

RRV Home & Garden Show Promotions: Printed Guide + Digital

Be part of the official information sources for the Red River Valley Home & Garden Show! Reach your ideal audience. The 2023 Red River Valley Home & Garden Show guide and website include an exhibitor list, workshop schedule and details about fresh, new promotions like Lake Home Avenue, the Spring Market, Family Fun at Broadway Square plus the ever-popular Beer Garden. We also have a brand new option to advertise on jumbotrons at the Fargodome during the show!



February 24-26, 2023
Fargodome

5,000

copies of guide printed,
distributed at the show and
Hornbacher's

72,500

page views at
homeandgardenshowfm.com

7,000

show attendees

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 (1,000 x 1,000 px) **\$300**

Corner Fargodome Jumbotron Rotating Ad
During Show hours (8,000 x 4,500 px) \$900



PRINTED SHOW GUIDE

- Distributed at all local Hornbacher's 1 week before the show and at the Fargodome.
- Digital copy posted online increases advertiser visibility.
- A resource for attendees, it includes a fold-out map, exhibitor list and classifieds as well as information on all show features.

Ad design specifications and deadlines can be found on page 36.

PRINTED SHOW GUIDE ADS

TWO PAGE SPREAD

WITH BLEED

17.5" X 11.25"

Live text area: 14.5" x 9.75"

FULL PAGE WITH BLEED

8.75" X 11.25"

Live text area: 7.25" x 9.75"

HALF PAGE

Print Size: H 7.25" X 4.75"

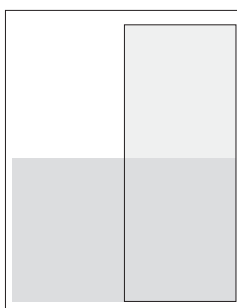
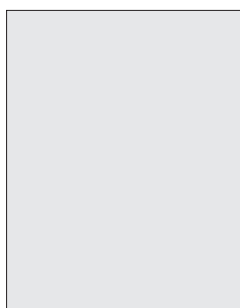
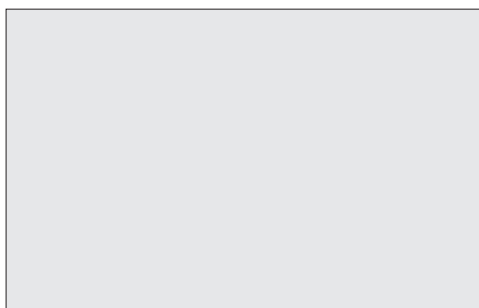
V 3.56" X 9.75"

QUARTER PAGE

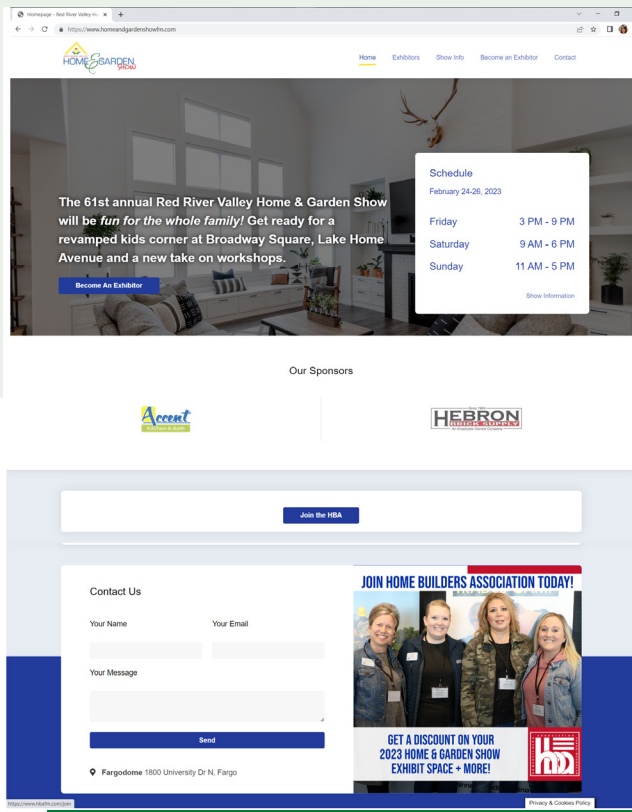
Print Size: 3.56" X 4.75"

EIGHTH PAGE

Print Size: 3.56" X 2.31"



HOMEANDGARDENSHOWFM.COM



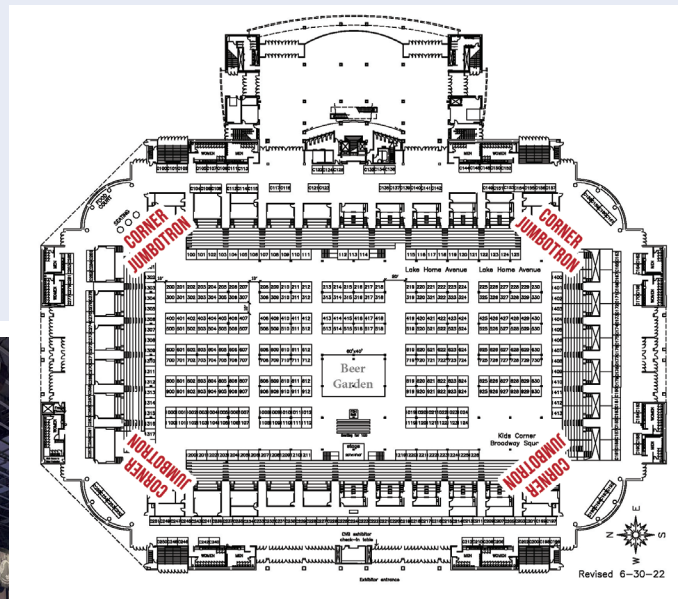
WEBSITE AD



WEBSITE

- Showcased on all content-based website pages
- Only 10 spaces available
- Links to your company website
- \$300
- 1000 x 1000 px

CORNER FARGODOME JUMBOTRON AD



JUMBOTRON

- Rotates with show information for attendees during show hours
- Appears on four corner jumbotrons overlooking the field
- Only 3 spaces available
- \$900
- 8,000 x 4,500 px



2023 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: _____

Contact Signature: _____ Date: _____

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

Make your selection(s) below:

Home & Garden Show

☐ Guide 2-Page Spread \$3,000

☐ Guide Back Cover \$2,450

☐ Guide Page 1 (full page) \$2,100

☐ Guide Inside Front Cover \$2,100

☐ Guide Inside Back Cover \$2,100

☐ Guide Full Page \$1,675

☐ Guide 1/2 Page \$1,050

☐ Guide 1/4 Page \$690

☐ Guide 1/8 Page \$375

☐ Website \$300

☐ Fargodome Corner Jumbotron \$900

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 use my credit card (circle one): Visa/Mastercard/American Express/Discover

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

Billing Address: _____ City, State, Zip: _____

Name on Card: _____ Email: _____ Phone: _____

Grand Total: \$ _____

Please return contract to:

Home Builders Association of Fargo-Moorhead | 1802 32nd Ave. S., Fargo, ND 58103 | spencer@hbafm.com

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 InDesign, 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.