



**HOME BUILDERS ASSOCIATION
OF GREATER GRAND RAPIDS**

ADVERTISING HANDBOOK

HOME BUILDERS ASSOCIATION OF GREATER GRAND RAPIDS

3959 CLAY AVE SW WYOMING, MI 49548 | MYGRHOME.COM | 616 281 2021

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REACH HBA MEMBERS & HOME CONSUMERS

The Home Builders of Greater Grand Rapids has a variety of unique advertising opportunities for you to reach both HBA members and consumers looking for home related products. Whether it's the general public interested in new home construction and design or our members, we've got the outlet for you to reach them.

To take advantage of any of these opportunities contact:

KYLIE HERRON | HBA MARKETING COORDINATOR
616 281 2021 EXT 251 | MARKETING@HBAGGR.COM

WEBSITE OPPORTUNITIES

Looking for an affordable way to get your name out there driving more traffic to your website and business? The HBA website advertising opportunities may be just the ticket. MyGRhome.com and paradeofhomes.mygrhome.com are consistently reaching those interested in everything related to homes.



Featured Members



BASEMENTS PLUS
FINISHING & WATERPROOFING



LS LAKESIDE
SURFACES INC.

WEB PAGE LOGO LINK

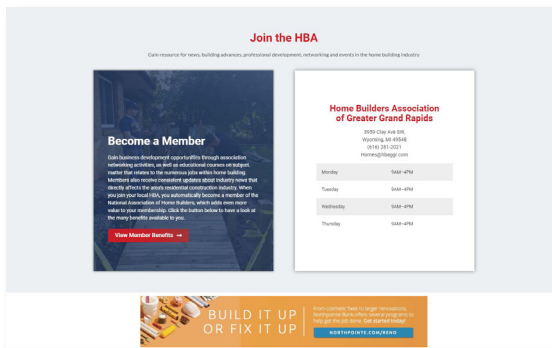
The HBA Website, mygrhome.com brings new opportunities for members. Get featured in front of nearly 7,000 unique users per month with a featured members logo link. Up to six members may have a click-able link on the home page.

12 month link: \$500

6 month link: \$300

1024 pixels X 1024 pixels

JPEG or PNG image preferred.



BANNER AD

Get featured on your choice of myGRhome.com or paradeofhomes.mygrhome.com web page with a banner ad on every page of the site, or choose to only the directory page or event calendar of the website. The ad is linked to the url of your choice.

12 month ad: \$1,100

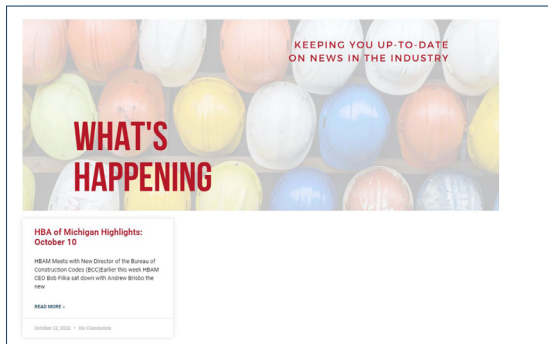
6 month ad: \$600

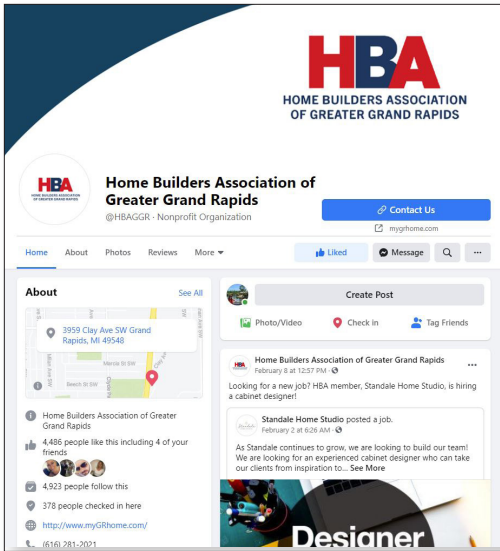
Ad Size: 730px X 130px

“WHAT’S HAPPENING” HBA BLOG POST

Write a blog post for the HBA Website. We will then share it on our Instagram story with a link to the article. Limited to one member post per week.

