



2008 HBA NEWS ADVERTISING AGREEMENT

Published 10 times per year, the *HBA News* is THE voice of the Central Florida housing industry. HBA members look to the *HBA News* for information about current legislative issues, industry updates, association projects, educational programs and networking opportunities. The *HBA News* is the most effective and economical way for you to reach more than 2,300 HBA of Metro Orlando members and industry professionals. It is the perfect vehicle to target your message locally to this select audience. Start promoting your product or service today in the *HBA News*.

Date: _____ Advertiser (Company Name): _____

Advertising Agency (if applicable): _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

*Billing Company Name: _____

* For accounting purposes please indicate the company under which your invoices will be paid.

Billing Address: _____

City: _____ State: _____ Zip: _____

Frequency: 1X 3X 5X 10X

Insertion Schedule: (check issues desired) Start date: _____ End date: _____

Feb. Mar. Apr. May Jun. Jul./Aug. Sept. Oct. Nov. Dec./Jan.

Space Size: Full 1/2 1/4 1/8 1/16 Classified Insert

Color: Black & White Spot Color (\$100 per color) Four Color (\$250 per insertion)

Specify spot color (\$100 p/color) PMS colors cannot be accepted: Blue Red Yellow

Special Placement (\$100 per insertion): _____

ADVERTISING COST:

Space..... _____
 Four Color (\$250 p/insertion)..... + _____
 Spot Color (\$100 p/color p/ins).. + _____
 Special placement (\$100 p/ins) . + _____
 Total per month..... = _____
 Number of insertions x _____
 TOTAL ANNUAL COST \$ _____
 *10X Annual Payment Discount.. - _____
 TOTAL COST after discount..... = _____

BILLING:

To Advertiser To Ad Agency

PAYMENT:

Check payable to: HBA SERVICES
 Visa MC AMEX
 Card #: _____
 Expiration: _____
 Amount: \$ _____

Terms of Contract

HBA does NOT pay agency commissions or give agency discounts.

All advertisements are subject to the publisher's approval.

Cancellation Policy: Insertion orders cancelled after the 5th day of the month of publication will be billed at black and white space rate.

Advertisers will be billed at the 1X rate unless contract and insertion orders specify higher frequency.

Publisher is only responsible for change/alterations in ads that have been submitted in writing by the advertiser and accepted by the publisher prior to the advertising deadline.

Advertisers and their agencies agree to indemnify and protect the publisher and the association from any claim or action based on content of the advertisement published.

Publisher reserves the right to hold the advertiser and/or agency jointly and severally liable, in the event of non-payment, for such monies as are due.

CONTACT:

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 Communications Director
 Editor, HBA News
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 Jessica@HBAofMetroOrlando.com

*10% discount for 10X insertion contract if PAID IN FULL.

Pre-payment required for first month's insertion of all new advertising.

I understand that this money is non-refundable and agree to follow all advertising conditions listed on the contract and in the rate card.

Authorized Signature: _____ Print Name Clearly: _____

Mail or fax to HBA of Metro Orlando, 544 Mayo Avenue, Maitland, FL 32751 ▪ Ph: 407-629-9242 x107 ▪ Fax: 407-629-6460

2007 DISPLAY ADVERTISING

Member Rates Per Insertion:

Size	1X	3X	5X	10X
Full	\$906	\$816	\$725	\$634
½	\$538	\$487	\$431	\$380
¼	\$346	\$312	\$278	\$244
1/8	\$255	\$232	\$204	\$181
1/16	\$193	\$176	\$153	\$136

Non-Member Rates Per Insertion:

Size	1X	3X	5X	10X
Full	\$1462	\$1326	\$1139	\$1059
½	\$895	\$816	\$742	\$663
¼	\$595	\$550	\$499	\$453
1/8	\$470	\$436	\$402	\$363
1/16	\$374	\$351	\$323	\$295

FOUR COLOR

- Additional charge of \$250 per insertion.

SPOT COLOR

- \$100 per color/per insertion PMS or color matches are not available.

SPECIAL PLACEMENT

- Additional charge of \$100 per insertion.

INSERTS (8.5 x 11 page inserted into center of 2300 copies of the HBA News)

- Inserts require signed HBA News advertising agreement and must be scheduled by the 5th of the month for the following month's issue.
- All inserts must be pre-printed, single page (8½"x11" max). Advertiser is responsible for production costs.
- HBA member rate: \$400.00
Non-member rate: \$650.00
- **Insert delivery deadline: 14th** of the month for following month's issue.
- **Upon receipt of signed advertising agreement and approval by HBA News Editor, inserts must be delivered to:**
Central Florida Publishing
700 West Fulton Street
Sanford, FL 32771
- **"Supplement to the HBA News" must be clearly marked on every box upon delivery**

DEADLINES

- Ad space must be reserved by the 1st of the month for the following month's issue. All artwork is due at the HBA office by the 5th of the month (or the closest working day to that date) for the next month's issue.

CANCELLATIONS

- A penalty of 10% of the yearly value of the advertising agreement will be charged for cancellation of the contract before its expiration date.

PRODUCTION / SPECIFICATIONS

- Preferred artwork submission in PDF format with embedded fonts.
- Ad production services available upon request. Charges will be billed to advertisers in addition to the space fees. Production charges include artwork, typography, screens, halftones, resizing of ads to meet our required specifications, stats made at the advertisers request, and any mailing or delivery charges on special return requests.
- Halftone screens must be 85 lines.
- Proofs are submitted only at the advertisers request and only when copy is received 5 days in advance of the deadline.

AD SIZES

