

MAKING HOMES HAPPEN.



2012 Sponsorship & Advertising Opportunities

SPONSORSHIP OPPORTUNITIES

Bus Tour	2
Clay Shoot Challenge	2
Dakota Dunes Golf Outing	2
Dream Home Tour™	2-3
Golf Classic	3
Golf Outings.....	3
Holiday Gala.....	3
Home Show™	3-4
Member Appreciation Luncheon (Utility)	4
Membership Meetings / Mixers.....	5
Parade of Homes™ (2).....	5
Product Show	5
Repair Affair™	6
Showcase of Remodeled Homes™	6
Sioux Empire Green Build.....	6

2012 HBASE Sponsorship Contract	7
--	----------

ADVERTISING OPPORTUNITIES

HBA Newsletter & Online Advertising	8
Home Ideas Magazine	9

Dates and times for events published may still need to be established and are **subject to change**. Not all events are listed and new ones may be added. For the most current information on all HBASE events, please log on to the HBASE website: www.hbasiouxempire.com. Sponsors from 2011 are given first right of refusal for the same sponsored event for the upcoming year. If the sponsorship is declined, it is then open to the business that submits the commitment form to the HBASE first. If multiple members are interested in sponsoring a new event, the member with the highest bid will receive the sponsorship. All sponsors/advertisers must be current members of the HBASE. The HBASE reserves the right for final placement of all sponsorship/advertising within the event or publication.



6908 S. Lyncrest Pl., Sioux Falls, SD 57108
Phone: 605-361-8322 Fax: 605-361-8329
Email: info@hbasiouxempire.com

WWW.HBASIOUXEMPIRE.COM

Bus Tour

Each year the Builder's Forum Committee plans a 3-hr bus tour. The charter bus takes participants on a tour of new commercial, industrial and residential developments in the Sioux Empire. The tour is facilitated by representatives of the City Planning Department who will also determine the tour route. Sponsors help offset the cost of the bus and refreshments.

Event Date: May 2012

Location: Various locations throughout the Sioux Empire

Developer Sponsor (\$25 per listing)

Refreshment Sponsor (\$100)

Some sponsorship benefits include:

- Sponsor's company or development name printed on tour handout and posters
- Recognized in HBA member newsletter
- Pre-stuffed folder including map and sponsors
- Opportunity to provide promotional material to be handed out to participants

Clay Shoot Challenge

Members gather at Hunter's Pointe in Humboldt, SD for an afternoon of fun competition through clay shooting.

Date: October 2012

Location: Hunter's Pointe near Humboldt, SD

Exclusive Sponsor (\$525)

Two Sponsors (\$262.50)

Three Sponsors (\$175)

Four Sponsors (\$131.25)

Some sponsorship benefits include:

- Promotional flyer sent to all members
- Recognized in HBA member newsletter
- Promoted at HBASE events (membership and committee meetings, etc.)
- Information sheets with sponsor logos for participants

Sponsors are asked to:

- Select contests, purchase (\$20+) and present prizes
- Provide one or two company representatives to assist with registration and dinner

Dakota Dunes Golf Outing

The final HBASE golf outing of the summer is usually the largest one as well. The Dakota Dunes Golf Course was designed by golf legend Arnold Palmer. The 18-hole championship golf course is along the Missouri River making it an premier outing to remember.

Date: Late Summer 2012

Location: Dakota Dunes Golf Course

Golf Sponsor (\$1,000)

Sponsorships available: 6

Some sponsorship benefits include:

- Two complimentary golfing position, four additional reserved positions
- Company logo displayed on a banner at event

- Promotional flyers with company logo
- Recognized in HBA member newsletter

Dream Home Tour™

The Dream Home Tour™ has replaced the event previously known as the Street of Dreams™. This major public event will showcase newly constructed homes that are all fully decorated and located within one development.