1 Post: \$50

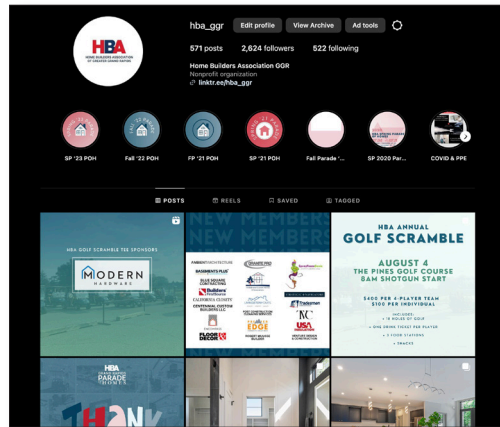





SOCIAL MEDIA SHOUT-OUT: \$25


Sponsor your business or an event your business is hosting on HBA's social media. Choose from either Facebook or Instagram. Members must provide captions, images, and hash-tags.

Facebook Followers: 5,600+
 Facebook Page Likes: 5,100+
 Instagram Followers: 2,600+





HOME BUILDERS ASSOCIATION OF GREATER GRAND RAPIDS




HBA AWARDS OF EXCELLENCE




Thank you to all who participated in the live premiere of the 2019-20 HBA Awards of Excellence! If you would like to see the replay, tickets are still available for \$5.

All winners may pick up their award in-person this Monday - Thursday 9am - 4pm OR when staff returns Monday, January 4th.

The HBA office will be physically closed beginning this Friday, December 18th and will reopen Monday, January 4th.

VIEW REPLAY



E-BLAST BANNER AD

Promote a current event or special in our weekly email to over 500 members.

Weekly: \$50
 Yearly Sponsor: \$2,500
 Ad Size: 300px H X 600px W

Job Listing: Free
 Company Event: Free
 Property For Sale: Free

WE BUILD WEST MICHIGAN

THE LARGEST NEW CONSTRUCTION RESOURCE IN MICHIGAN
WORKING FOR YOUR BUSINESS YEAR-ROUND

COMING SOON..

WEBSITE / SOCIAL AD RATES

	AD SIZES	DURATION	RATE
WEB LOGO LINK	1024px X 1024px	12 MO. / 6 MO.	\$500 / \$300
BANNER AD	730px X 130px	12 MO. / 6 MO.	\$1,100 / \$600
SOCIAL MEDIA SHOUT-OUT	1080px X 1080px	ONE-TIME POST	\$10
E-BLAST BANNER AD	300px X 600px	1 WEEK / SPONSOR	\$50 / \$2,500

FULL PAGE

5.5"W X 8.5"H

HALF PAGE

5.5"W X 4.25"H

QUARTER PAGE

5.5"W X 2.125"H

MEMBERSHIP ROSTER RATES

	AD SIZES	RATE
BACK COVER	5.5"W X 8.5"H	\$1800
INSIDE COVER	5.5"W X 8.5"H	\$1300
FULL PAGE AD	5.5"W X 8.5"H	\$700
HALF PAGE AD	5.5"W X 4.25"H	\$400
QUARTER PAGE AD	5.5"W X 2.125"H	\$350
EXPANDED LISTING		\$200

ADDITIONAL INFORMATION

Camera ready materials must be provided in a digital format. The preferred format for four-color digital advertisement is hi-res Adobe Acrobat PDF file format.

- All fonts and images must be embedded.
- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch).
- Color images must be CMYK.
- Cover and Inside cover ad may be full bleed, please add an additional 1/4" on each side for bleed allowance.

HOME BUILDERS ASSOCIATION

Parade Of Homes

2023 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	41,958	TBD
TOTAL ENTRIES	48	TBD
TOTAL TICKETS SOLD	4,620	TBD
TOURS PER PERSON	9	TBD

2022 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	32,577	7,130
TOTAL ENTRIES	31	16
TOTAL TICKETS SOLD	4,231	1,443
TOURS PER PERSON	8	5

2021 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	25,394	9,662
TOTAL ENTRIES	39	13
TOTAL TICKETS SOLD	4,057	2,171
TOURS PER PERSON	6	4

EVENT SPONSORSHIPS

CALL FOR PRICING

TITLE SPONSOR

KICK-OFF SPONSOR

BLOCK PARTY SPONSOR

BUILDER BUS SPONSOR

TICKET SPONSOR

BLOCK PARTY SPONSORSHIPS

SPRING PARADE ONLY

GRILL SPONSOR: \$50

HOTDOG SPONSOR: \$50

BEVERAGE SPONSOR: \$50

ACTIVITY SPONSOR: \$50

BOUNCE HOUSE SPONSOR: \$50

VENDOR SHOWCASE SPONSOR: \$50

PARADE APP ADVERTISING OPPORTUNITIES

The HBA Parade App, with over 6,000 current users, is designed so that parade goers can easily find a Parade home to start, get directions and help them plot their course. Spring Parade advertising runs May - July. Fall Parade runs September - November.

