

2024 HBA of F-M ADVERTISING & SPONSORSHIP CONTRACT

The undersigned hereby makes application for advertising space and/or event sponsorships indicated on this contract published by the Home Builders Association of Fargo-Moorhead. I understand that this contract is non-cancelable and payment is due as indicated on this contract for the advertising and sponsorship options selected.

- Company acknowledges that the HBA of F-M is not guaranteeing or warranting that the company will experience an increase in sales due to the sponsorship/advertisement.
- Company ultimately acknowledges that all decisions regarding media buys, layout and designs of print, video and audio promotion will remain with the HBA of F-M.
- The HBA of F-M reserve the right to sell additional sponsorships/advertisements or to change the dollar amount of other levels or ad sizes.
- Company will provide the appropriate materials to fulfill sponsor benefits prior to necessary deadlines.

Company: _____

Contact (first and last): _____ Ad Agency (if applicable): _____

Phone: _____ Email: _____ Website: _____

Billing Contact (if different than above): _____ Email: _____

Contact Signature: _____ Date: _____

HBA of F-M Staff Signature: _____ Date: _____

Make your selection(s) on pages 25 and/or 26. Return pages 24-26 to HBA of F-M.

All items will be invoiced at the time of your selections.

Check here to be contacted if you would like to be billed differently.

PAYMENT

If you are sponsoring the Herdina Construction Trades Camp please make checks payable to Home Builders Care of F-M Foundation.

If paying with credit card, the card will be charged in separate transactions.

- Check enclosed to Home Builders Association of Fargo-Moorhead
- Check enclosed to Home Builders Care of Fargo-Moorhead Foundation
- Please charge my credit card:

Credit Card #: _____ Exp. Date: _____ CVV Code: _____

Billing Address: City, State, Zip: _____

Name on Card: _____ Email: _____

Grand Total: \$ _____

Please return pages 24-26 to:

Home Builders Association of Fargo-Moorhead | 1802 32nd Ave S, Fargo, ND 58103 | (701) 232-5846 | jordan@hbafm.com

Very Invested Partner

- Diamond \$20,000
- Platinum \$10,000
- Gold \$5,000

Home & Garden Show

- Title \$10,500
- Parking \$8,000
- Presenting \$7,500
- Preferred \$4,500
- Choice \$2,500
- Workshop \$2,000
- Kids Area \$2,000
- Exhibitor Reception \$2,000
- Show Guide \$1,500
- Supporting \$1,000
- Exhibitor Lounge \$1,000
- Exhibitor Beverage \$500

Parade of Homes

Select Event(s):

- Spring Parade of Homes**
- Fall Parade of Homes**

- Title \$7,500
- Presenting \$4,000
- Preferred \$2,500
- Choice \$1,000

New Year Celebration

- Title \$2,000
- Drink Ticket \$1,200
- Presenting \$1,000
- Preferred \$750
- Dessert \$650

Golf Outings

- Tournament \$5,000
- Eagle \$3,000
- Dinner & Dessert \$2,500
- Beer/Beverage \$2,000
- Birdie \$2,000
- Lunch \$2,000
- Photo Cart \$1,500
- Snack Cart \$1,000
- Golf Hole \$550
- Water \$400

Remodelers Council Picnic

- Title \$1,250
- Beverage \$250

High Noon Shootout

- Title \$1,500
- Presenting \$1,000
- Preferred \$750
- Drink Ticket \$600
- Student Chapter \$500
- Prize \$500

HBA Happy Hour

- Host All Inclusive \$4,500
- Host Regular \$2,250

HBA Networking Night

- Host \$500

Building Industry Connect

- Series Sponsor \$1,800

Education

- MN Contractors \$1,400
- Power Limited Technicians \$400
- Breakfast/Lunch Session Presenter \$350

Herdina Camp

- Title \$12,000
- Adopt-A-Camper \$800
- Contractors Lunch \$400
- Event Partner \$200
- Camper Lunch
- Tool Box

Health, Tech & Trades Career Expo

- Platinum Plus \$2,000
- Platinum \$1,500
- Gold \$1,000
- Silver \$500
- Bronze \$250
- Hospitality

2024 ADVERTISING OPPORTUNITIES PG 18-23

Permits Plus

Annual

Business Card \$620

1/4 Page \$1,065

1/2 Page \$1,600

Individual Months

Indicate month(s)

Business Card \$125,
Month: _____

1/4 Page \$220,
Month: _____

1/2 Page \$345,
Month: _____

Online Member Directory

Website link only \$35

Business Categories \$45 each

Enhanced listing (includes website link) \$260

HBA Website Ad

Interior \$940

Home Page \$1,550

HBA Happenings Email

Body Banner \$35

Header \$45

Home & Garden Show Printed + Digital

___Give me the Buy More Save More Deal*

Guide 1/8 Page \$375

Guide 1/4 Page \$690

Guide 1/2 Page \$1,050

Guide Full Page \$1,675

Guide Inside Front Cover \$2,100

Guide Inside Back Cover \$2,100

Guide Page 1 (full page) \$2,100

Guide Back Cover \$2,450

Guide 2-Page Spread \$3,000

Website Interior Page \$300

Website Homepage \$765

Fargodome Corner Jumbotron \$765

Parade of Homes Printed + Digital

___Give me the Buy More Save More Deal*

Select Event(s):

Spring Parade of Homes

Fall Parade of Homes

Magazine 1/4 Page \$725

Magazine 1/2 Page \$1,100

Magazine Full Page \$1,760

Magazine Inside Front Cover \$2,200

Magazine Inside Back Cover \$2,200

Magazine Page 1 (full page) \$2,200

Magazine Back Cover \$2,650

Magazine 2-Page Spread \$2,650

Printed Map Half Page \$1,115

Printed Map Full Page \$1,785

Website Tile Ad \$1,050

Website Wide Ad \$1,050

Website Side Ad \$1,575

*Home & Garden Show (pg 20) and Parade magazines (pg 22) Buy two ads in our publications and get \$100 off or buy three ads and get \$200 off plus a free ad on the Home & Garden Show website. Must be selected at the same time in order to receive deal.



FILE REQUIREMENTS

Submit all ads and logos to spencer@hbafm.com and kristam@hbafm.com.

LOGO ALLOWABLE FORMATS

High resolution PDF

Adobe InDesign

Adobe Photoshop (.tif or .eps format)

JPEG

All logos must be a minimum of 300 dpi and a minimum of 3.5" wide.

WEBSITE ALLOWABLE FORMATS

JPEG preferred, PNG allowed.

All website advertisements must be a minimum of 72 ppi and no larger than 140 ppi. The file size must be less than 100 kb.

PRINT ALLOWABLE FORMATS

High resolution PDF

Adobe InDesign

Adobe Photoshop (.tif or .eps format)

PRINT SPECS

Include all fonts and supporting files (i.e., scans, logos, illustrations, photos, etc.).

All images must be a minimum of 300 dpi.

No application files such as QuarkXPress, Illustrator, Word will be accepted.

Include bleeds only when creating your PDF. Please do not include page information, trim or printers' marks.

All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi.

Images used from a website are not acceptable as they are RGB and 72 dpi.

All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.

Content must read left to right and no sideways or upside down rotations will be allowed.