Dates: August 2012

Location: Timber Oak Estates development

Gold Sponsor (\$5,000)

Sponsorships Available: 1 (must be an Associate member)

Some sponsorship benefits include (approx. value is \$10,000):

- Obtains the title of "Event Sponsor" for use in advertising and promotions until the conclusion of the event.
- Logo on front of official event magazine, Home Ideas Magazine.
- Logo on all print ads and posters to be published and distributed throughout the area prior to the event.
- 1 – 10' X 3' (max) banner hung at event entrance.
- ½ page full color ad in Home Ideas Magazine
- Logo recognition for your company in both print and broadcast advertising.
- Inclusion of your company in pre-show and on site media coverage, where available (examples may include the use of press releases, television, radio and print outlets).
- Listing in HBA NEWS with all other sponsors.
- Recognition at Dream Home Tour Associate Appreciation Night.
- Internet link from HBASE web site to sponsor's site, and vice versa.
- 15 event admission passes.

Vehicle Sponsor (\$3,500)

Sponsorships Available: 1

Some sponsorship benefits include (approx. value is \$5,000):

- Obtains the title of "Official Vehicle Sponsor" for use in advertising and promotions until the conclusion of the event
- Obtains driveway space of a Dream Home Tour home for 1 vehicle (total of 6*) and obtains a prominent location to display 4 more vehicles. *subject to change
- ½ page full color ad in Home Ideas Magazine
- Company logo in print advertising
- Text tag on TV commercials as a "crawler" on TV spots to run the week prior to the Dream Home Tour.
- Listing in Home Ideas Magazine & HBA NEWS.
- 1 – 10' X 3' (max) banner hung at event entrance.
- Company's logo on HBASE web site on event page, linked to your company's website
- 10 event admission passes

Silver Sponsor (\$3,500)

Sponsorships Available: 3 (must be an Associate member)

Some sponsorship benefits include (approx. value is \$5,000):

- Company recognition in print advertising.
- Text tag on TV commercials as a "crawler" on TV spots to run the week prior to the Dream Home Tour
- ½ page full color ad in Home Ideas Magazine
- Listing in HBA NEWS.
- 1 – 10' X 3' (max) banner hung at event entrance (share with bronze sponsor).
- Company's logo on HBASE web site on event page, linked to your company's website
- 5 event admission passes.

Bronze Sponsor (\$2,000)

Sponsorships Available: 3 (must be an Associate member)

Some sponsorship benefits include (approx. value is \$3,000):

- Listing in HBA NEWS.
- 1 – 10' X 3' (max) banner hung at event entrance (share with silver sponsor).
- Company's logo on HBASE web site on event page, linked to your company's website
- 1/6 page full color ad in Home Ideas Magazine

Golf Classic

This golf outing raises funds for Sioux Empire Friends of Affordable Housing (SEFAH), the HBASE's Political Action Committee.

Date: June 2012

Location: TBD

Package A (1 advertiser @ cost TBD)

- Company logo on every lunch ticket
- Company logo on table tents at every lunch table
- 5" x 8" ad on inside cover of Golf Classic booklet

Package B (1 advertiser @ \$250)

- Logo on every cart at event
- 5" x 8" ad in Golf Classic booklet
- Logo on a sign at the event

Package C (2 advertisers @ \$150 each)

- 5" x 3.875" ad in Golf Classic booklet
- Logo on table tents at every table during reception

Package D (18 advertisers @ \$125 each)

- 2.25" x 3.875" ad in Golf Classic booklet
- Logo printed on a sign displayed on tee box of a hole
- Option to place staff by the sign to provide a contest

Package E (10 advertisers @ \$100 each)

- 2.25" x 1.875" ad in Golf Classic booklet

Package F (12 advertisers @ \$80 each)

- 2.25" x 1.125" ad in Golf Classic booklet
- Mention on table tents at reception

Golf Outings

Many HBASE members consider these events their social highlights of the summer where they are able to relax, golf and enjoy the company of fellow members.

Dates: June - September

Location: Varies

Exclusive Sponsor (\$525)

Two Sponsors (\$262.50)

Three Sponsors (\$175)

Four Sponsors (\$131.25)

Beverage Sponsor (\$200 - \$500 per sponsor)

Some sponsorship benefits include:

- Promotional flyer sent to all members
- Name printed on posters
- Recognized in HBA member newsletter
- Golfer information sheet with name handed out to all golfers
- Chance to relax and get to know members!