PARADE APP SPONSOR: \$1,000

Includes 1 banner ad on home screen. Logo will be in Parade Guide and the HBAGGR website.

APP BANNER AD: \$500

Rotating ad on homepage of app.
Four spots available.

600 pixels X 600 pixels

iOS DOWNLOADS

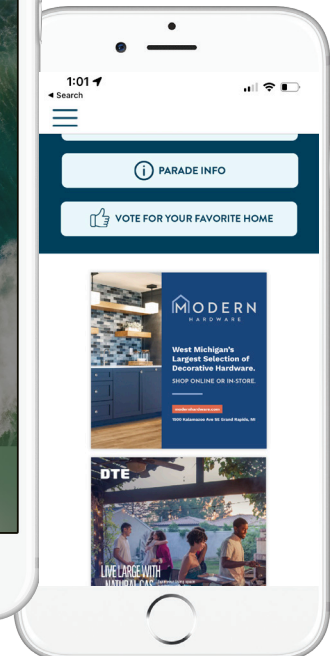


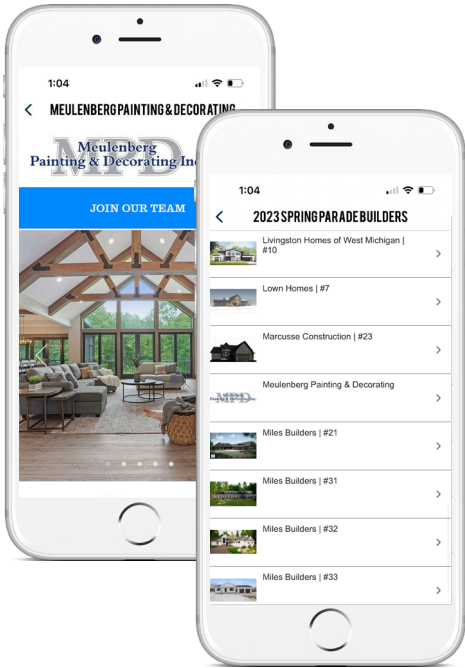
5,573

ANDROID DOWNLOADS



1,705





APP LOGO LINK: \$100
 Logo link that links to your web page.



PUSH NOTIFICATIONS

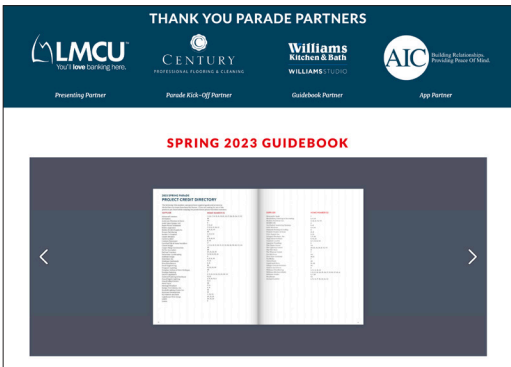
Send targeted push notifications to app users during the Parade of Homes event.

HBA Member	\$250
Member with Guide Ad Purchase	\$50

PARADE APP AD RATES			
	AD SIZES	DURATION	RATE
PARADE APP SPONSOR		3 MO.	\$1000
APP BANNER AD	600px X 600px	3 MO.	\$500
APP LOGO LINK		3 MO.	\$100
PUSH NOTIFICATION		ONE-TIME	\$250
PUSH NOTIFICATION WITH GUIDE AD PURCHASE		ONE-TIME	\$50



Printed Guidebook



Digital Guidebook on HBA Website

PARADE GUIDEBOOK

The Parade Guidebook is a must for any company targeting the Parade attendee market and beyond, including builders and remodelers. Both a printed and digital guidebook will be produced for Spring and Fall Parade of Homes.

