010 with quarterly print publications in February, May, August, November of each year. The digital newsletters will be delivered over the internet, straight to your desktop.

This enhanced digital format will bring The HOMEFRONT to life online with a number of interactive features like video, flash animation and links to products and services you need now. The digital editions will be able to go wherever you go, as the new format is easy to read on smart phones.

**Electronic:** The HOMEFRONT is printed in color on 8.5" x 11" paper with links to video, websites, and registration pages.

**Print:** The HOMEFRONT newsletter is printed on tabloid paper (11.38" x 15") on 50# book paper in 4-color process.

**Distribution:**

**PRINT:** The Print publication is distributed to approximately 900 copies are printed quarterly. 25% mailed to HBA Builder Members and 75% to Associate Members, other HBAs and elected officials.

**ELECTRONIC:** The Electronic publication is distributed to our weekly email list of over 2,000 members plus it will be available to the general public.

**Advertising opportunities:** Advertising is limited to Colorado Springs HBA Members only with the options to the right:

	<b>PRINT COPY</b> only	<b>ELECTRONIC</b> Only
full page	n/a	\$150
1/2 page add	\$450	\$100
1/3 page add	\$325	\$75
1/4 page add	\$250	\$50
business card	\$125	\$25

**Note: See reverse side of this page for ad print sizes**

**Note: Print ad and electronic ad are not the same size. Member must provide separate ads.**

\* Discounts are available for multi-month advertising (see below).  
Electronic ad can be changed three (3) times per year; print ad can be changed each quarter.

**Discounts:**

4 consecutive months:	5% discount
6 consecutive months:	10% discount
12 consecutive months:	20% discount

The Colorado Springs HBA Member Company listed below agrees to advertise in the HBA Homefront newsletter:

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

Phone: \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Please circle the ad type and size you need.

Check enclosed: Amount \_\_\_\_\_  Bill my account Advertising dates: From \_\_\_\_\_ To \_\_\_\_\_

Please bill my Visa/MasterCard/ Discover / AmEx \_\_\_\_\_ Expiration Date \_\_\_\_\_

# PRINT Publication

## Advertisement Sizes

**1/3  
page  
ad**

1/2 page advertisement  
1/3 page advertisement  
1/4 page advertisement  
Business Card

10" wide x 7" tall  
10" wide x 4.25" tall OR 3" wide x 14" tall  
3.5" wide x 5" tall  
3.5" wide x 2" tall

# ELECTRONIC Publication

## Advertisement Sizes

Full Page  
1/2 page advertisement  
1/3 page advertisement  
1/4 page advertisement  
Business Card

8.5" wide x 11" tall  
8.5" wide x 5.5" tall  
2.75" wide by 11" tall OR 3.6" tall x 8.5" wide  
4.25" wide x 5.5" tall  
3.5" wide x 2" tall

**1/2 page ad**

**1/4 page ad**

**Business Card**