Golf Outing sponsors are asked to:

- Provide pin prizes and low score prizes (\$25+ value)

Holiday Gala

Just before the holidays, HBASE members join together for a year-end celebration. During the formal evening, the annual award winners are announced. The memorable evening concludes with a speech from the incoming HBASE President after he/she is installed into the new position.

Event Date: December 2012

Location: TBD

Drink Sponsor (\$300)

Wine Sponsor (\$500)

Dessert Sponsor (\$300)

Entertainment Sponsor (negotiable)

Door Prize Sponsor (Supply door prize valued at \$20+)

Some sponsorship benefits include:

- Name on signs posted throughout location
- Mentioned in the program
- Table tents with name
- Recognized in HBA member newsletter

Home Show™

The 53rd Annual Sioux Empire Home Show, the area's largest home-related event, will feature over 200 home-related exhibits while filling up the entire Sioux Falls Convention Center. This event brings in more than 10,000 people.

Date: March 2-4, 2012

Location: Sioux Falls Convention Center

Vehicle Sponsor (\$10,000)

Sponsorships Available: 1

Some sponsorship benefits include (approx. value is \$25,000):

- Best available exhibit space (10' x 20' booth to display a vehicle)

- Opportunity to display a vehicle of your choice in your booth that will be raffled off for a 1-yr lease (raffle rules & regulations set by the sponsor)
- 10' x 3' banner hung above booth (as close as possible)
- Logo in official event program, all print advertising and on event posters that are hung around the area three weeks prior to event
- Company name printed on advanced/complimentary Home Show™ tickets
- Logo on TV ad to run the week prior to the event
- Recognized in HBA newsletter and online
- Recognized of sponsorship and vehicle raffle in HBA member newsletter and on HBASE website
- Mention of the vehicle giveaway included in press releases, radio ads and media interviews
- 50 complimentary tickets to the Home Show™
- Recognition at Home Show™ exhibitors' reception with 8 complimentary reservations
- Sponsor ribbons provided for those working your booth

Gold Sponsor (\$8,000)

Sponsorships Available: ✕



Some sponsorship benefits include (approx. value is \$22,000):

- Best available exhibit space up to 10' x 20'
- 50 complimentary tickets to the Home Show™
- A 10' x 3' (max.) banner hung from a perimeter wall of the Convention Center in a prominent location
- Logo on cover of Home Ideas Magazine
- Logo on front of the special floor plan flyer that is distributed to event attendees
- Logo full color, 11x17 event posters displayed throughout the area up to three weeks prior to the event
- Option to present a free workshop for consumers
- Ability to use "Event Sponsor" in company's advertising
- Company logo/name included in press releases and also in all print, television and radio advertising
- Option to take part in pre-show media interviews
- Name on advance/complimentary event tickets
- Sponsor ribbons provided for those working your booth
- Recognized in HBA member newsletter and on the HBASE website
- Recognition at Home Show™ exhibitors' reception with 8 complimentary reservations

Silver Sponsor (\$5,000)

Sponsorships Available: 3

Some sponsorship benefits include (approx. value is \$9,000):

- Best available exhibit space up to 10' x 10'
- 25 complimentary tickets to the Home Show™
- A 10' x 3' (max.) banner hung from a perimeter wall of the Convention Center in a prominent location
- Recognition for your company in Home Ideas Magazine, all print advertising and on event posters that are

hung around the area three weeks prior to event

- Tag on TV ad as a crawler the week prior to event
- Recognized in HBA newsletter and on HBASE website
- Option to present a free workshop for consumers
- Company logo/name included in press releases and also in all print, television and radio advertising
- Sponsor ribbons provided for those working your booth
- Recognition at Home Show™ exhibitors' reception with 8 complimentary reservations

Bronze Sponsor (\$2,500)

Sponsorships Available: 3

Some sponsorship benefits include (approx. value is \$5,000):