FRONT COVER: CALL FOR RATE
BACK COVER: CALL FOR RATE

INSIDE FRONT COVER: \$2500

INSIDE BACK COVER: \$2300

FULL PAGE AD: \$2,200

Digital ad links back to website
8.5"W X 11"H

HALF PAGE: \$1,400

Digital ad links back to website.
8.5"W X 5.5"H

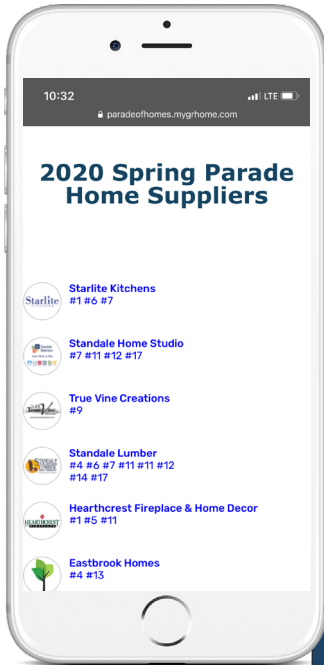
QUARTER PAGE AD: \$700

Digital ad links back to website
4.25"W X 5.5"H

PROJECT CREDIT: \$50

Let visitors know you supplied the products or services in a home with a logo link to your web page. Listed in Parade App, Builder Webpage, Shop the Parade Directory Webpage, and digital guidebook. Choice of *one* QR-ME code in physical parade home.

Unlimited listings per parade.



Parade App



Shop the Parade Online Directory

2020 FALL PARADE PROJECT CREDIT DIRECTORY

The following HBA member companies have supplied goods and services to the builders to create these beautiful homes. If you are looking for any of the products you found while enjoying the parade homes please visit these members.

SUPPLIER	HOME NUMBER (S)
Advanced Interiors, Inc.	4, 5, 12
Bekins Audio/Video & Appliances	6, 13
Belden Brick & Supply Co.	7, 8
Bolt & Regnerus Electric, Inc. DBA Custom Video & Sound	7
Brower Buildingz Service, Inc.	13
Carter Lumber Co.	4, 5, V1
Century	6, 7
DeHaan Tile & Floor Covering, Inc.	10
Discount Door Co LLC	1
DK Homes LLC	10
Eastbrook Homes, Inc.	5
Eikenhout, Inc.	6
Flame Center	13
Gerrit's Appliance, Inc.	1, 5, 12
GoDwin Hardware & Plumbing, Inc.	1
Grand Rapids Lighting Center, Inc.	5
Hap Hoelwater & Sons, Inc.	7
Herrington Excavating, Inc.	V1
Kendall Lighting Center	1, 8
Laniga Appliance, Inc.	10
Leading Edge Insulation Services	4, 5, 10, 13
Lighthouse Tile	12
Meulenbergh Painting & Decorating	1, 2
Modern Hardware	1, 7, 8, V1
Nawara Brothers Home Store	2
Norbert's Glass and Mirror	2
North Cove Builders LLC	4

myphone.com

Parade Digital Guidebook

5563 Timpson Ave SE
TruBuilt Builders LLC

Description

Incredible architectural lines and multi-media exterior materials define this home's modern aesthetic, a tribute to TruBuilt Builders' design repertoire. Sitting on a gorgeous waterfront lot, this home blends with its wooded surroundings in the perfect melding of modern and natural. The outdoor kitchen and fire pit transition seamlessly into the home, making it the perfect set up both entertaining and everyday living. Inside, a variety of walnut accents (from trees harvested on the lot), stone-look, and breathing floor to ceiling windows help to bring the outside in. Quality trim and cabinetry by our sister company, TruCraft Cabinetry, is showcased throughout with custom touches such as tapered feet on the vanities, a wine shelf feature, ship-lap, and floating shelves. Rich colors and textures give this modern home a warm, classic feel. Come see for yourself and experience the precise quality and artistic design that TruBuilt Builders is known for!

Project Credits

Norberts Glass and Mirror
 Shower/Cabinet/Fireplace Glass & Mirrors

Builder Webpage

FULL PAGE

8.5"W X 11"H

HALF PAGE

8.5"W X 5.5"H

QUARTER PAGE

4.25"W X 5.5"H

PARADE GUIDEBOOK RATES

	AD SIZES	RATE
GUIDEBOOK FRONT COVER	8.5"W X 11"H	CALL FOR RATE
GUIDEBOOK BACK COVER	8.5"W X 11"H	CALL FOR RATE
GUIDEBOOK INSIDE FRONT COVER	8.5"W X 11"H	\$2500
GUIDEBOOK INSIDE BACK COVER	8.5"W X 11"H	\$2300
GUIDEBOOK FULL PAGE AD	8.5"W X 11"H	\$2200
GUIDEBOOK HALF PAGE AD	8.5"W X 5.5"H	\$1400
GUIDEBOOK QUARTER PAGE AD	4.25"W X 5.5"H	\$700
PROJECT CREDITS		\$50[PER PARADE]

ADDITIONAL INFORMATION

Camera ready materials must be provided in a digital format. The preferred format for four-color digital advertisement is hi-res Adobe Acrobat PDF file format.

