



**HOME BUILDERS ASSOCIATION
OF GREATER GRAND RAPIDS**

ADVERTISING HANDBOOK

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ADVERTISING

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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

To View The Websites Of Our Featured Members Click On Their
Respective Logo



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 calander of the website. The ad is linked to the url of your choice.

12 month ad: \$1,100

6 month ad: \$600

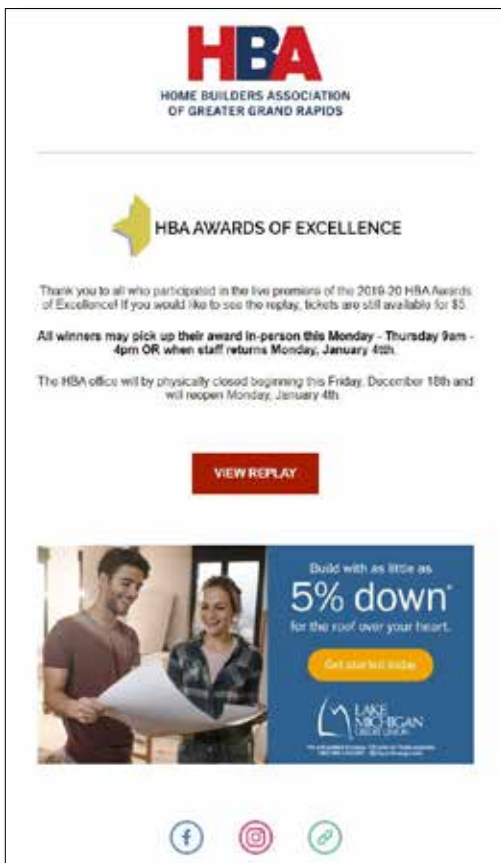
Ad Size: 730px X 130px

“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





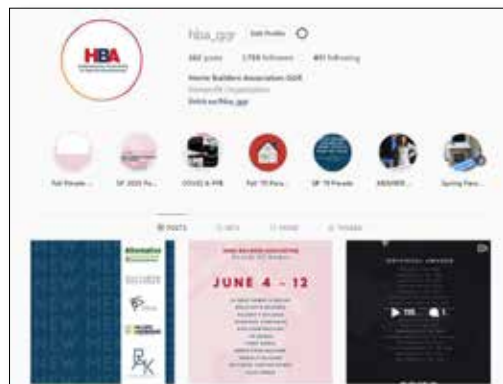
SOCIAL MEDIA SHOUT-OUT: \$25

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: 5,400+

Facebook Page Likes: 4,900+

Instagram Followers: 2,400+



E-BLAST BANNER AD

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

Weekly: \$50

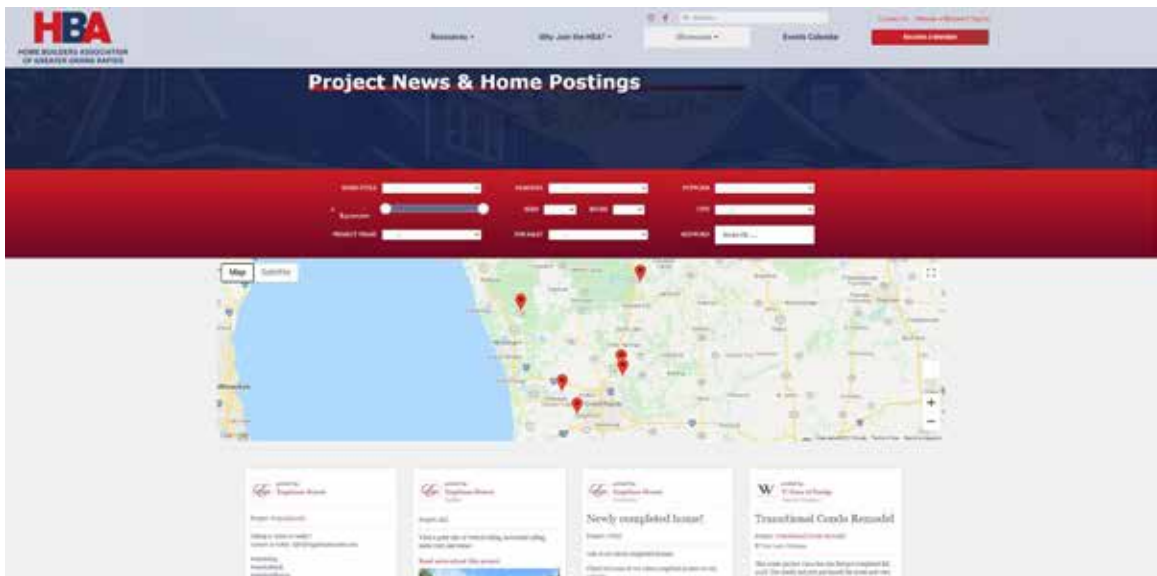
Monthly [4 ads]: \$175

Ad Size: 300px H X 600px W

Job Listing: Free

Company Event: Free

Property For Sale: Free



MEMBER SHOWCASE

Consumers want to see your past and current project listings: For Sale, Remodel, Property Available, & New Construction. Company must provide images + specs through online portal.