- A 10' x 3' (max.) banner hung from a perimeter wall of the Convention Center in a prominent location
- 15 complimentary event tickets
- Recognition for your company in Home Ideas Magazine, all print advertising and on event posters that are hung around the area three weeks prior to event
- Recognized in HBA newsletter and online
- Option to present a free workshop for consumers
- Name on front of the special event floor plan flyer that is distributed to event attendees
- Recognition at Home Show™ exhibitors' reception with 8 complimentary reservations

Workshop Sponsor (\$750)

Sponsorships Available: ✕



Some sponsorship benefits include (approx. value is \$5,000):

- Name on front of the special event floor plan flyer that is distributed to event attendees
- Name on workshop posters that are placed each day in front of workshop rooms
- Recognized in HBA member newsletter, on HBASE website and in Home Ideas Magazine

Reception Sponsor (Several needed at \$250 each)

Member Appreciation Luncheon

The complimentary meal provided to all HBASE members and their employees gives the local utility companies the opportunity to show their appreciation.

Date: April or May 2012

Location: VFW (S. Minnesota Ave. & I-229)

Lunch Sponsor (approx. \$350 as sponsors split total bill)

Sponsorships Available:

Unlimited (must be an HBASE utility company member)

Some sponsorship benefits include (approx. value is \$5,000):

- Flyers sent out to all HBASE members
- Logo on a banner and posters at the lunch
- Recognized in HBA member newsletter and on the HBASE website

Sponsors are asked to:

- Recruit co-workers to volunteer at the lunch (serve drinks, clear tables, clean up, etc.)
- Purchase door prize(s) to be given away at the lunch (totaling approximately \$100)

- Tag on TV commercials as a "crawler" to run the week prior
- Name recognition for your company in Home Ideas Magazine, all print advertising and on event posters that are hung around the area up to three weeks prior to event
- Receive posters and programs to display at your business
- Recognized in HBA member newsletter and on the HBASE website
- Invitation to and recognition at Parade participants' reception

Membership Meetings / Mixers

The HBASE membership is invited to attend a monthly networking event held at various locations. These evening functions usually consist of a social hour, dinner and program.

Date / Location: Varies each month

Keg Sponsor (cost of a keg for social hour)

Entertainment Sponsor (band, prizes, games, food, etc.)

Some sponsorship benefits include:

- Logo on posters and table tents at the event
- Recognized in HBA newsletter and event flyers

Bronze Sponsor (\$750 for both Spring & Fall events)

Sponsorships Available: 1 (must be an Associate member)

Only 3 Left!



Some sponsorship benefits include (approx. value is \$2,000):

- Recognition for your company in Home Ideas Magazine, all print advertising and on event posters that are hung around the area three weeks prior to event
- Posters and programs to display at your business
- Recognized in HBA newsletter and on the website
- Invitation to and recognition at Parade reception

Parade of Homes™

The Spring and Fall Parade of Homes™ serves as an extremely beneficial marketing tool for HBASE builder members. It gives potential buyers the opportunity to view numerous homes in multiple price ranges and styles.

Dates: May & September 2012

Location: Throughout Sioux Empire

Gold Sponsor (\$7,500 for both Spring & Fall events)

Sponsorships Available: 1 (must be an Associate member)

Sold! **THORNTON**
Flooring Outlet

Some sponsorship benefits include (approx. value is \$10,000):

- Complimentary half page, full color ad in consumer's official event publication
- Logo on cover of consumer's official event publication
- Logo on metal yard signs to be placed in the front yard of each Parade home on the event
- Year-long banner ad (115 pixels wide x 70 pixels tall) on the HBASE website
- Logo full color, 11x17 event posters displayed throughout the area up to three weeks prior to the event
- Ability to use "Event Sponsor" in company's advertising
- Company logo/name included in press releases and also in all print, television and radio advertising
- Recognized in HBA member newsletter and on the HBASE website
- Invitation to and recognition at Parade reception

Silver Sponsor (\$2,750 for both Spring & Fall events)

Sponsorships Available: 3 (must be an Associate member)

Some sponsorship benefits include (approx. value is \$4,000):

- Complimentary quarter page, full color ad in consumer's official event publication

Registration Lunch Sponsor (3 sponsors at \$200 each)

Reception Sponsor (Several needed at \$100 each)

Product Show

HBASE Associate Members display their products and services to the Builder Members. Builders receive complimentary admission into the show so attendance is always high. Many exhibitors in this private event are not in the Home Show so this is their time to shine!