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- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch).
- Color images must be CMYK.
- Cover and Inside cover ad may be full bleed, please add an additional 1/4" on each side for bleed allowance.



GOLF TOURNAMENT

*Multiple Sponsorships Available

HOLE IN ONE PARTNER: \$300

Lunch for 2, BYO booth to showcase service/product, recognition in event marketing, sponsor provides insurance for Grand Prize TBD by sponsor

GOLF CART PARTNER: \$1000

Logo on golf carts, lunch for 2, and recognition in event marketing

LUNCHEON PARTNER: \$1000

Logo on dining tables, BYO booth to showcase service/product during luncheon, lunch for 2, and recognition in event marketing

BEVERAGE CART PARTNER: \$500

Logo on beer cart station, opportunity for 2 representatives to host beer cart on the course, and recognition in event marketing

*TEE PARTNER: \$300

Lunch for 2, BYO booth to showcase service/product. Provide snack for golfers and/or optional game at booth, and recognition in event marketing

*FAIRWAY SIGN PARTNER: \$100

Large 2' x 2' signage on one of the fairways throughout the course, and recognition in event marketing

REGISTRATION PARTNER: \$100

Signage at registration table, optional promo material, lunch for 2, assist with golfer check-in, and recognition in event marketing

50/50 RAFFLE PARTNER: \$100

Lunch for 2, assist with raffle, and recognition in event marketing

DESSERT SPONSOR: \$100

Sponsor provides dessert for participants during awards, logo signage on dessert table, recognition in event marketing

WATER SPONSOR: \$50

Sponsor provides cases of water for participants, logo at water station, recognition in event marketing

BREAKFAST SPONSOR: \$50

Welcome guests with a grab-and-go breakfast for participants (i.e. donuts, coffee), recognition in event marketing

*PRIZE PARTNER: \$50

Provide prizes for the golfers! Signage on prize table and recognition in event marketing
Sponsor provides one of the following:

- Branded goodie bag with company swag or special offers valued at \$50+
- Gift of choice valued \$50+ gift of choice
- \$50+ donation for HBA staff to create gift basket

*COURSE SNACK PARTNER: TBD

Optional promotional brochure at snack table and recognition in event marketing

VOLUNTEER: FREE

Assist in golfer-check in, line auction donations and various activities during the event.

PLAY THE PRO PAR THREE

NETWORKING SPONSORSHIPS

ANNUAL MEETING TITLE SPONSOR

Sponsor provides venue and catering for the annual meeting.

MEMBER MEET-UP HOST SPONSOR

Sponsor determines networking meet-up location and provides refreshments for guests.

EDUCATION HOST SPONSOR: \$100

Meet members and network by hosting an education event. Choose from Education Breakfast, Education Lunch + Learn, or Education After Hours. Host provides classroom area, audio / visual and refreshments, with the option to provide the speaker or present your products and services.

SUMMER EVENT / MEMBER APPRECIATION SPONSOR:

Sponsor may choose venue or host this HBA member + family event in the Greater Grand Rapids area.

MEET THE BUILDER SPONSOR

Exclusive 1-on-1 with predetermined HBA builder members. Recognition in event marketing + vendor booth. Additional non-booth sponsorships available. Ask an HBA staff member for details.

LEGISLATIVE BREAKFAST SPONSOR

Recognition in event marketing + vendor booth.