\$18/ Month for 20 Posts

\$7/ Post

REMODEL VIRTUAL TOUR

- Still Images
- Before + After 3D tour
- HBAGGR website + Map Listing

\$600/ 1 year

NEW HOMES VIRTUAL TOUR

- Still Images
- 3D tour
- HBAGGR website + Map Listing

\$600/ 1 year

\$900/ 2 years

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 / 4 WEEKS | \$25 / \$100 |
| MEMBER SHOWCASE | | 1 MO. / ONE-TIME POST | \$18 / \$7 |
| REMODEL VIRTUAL TOUR | | 1 YEAR | \$600 |
| NEW HOMES VIRTUAL TOUR | | 1 YEAR / 2 YEARS | \$600 / \$900 |
| | | | |

MEMBERSHIP ROSTER

HBAGGR Annual Roster contains complete contact information for all members plus additional industry specific contacts and information. Member information is listed both alphabetically and by business category.

The HBA membership roster will be distributed to 24,000 households in select zip codes in the West Michigan area.



EXPANDED LISTING

Stand out by expanding your listing with your logo above your information in the annual HBA Roster and Spring and Fall Parade guidebooks.



FULL PAGE

5.5"W X 8.5"H

HALF PAGE

5.5"W X 4.25"H

QUARTER PAGE

2.75"W X 4.25"H

MEMBERSHIP ROSTER RATES

| | AD SIZES | RATE |
|------------------|-------------------|--------|
| BACK COVER | 4.75"W X 8"H | \$1800 |
| INSIDE COVER | 4.75"W X 8"H | \$1300 |
| FULL PAGE AD | 4.75"W X 8"H | \$700 |
| HALF PAGE AD | 4.75"W X 3.975"H | \$400 |
| QUARTER PAGE AD | 4.75"W X 1.9375"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

| 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 |

| 2020 PARADE OF HOMES STATISTICS | | |
|---------------------------------|--------|-------|
| | SPRING | FALL |
| TOTAL TOURS | 30,342 | 9,005 |
| TOTAL ENTRIES | 24 | 15 |
| TOTAL TICKETS SOLD | 2,979 | 1,179 |
| TOURS PER PERSON | 10 | 5 |

EVENT SPONSORSHIPS

CALL FOR PRICING

TITLE SPONSOR

KICK-OFF SPONSOR

BLOCK PARTY SPONSOR

BUILDER BUS SPONSOR

TICKET SPONSOR

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



Download on the
App Store



GET IT ON
Google Play



APP LOGO LINK: \$100

Logo link with customized messaging that links to your web page.



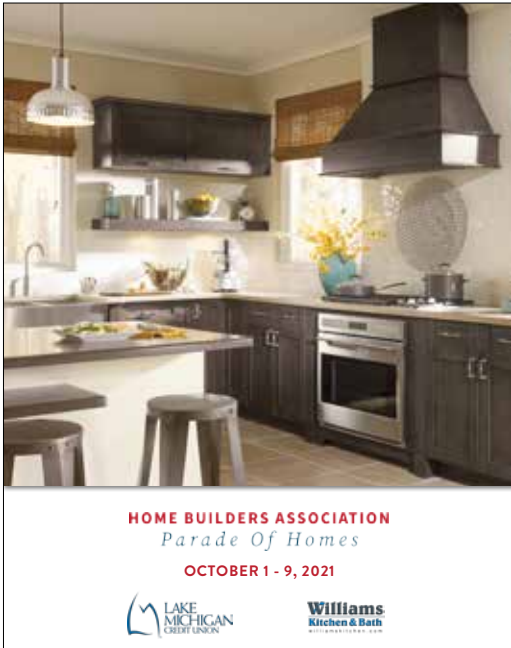
PUSH NOTIFICATIONS GEO-FENCING

Use Geo-fencing to send targeted push notifications to app users in the area of your home or business.

HBA Member
Member with Guide Ad Purchase

\$250 (Per Region)
\$50 (Per Region)

| 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[PER REGION] |
| 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



Parade Digital Guidebook



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.

- 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.



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

BEER 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: \$200

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.

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

| JOIN THE HBA | | | |
|----------------|--------|--|--|
| HBA MEMBERSHIP | \$629* | | |

**Rate may fluctuate from year to year*

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:

☐ INVOICED

SALES PERSON: _____

☐ E-MAILED STATEMENT

☐ READY FOR EXPORT