Date: October 2012

Location: TBD

Gold Sponsor (\$125)

Sponsorships Available: 8

Some sponsorship benefits include

- Four complimentary reservations to the event
- Logo on posters and in program
- Recognized in HBA newsletter and online
- "Sponsor" ribbon provided to wear at Product Show

Silver Sponsor (\$75)

Sponsorships Available: 15

Some sponsorship benefits include

- Two complimentary reservations to the event
- Logo on posters and in the program
- Recognized in HBA newsletter and online
- "Sponsor" ribbon provided to wear at Product Show

Repair Affair™

Builder and Associate members volunteer to help build or repair accessibility related items in homes throughout the Sioux Empire. Repairs range from building wheelchair ramps and improve lighting to installing handrails and replacing faucets.

Date: June 5, 2012

Locations: Projects located throughout the Sioux Empire

Breakfast Sponsor (approx. \$350)

Lunch Sponsor (approx. \$350)

Beverage Sponsor (cost of water & pop for volunteers)

T-Shirt Sponsor (cost of t-shirts for volunteers)

Some sponsorship benefits include

- Recognized in HBA newsletter and on HBASE website
- Signs with sponsor name in appropriate areas
- Name featured on posters and in news releases

Showcase of Remodeled Homes™

The 11th Annual Showcase of Remodeled Homes™ gives HBASE remodelers a chance to showcase their impressive work to the public. Attendees are sure to be awed and those sponsoring will gain a lot of recognition!

Date: October 2012

Location: Throughout the Sioux Empire

Gold Sponsor (\$2,500)

Sponsorships Available: 1

Sold!



Some sponsorship benefits include (approx. value is \$5,500)

- Twenty complimentary event tickets
- Complimentary half page, full color ad in consumer's official event publication
- Logo on cover of consumer's official event publication
- Logo on metal yard signs to be placed in the front yard of each Parade home on the event
- Logo full color, 11x17 event posters displayed throughout the area up to three weeks prior to the event
- Ability to use "Event Sponsor" in company's advertising
- Company logo/name included in press releases and also in all print, television and radio advertising
- Recognized in HBA member newsletter and on the HBASE website
- Invitation to and recognition at participants' reception

Silver Sponsor (\$500)

Sponsorships Available: 8

Some sponsorship benefits include (approx. value is \$1,000):

- Ten complimentary tickets to the event
- Tag on TV commercials as a "crawler" to run the week prior
- Sixth page full color ad in consumer's official event publication
- Name recognition for your company in Home Ideas Magazine, all print advertising and on event posters that are hung around the area three weeks prior to event
- Recognized in HBA member newsletter and on the HBASE website
- Invitation to and recognition at participants' reception

Silver Sponsor (\$250)

Sponsorships Available: Unlimited

Some sponsorship benefits include (approx. value is \$750):

- Five complimentary tickets to the event
- Name recognition for your company in official Home Ideas Magazine, all print advertising and on event posters that are hung around the area three weeks prior to event
- Recognized in HBA member newsletter and on the HBASE website
- Invitation to and recognition at participants' reception

Sioux Empire Green Build

Become an official partner of the Sioux Empire Green Build. This group offers national verification and certification services to home builders, remodelers and developers in the Sioux Empire. They also offer educational opportunities for consumers and HBASE members, including seminars.

