

southwest BUILDERS

10th Annual SHOW

advertising

get noticed at the show!

9/29

NOW IS YOUR CHANCE TO ADVERTISE IN THE 2010 OFFICIAL EXHIBIT GUIDE!

Take advantage of this opportunity to increase your exposure to the more than 1,000 expected attendees at this year's Southwest Builders Show by purchasing advertising space today. The Guide is a full-color showcase of all that the 2010 Southwest Builders Show has to offer including a complete list of all exhibitors. Reserve your space today!



PLEASE NOTE: Booth purchase is a prerequisite for advertising in the Official Exhibit Guide for non-members.

EXHIBIT GUIDE ADVERTISING RATES

PREMIUM POSITIONS	PRICE	SIZE (in inches)
Back Cover	\$ 1,500	5.5 x 8.5 (5.75 x 8.75 w/bleed)
Inside Front Cover	\$ 1,100	5.5 x 8.5 (5.75 x 8.75 w/bleed)
Inside Back Cover	\$ 1,000	5.5 x 8.5 (5.75 x 8.75 w/bleed)
STANDARD POSITIONS	PRICE	SIZE (in inches)
Full Page	\$ 500	5.5 x 8.5 (5.75 x 8.75 w/bleed)
1/2 Page	\$ 300	5 x 3.885

Live area full page: 5 x 8

CONTACTS

Premium positions are sold on a first-come, first-served basis. To reserve your ad space, please fill in the Advertising Contract and fax to 480.556.5478 or contact LISA RUGLOSKI, rugloskil@hbaca.org, 602.274.6545.

For questions about ad artwork, please contact: LAURA SWANSON, swansonl@hbaca.org, 602.274.6545

ARTWORK SPECIFICATIONS

EXHIBIT GUIDE

- All ads are full color.
- All ads and digital image files must be supplied in suitable electronic form: 300dpi at actual size in PDF (with fonts embedded), TIFF, JPG, or EPS (create outlines on text). DO NOT SEND Word or Powerpoint files.
- Though not necessary, it is recommended, and in advertiser's best interest, that color proofs accompany all ads.
- PC platform. Programs supported: Adobe CS2 InDesign, Photoshop, Illustrator; Adobe Acrobat 7.0.
- Digital files may be sent in preferably by email (5 MB limit) to swansonl@hbaca.org or, if files are too large to email successfully, you may burn to CD and mail to: HBACA / Attn: Show Guide Advertising. Send to 16430 N. Scottsdale Rd., Suite 150, Scottsdale AZ 85254.

reserve space by:
8/16/10

ad artwork due:
8/23/10

survival tip: advertise on the web!

Want to be seen by **HUNDREDS** of building industry professionals per month? Then take advantage of one of the greatest advances and most popular form of advertising...web ads! These ads are one of the most important methods of attracting visitors to your website, and allow you to:

- Support your brand
- Get builders to remember your company name – increase awareness
- Visually imprint your image on the mind of builders & other industry professionals

Web ads are affordably priced and will appear on the show website (www.southwestbuildersshow.com) from the time you purchase **UNTIL THE END OF THE YEAR!** In addition to the great exposure on our site, we will link your ad back to your own website. There are a maximum of 6 available, so jump on this opportunity now!

ARTWORK SPECIFICATIONS

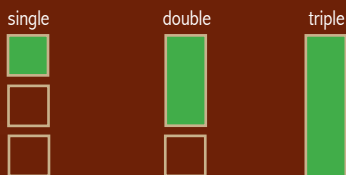
See below for rates and sizes. Please send GIF file (may be animated) to Laura Swanson, swansonl@hbaca.org.



your ad here

WEBSITE ADVERTISING RATES

SIZE	PRICE
Single: 100 x 100 pixels	\$ 250
Double: 100 x 210 pixels	\$ 450
Triple: 100 x 320 pixels	\$ 650



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advertising contract

CONTACT information

ADVERTISER:			Contact:
Address:			Phone:
City:	State:	Zip:	Email:
AGENCY:			Contact:
Address:			Phone:
City:	State:	Zip:	Email:

EXHIBIT GUIDE advertising reserve space by: **8/16/10** ad artwork due: **8/23/10**

Advertising space in the *Official Exhibitor Guide* is limited...reserve your space today! PREMIUM positions are sold on a first-come, first-served basis. You will be notified if the space you are requesting below has already been sold.

STANDARD POSITIONS

- Full Page\$ 500
- Half Page.....\$ 300

PREMIUM POSITIONS

- Back Cover.....\$ 1,500
- Inside Front Cover\$ 1,100
- Inside Back Cover\$ 1,000

WEBSITE advertising

Advertising space on the *show website* is limited...reserve your space today! Banner ad positions are sold on a first-come, first-served basis.

- Single: 100 x 100 pixels.....\$ 250
- Double: 100 x 210 pixels\$ 450
- Triple: 100 x 320 pixels.....\$ 650



ADVERTISING TOTAL: \$

PAYMENT & terms

Rates are in U.S. dollars, and payment must be made in U.S. dollars upon receipt of invoice. Written cancellations must be received thirty (30) days prior to the closing date. Unpaid invoices will accrue an interest charge of 1½ % per month until paid. If the account is unpaid for 90 days, collection proceedings will commence and the advertiser agrees to pay all collection costs at the prevailing market rates for collection, including legal fees incurred by the Home Builders Association of Central Arizona. The advertiser accepts full responsibility and indemnifies the Home Builders Association of Central Arizona from any and all trademark, service mark, copyright misuse and any violations of federal, state or municipal laws or regulations that may be occur as a result of publishing an advertisement for the advertiser. All copy is subject to editing by the Southwest Builders Show *Official Exhibit Guide*. I acknowledge upon signing this contract, that I have read and accept the terms, conditions and policies of this contract; I further understand that this contract contains all elements of this agreement both written and oral.

Authorized Signature: _____ Date: _____

Print Name: _____

- I am sending a check in the amount of \$ _____ made payable to the Home Builders Association of Central Arizona. Send to 16430 N. Scottsdale Rd., Suite 150, Scottsdale AZ 85254.
- I would like to pay by credit card. Please contact me.

FAX SIGNED CONTRACT TO: 480.556.5478
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