

# 2010 HBA NEWS ADVERTISING AGREEMENT

THE *HBA NEWS* IS THE VOICE OF THE CENTRAL FLORIDA HOUSING INDUSTRY

The *HBA News* is an all color digitally designed web based publication that reaches over 2,000 HBA of Metro Orlando members bi-monthly. The *HBA News* brings you the most effective and economical way for you to reach an unlimited amount of ad exposure through our enhanced flip book on-line publication. Simply visit [www.HBAofMetroOrlando.com](http://www.HBAofMetroOrlando.com) and with one click you are able to view current and past issues of the *HBA News* with **LIVE AD WEB LINKS!** 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 Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Frequency:  1X  3X  6X

2010 Insertion Schedule: (check issues below)

Feb/ Mar  Apr/May  Jun/Jul  Aug/Sep  Oct/Nov.  Dec./Jan.(2011)

Space Size:  Full Page  Half Page (circle: vertical or horizontal)  Quarter Page

Eighth Page  Business Card

All advertisements will be full color unless submitted otherwise.

**ADVERTISING COST:**

Ad Size..... \_\_\_\_\_

Ad Placement Fee ..... + \_\_\_\_\_

Total per month ..... = \_\_\_\_\_

Number of insertions ..... x \_\_\_\_\_

TOTAL ANNUAL COST ..... \$ \_\_\_\_\_

\*6X Annual Payment Discount... .. - \_\_\_\_\_

TOTAL COST after discount..... = \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

**BILLING:**

To Advertiser  To Ad Agency

**PAYMENT:**

Check payable to: HBA SERVICES

Visa  MC  AMEX

Amount: \_\_\_\_\_

Expiration: \_\_\_\_\_

**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 5<sup>th</sup> day of the month of publication will be billed at contracted 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:**

Chassity Vega  
Executive Coordinator  
HBA News  
Ph: (407) 691-2182  
Fax: (407) 629-6460

\*5% discount for 6X insertion contract if PAID IN FULL.

**Pre-payment required for ALL advertising. The Association reserves the right to pull any advertising for non-payment.**

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: \_\_\_\_\_

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## NEW 2010 ADVERTISING RATES

### Member Rates Per Insertion:

Size	1X	3X	6X
Full	\$250	\$225	\$203
1/2	\$175	\$158	\$142
1/4	\$100	\$90	\$80
1/8	\$50	\$45	\$40

### SPECIAL PLACEMENT- Rate are per issue

- Inside Front Cover (page2)- Add \$75
- First Right Hand Read (Page 3)- Add \$75
- Second Left Hand Read (Page 4)- Add \$50
- Second Right Hand Read (Page 5)- Add \$50

Digital Publications will be uploaded to [www.hbaofmetroorlando.com](http://www.hbaofmetroorlando.com) on the 1<sup>st</sup> of the publication month.

### TOP 6 REASONS TO ADVERTISE IN THE HBA NEWS

- 1- UNLIMITED AD EXPOSURE
- 2- AFFORDABLE
- 3- UP TO DATE WEB TECHNOLOGY
- 4- LIVE AD WEB LINKS
- 5- EACH ISSUES REMAIN ON-LINE AND ABLE TO BE VIEWED FOR THE YEAR
- 6- YOUR AD WILL REACH THE MOST INFULENTIAL BUSINESSES IN THE HOME BUILDING INDUSTRY

Advertisers Initials \_\_\_\_\_  
 For contract purposes

Full Page 8.5 x 11	Half Page
Half Page Vertical	Quarter Page
Eighth Page	No Longer offering this size

### DEADLINES

- Ad contracts must be fully completed and received by the 5<sup>th</sup> of the production month for the following issue. All artwork is due at the HBA office by the 10<sup>th</sup> 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, Tiff, or JPEG format with embedded fonts. 300 DPI Resolution.
- 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.
- Proofs are submitted only at the advertisers request and only when copy is received 5 days in advance of the deadline.