Green Build Partner

\$400 for a 2011 HBASE major event sponsor*

\$500 for Certified Green Professional (CGP) designee

\$800 for a non-major event sponsor

Some sponsorship benefits include

- Recognition in the official event publications
- Discount on HBASE green building seminars/courses
- Recognition on green building section of HBASE website (company logo linked to businesses' website)
- Recognition at HBASE educational events for consumers and members
- Logos listed on flyers for Green Build seminars

2012 HBASE Sponsorship Contract

Please check (☑) the boxes of sponsorship, donation or partnership that your company would like to be a part of in 2012. Sponsorship contracts can be mailed (6904 S. Lyncrest Pl., SF, SD 57108), faxed (605-361-8329) or emailed (Lisa@hbasiouxempire.com) back to the HBASE office.

Consumer Events:

	VEHICLE	GOLD	SILVER	BRONZE
() Home Show™	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
() Parade Of Homes™	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
() Dream Home Tour™	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
() Showcase of Remodeled Homes™		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other Donations:

- () Political Action Committee (PAC) \$ _____
- () Sioux Empire Home Builders Care Foundation*
\$ _____

**501c3 charitable foundation created which supports scholarships, Tools for Schools, Repair Affair, community service projects, etc.*

Member Events:

- () Bus Tour \$ _____
- () Dakota Dunes Golf Outing \$ _____
- () Golf Classic Fundraiser \$ _____
- () Golf Outings — 4 events \$ _____
- () Holiday Gala \$ _____
- () Product Show \$ _____
- () Member Appreciation Lunch \$ _____
- () Sporting Clay Challenge \$ _____
- () Repair Affair™ Day \$ _____

Partnership Opportunity:

- () Sioux Empire Green Build \$ _____

HBASE SPONSORSHIP TERMS & CONDITIONS

To submit your sponsorship and/or partnership request, please complete and return this contract to HBASE as soon as possible. This agreement is between the Home Builders Association of the Sioux Empire (HBASE) and the company named below. The company named below seeks to be a 2012 sponsor for _____ (event). The company agrees to pay HBASE a sponsorship fee in the amount of \$ _____ for this privilege. The company agrees to remain a member in good standing of HBASE for the duration of this sponsorship contract. Sponsors from 2011 are given first right of refusal for the same sponsored event for the upcoming year. If the sponsorship is declined, it is then open to the business that submits the commitment form to the HBASE first. If multiple members are interested in sponsoring a new event, the member with the highest bid will receive the sponsorship. Cancellation requests must be made in writing. Payment of the sponsorship fee should be made to HBASE and sent to 6904 S. Lyncrest Place, Sioux Falls, SD 57108.

- Please Check One:**
- Payment enclosed Please bill me
- Interested in an installment plan (sponsorship fee can be paid in "4" equal installments)
- Credit Card # _____ Exp. Date _____
Card Billing Zip Code _____ (required) (All major credit cards accepted)

I accept the terms of this sponsorship contract and authorize to sponsor as described above.

Contact Name: _____ Company: _____

Ph: () _____ Fax: () _____

Address: _____

City: _____ State: _____ Zip: _____

AUTHORIZED SIGNATURE _____ **DATE** _____

HBA Newsletter Advertising

Issues: 11/year • Press Run: 1,200 copies • Sold on annual basis only. •

Please check one:

<u>SIZE</u>	<u>WIDTH</u>	<u>HEIGHT</u>	<u>ANNUAL RATE (11 issues)</u>
<input type="checkbox"/> A.....	2.25"	1.875"	\$415 (\$38/ISSUE)
<input type="checkbox"/> B.....	4.875"	1.875"	\$640 (\$58/ISSUE)
<input type="checkbox"/> C.....	2.25"	4"	\$690 (\$63/ISSUE)
<input type="checkbox"/> D.....	4.875"	4"	\$935 (\$85/ISSUE)
<input type="checkbox"/> E.....	7.5"	1.875"	\$1,170 (\$106/ISSUE)
<input type="checkbox"/> F.....	7.5"	4"	\$1,345 (\$122/ISSUE)
<input type="checkbox"/> G.....	4.875"	10"	\$1,545 (\$140/ISSUE)
<input type="checkbox"/> H.....	7.5"	10"	\$1,855 (\$169/ISSUE)
<input type="checkbox"/> Inside Front Cover	(Black & White only) 10% above cost of ad		
<input type="checkbox"/> Inside Back Cover	(Black & White only) 10% above cost of ad		
<input type="checkbox"/> Inside Center Spread	(Full Color) 10% above cost of ad		
<input type="checkbox"/> Back Cover.....	(Full Color) 20% above cost of ad		
<input type="checkbox"/> Free Standing Insert	\$200 per month, plus cost of the insert		

