

2010 ADVERTISING/SPONSORSHIP RATES

Newsletter Advertisement

Ad Size	1 Issue	5 Issues	11 Issues
Full Page 7.5" x 10"	\$75.00	\$300.00	\$500.00
½ Page Ad 7.5" x 5"	\$60.00	\$250.00	\$400.00
¼ Page Ad 3.5" x 4 ¾"	\$40.00	\$175.00	\$300.00
Business Card 3.5" x 2"	\$25.00	\$75.00	\$175.00
* Insert * 8.5 x 11	\$25.00	\$100.00	\$200.00



All ad material/artwork should be camera ready. Circulation 500

* Insert Advertising: Provide the insert copy and we will mail them out in the newsletter.

Directory Advertising

Business Card	¼ Page	½ Page	Full Page	Yellow Page Listing
\$50.00	\$100.00	\$150.00	\$200.00	\$10.00 each

All members receive a complimentary listing in white pages and one listing in the yellow pages.

(This includes your listing in the printed & web edition and on MI-search.com)

The directory is distributed at the Home Show, Parade of Homes, financial institutions, local municipalities, health department and local member businesses and available online 24/7!

Printed Circulation 1,500

Website Advertising

300 X 250 RECTANGLE AD ~ LOCATION: right sidebar ~ PRICE: \$25/1,000 impressions

Sponsorship Rates

Opportunities to sponsor special events throughout the year include:

Home Show	\$50 - \$2,500
Parade of Homes	\$500 - \$2,500
Golf Outing	\$50 (per hole)
Christmas Party	\$100
Educational Seminars	\$50 - \$150 Breakfast or Lunch sponsor \$100 - \$500 Instructor sponsor

Contact the Bay County Home Builders Association to customize and maximize your business advertising today!