HBA HOLIDAY COLLECTIVE

HOST SPONSOR: \$300

Sponsor presents opening remarks, recognition in event marketing

PRIZE SPONSOR: \$50

\$50, or company swag or promo offer valued at \$50

50/50 RAFFLE SPONSOR: \$100

Assist with raffle

PHOTO BOOTH SPONSOR: \$300

Logo on photo template, recognition in event marketing

BEVERAGE SPONSOR: \$300

Logo at beverage station, recognition in event marketing

DESSERT SPONSOR: \$300

Logo at dessert table, recognition in event marketing

RED CARPET SPONSOR: \$100

Red carpet host, recognition in event marketing

AWARDS SPONSOR: \$100

Sponsor may provide logo linen on awards table, volunteer to pass out awards, recognition in event marketing

ADD-ONS



FOUNDATION CONTRIBUTION: TBD

There are several ways you can support the HBA Foundation. Serve on the Foundation Committee, donate materials, labor, or offer financial support to our special needs housing project. Get involved with our Next Generation program by considering a housing industry graduate for employment or help fund the scholarship program.

hbafoundationgr.com



FOUNDATION CLAY SHOOT

Clay Shoot is one of the best attended events of the year and our most successful fundraising event because of your support! Promote your company and help rebuild the HBA Foundation scholarship fund.

hbafoundationgr.com





PWB CONTRIBUTION: TBD

The PWB is the voice of women in the local building industry. Through education, professional development and networking opportunities, the PWB helps members to acquire and develop invaluable leadership and business skills to boost career success. mygrhome.com/professional-women-in-building



AD DESIGN: \$45/HR

For \$45 per hour, the HBA will help you design your proof + advertisement. For personal use or HBA publications.

JOB POSTING: FREE

HBA member perk. Let us post your open positions on the HBAGGR website for you to build your team of professionals. Will also be promoted on our social media and weekly e-blast to members.

HBA HOMEOWNER EXPERT: FREE

Volunteer to be an on-call HBA member expert to answer consumer questions.

HBAGGR UPCOMING EVENTS

JAN

- 11 MEMBER MEET-UP
- 20 - 22 REMODELING & NEW HOMES SHOW
- 31 - FEB 2 NAHB INTERNATIONAL BUILDERS' SHOW
LAS VEGAS, NV

FEB

- 09 BUILDERS LICENSE RENEWAL 3HR CEU
9:00AM - 12:00PM | GRCC
- 16 MEET-THE-BUILDER
8:30AM - 11:00AM | STONEWATER COUNTRY CLUB
- 21 BUILDERS LICENSE RENEWAL 3HR CEU
1:00PM - 4:00PM | GRCC

APR

- 13 BUILDERS LICENSE RENEWAL 3HR CEU
1:00PM - 4:00PM | GRCC
- 18 BUILDERS LICENSE RENEWAL 3HR CEU
1:00PM - 4:00PM | GRCC
- 25 LEGISLATIVE BREAKFAST
8:30AM | STONEWATER COUNTRY CLUB
- 28 HBA ENGAGE: BEER TROLLEY TOUR

MAY

- 04 BUILDERS LICENSE RENEWAL 3HR CEU
9:00AM - 12:00PM | GRCC
- 09 BUILDERS LICENSE RENEWAL 3HR CEU
1:00PM - 4:00PM | GRCC

JUN

- 2-10 SPRING PARADE OF HOMES

AUG

- 4 ANNUAL GOLF OUTING
8:30AM SHOTGUN START | THE PINES GOLF COURSE



VIEW ALL EVENTS AT MYGRHOME.COM
616 281 2021 | EVENTS@HBAGGR.COM

RACK CARD SPONSOR: \$50

Logo on rack card mailed out with outstanding invoices each quarter.

1 Available per quarter

ADVERTISING AGREEMENT

COMPANY NAME: _____ CONTACT NAME: _____

PHONE: _____ FAX: _____

EMAIL: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

AUTHORIZING SIGNATURE: _____

ADVERTISING/AD SIZES	RATE	QUANTITY	TOTAL
SUBTOTAL			

CONTACT INFORMATION		
Kylie Herron	(616) 281-2021 X251	marketing@hbaggr.com

PAYMENT INFORMATION

SUBMIT ALL PAYMENTS TO: HBAGGR 616 281 2021
 3959 CLAY AVE
 WYOMING, MI 49548

TOTAL AMOUNT AUTHORIZED: \$ _____

PAYMENT METHOD: CHECK ENCLOSED OR PLEASE CHARGE MY VISA MASTERCARD DISCOVER AMERICAN EXPRESS
 CARD # V-CODE: _____ EXP DATE: ____/____/____

CARDHOLDER NAME: _____

SIGNATURE: _____ DATE: _____

FOR OFFICE USE ONLY:	SALES PERSON: _____
<input type="checkbox"/> INVOICED	<input type="checkbox"/> E-MAILED STATEMENT <input type="checkbox"/> READY FOR EXPORT