Please check one:

- Will email camera-ready ad to the HBASE by 12/09/11
- Will use same ad as 2011
- Will make arrangements with Alphagraphics or ad agency

HBA Website Banner Advertising (www.hbasiouxempire.com)

- Over 55,000 page views during the month of the 2011 Home Show • Valuable consumer resources
- Over 180,000 page views during months of the 2011 Spring & Fall Parade of Homes • HBASE "Member's Only" section

Please check one:

- 115 pixels wide x 70 pixels tall **\$50** per month
- 115 pixels wide x 70 pixels tall **\$500** 12 month contract (calendar year; can be prorated)

Color logos must be emailed to Lisa@hbasiouxempire.com by Monday, December 23, 2011.

**Please return this advertising contract by Friday, December 2, 2011 to:
HBASE, 6904 S. Lyncrest Place, Sioux Falls, SD 57108 (Ph: 605.361.8322; Fax: 605.361.8329)**

Check all that apply:

- HBA Newsletter Advertising HBA Online Banner Advertising

Company Name: _____ Contact: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Authorized Signature: _____ **Date:** _____

Complete below information if applicable.

Ad Agency: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Please check one:

- Invoice me Payment enclosed Invoice ad agency listed above



WHY HOME IDEAS MAGAZINE™ ?

- 80 lb., four-color, UV-coated, glossy cover makes an attractive magazine that increases pick-up appeal and extends shelf life.
- Convenient distribution points at over 125 high-traffic locations plus many HBASE members' businesses.
- Home Ideas Magazine™ distributes 12,500 magazines FREE to the Sioux Empire monthly and can be found in the waiting rooms of professional offices such as doctors, lawyers, dentists, beauty shops, spas and salons, and auto service shops.
- Target marketing to consumers that want more information about buying, remodeling, renovation, redecorating, and new construction.
- FREE exposure for Home Builders of the Sioux Empire (HBASE) members... each month members can submit articles to Home Ideas Magazine™

OPEN RATE

Full	\$950
2/3	\$820
Half	\$575
1/3	\$430
1/6	\$275
Directory (min. 6 months).....	\$35
New Homes for Sale	\$25

ANNUAL RATE

Back Page	\$1,325 (\$15,900/yr.)
Premium (inside covers and pg. 3)	\$1,070 (\$12,840/yr.)
Premium Inside Page 5 or 7 (President's Message/Content)	\$870 (\$10,440/yr.)
2/3 Inside Back Page	\$870 (\$10,440/yr.)
Full	\$670 (\$8,040/yr.)
2/3	\$585 (\$7,020/yr.)
Half	\$435 (\$5,220/yr.)
1/3	\$325 (\$3,900/yr.)
1/6.....	\$195 (\$2,340/yr.)

2012 Resource Guide

OPEN RATE

Full Page Ad.....	\$950
Additional Full Page Ads*	\$475
Half Page Ad.....	\$575
Additional Half Page Ads*.....	\$288
Additional Listing**	\$25

*Additional ads must be of equal or lesser value than initial ad

**First listing is free. Any additional listings are \$25 per category unless your company places an ad in that category—then listing is free.

ANNUAL RATE

Premium 3-Page Pullout Ad	\$5,000
Premium Back Page Ad	\$1,325
Premium Ad (inside covers and pg. 3)	\$1,070
Premium Inside Ad Page 5 or 7 (President's Message/Content)	\$870
Full Page Ad.....	\$670
Additional Full Page Ads*	\$335
Half Page Ad.....	\$435
Additional Half Page Ads*.....	\$218
Additional Listing**	\$25

To advertise in Home Ideas Magazine,
call 362-6250, 332-0421 or 361-8322.