



Greater Atlanta Home Builders Association 2010 Publication Guide

About the Association:

- We are dedicated to promoting, protecting and preserving the homebuilding industry as a viable economic force in the Atlanta area.
- With approximately **1,500 members**, we are the **sixth largest local homebuilders association in the United States**.
- We are affiliated with the Home Builders Association of Georgia and the National Association of Home Builders.

About the Atlanta Area:

- Atlanta remains **one of the most active residential building markets** in the country.
- Due to the Housing and Economic Recovery Act of 2008, Georgia received a total of \$153 million, and the Department of Community Affairs received \$77 million to be obligated within 18 months and expended within five years.

Atlanta Building News Reader Profile

- **Eight out of 10 readers make purchasing decisions.**
- **65% are builders.**
- **46% spend at least 30 minutes** with the magazine.
- **65%** pass along their copy to someone else within their organization.
- **28% save their copy** for reference.

Participating in our communication resources is an easy way to protect your market share and secure top-of-mind awareness with your clients.

Contact your Naylor account executive today to discuss a program designed to fit your advertising needs. Also ask about multi-program discounts.

For more information, please contact:

SaraCatherine Sedberry, Publication Director
 Naylor, LLC
 Direct: (770) 810-6977
 ssedberry@naylor.com



IN PRINT AND ONLINE

Connecting you with 1,500 members throughout the year.



Print:
Atlanta Building News

Our quarterly magazine is a valuable communication tool and member benefit containing timely information on legislative events, current trends, association happenings and much more. *ABN* reaches home builders, remodelers, developers, trade contractors and more.



Electronic:
Atlanta Building News

During the months *Atlanta Building News (ABN)* is not printed, it is available in a digital eNewsletter format.



Annual Membership Directory and Builder Resource Guide

Our members use the annual directory to network within the industry and as guide for purchasing products and services.



eNewsletters

The weekly *Building Blocks* and *Watchdog Report* and the monthly *Economic and Housing Snapshot* allow members to stay informed of timely industry topics and association news, whether they are in the office or on the road.

To learn more about the HBA, visit:
www.atlantahomebuilders.com

Atlanta Building News Magazine

Net Advertising Rates*

*Greater Atlanta HBA members receive 15% off rates.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$3,729.50	\$3,539.50	\$3,339.50
Outside Back Cover	\$3,159.50	\$2,999.50	\$2,829.50
Inside Front or Inside Back Cover	\$2,879.50	\$2,729.50	\$2,579.50
Tab	\$1,929.50	\$1,829.50	\$1,729.50
Full Page	\$1,669.50	\$1,579.50	\$1,499.50
2/3 Page	\$1,449.50	\$1,379.50	\$1,299.50
1/2 Page	\$1,039.50	\$979.50	\$929.50
1/3 Page	\$839.50	\$789.50	\$749.50
1/4 Page	\$639.50	\$599.50	\$569.50
1/6 Page	\$489.50	\$469.50	\$439.50

Black-and-White Rates	1x	2-3x	4x
Full Page	\$1,639.50	\$1,559.50	\$1,469.50
2/3 Page	\$1,389.50	\$1,309.50	\$1,239.50
1/2 Page	\$1,169.50	\$1,109.50	\$1,049.50
1/3 Page	\$829.50	\$779.50	\$739.50
1/4 Page	\$639.50	\$599.50	\$569.50
1/6 Page	\$489.50	\$469.50	\$439.50
1/8 Page	\$349.50	\$329.50	\$309.50

Business Card Exchange



Brand your company and your services WHEN and WHERE our members turn to network and find quality companies committed to the Atlanta homebuilding industry.

Building Green Marketplace



Designed to highlight those companies that have products and services dedicated to high-performance construction. Showcase your company's eco-friendly products and services to your target audience in our Building Green Marketplace.

New Product Spotlight



Do you have a new product you would like to introduce to HBA members? Use our New Product Spotlight to launch your newest products into the market.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Atlanta Building News Magazine

2010 Editorial Calendar

Issue	Features	Ships
January*	Homebuilding Industry Economic Update	
February	The New Reality of Homebuilding and Financing	February
March*	International Builders' Show Recap	
April*	The Foreclosure "Deal": Marketing New Homes to Compete With Foreclosures and Short Sells	
May	Southern Building Show and Conference Preview	April
June*	Spring Cleaning, Spring Greening: Green Building Update	
July*	Builder Licensing Update	
August*	Remodeling Industry Economic Update	
September	Sales and Marketing Trends	September
October*	Home Technology Trends	
November*	50+ Housing Trends	
December	30th Annual OBIE Award Winners	November

*Denotes online edition of Atlanta Building News.

Atlanta Building News Magazine

Direct Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the quarterly print *Atlanta Building News* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in the polybag with our publication will ensure tremendous exposure for your company.

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Rates
1 page (2 surfaces)	<input type="checkbox"/> \$1,499.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$1,879.50
Postcard	<input type="checkbox"/> \$1,879.50

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:



Atlanta Building News Magazine

Business Card Exchange

Take advantage of placing your business card in front of the leaders of the Atlanta homebuilding market. Space is limited for two companies per category. Brand your company and your services WHEN and WHERE our members turn to network and find quality companies committed to the Atlanta homebuilding industry. Don't miss the opportunity to put your business card in the hands of more than 1,500 member companies!

Select from the following options:

2 Insertions: \$419.50/insertion

Winter 2010

Spring 2010

***\$100 savings**

4 Insertions: \$369.50 per insertion

Winter 2010

Summer 2010

Spring 2010

Fall 2010

***\$280 savings**

Choose one category:

Environmental Consultants

Concrete Contractors

Flooring Contractors

Insulation

Insurance

Pest Control

Plumbing Contractors

Roofing Contractors



Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

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Please sign and return to:



Atlanta Building News Magazine

New Product Showcase

Do you have a new product you would like to introduce to HBA members? Use our New Product Showcase to launch your newest, never-before-seen products into the market. Your advertisement includes a 100-word description and picture of the new product. Tell your customers about your new product and the solutions it offers for their company. To participate, fill out the form below and return to your Naylor account executive today. Space is limited, so reserve your spot today!

1/6-page ad, full-color: \$399.50

All rates are per insertion.

Select the issue(s) in which you would like your ad to run:

- Spring 2010
- Summer 2010
- Fall 2010
- Winter 2010



SAMPLE
Not to scale

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Atlanta Building News Magazine

Green Building Marketplace

This special section is designed to highlight those companies that have products and services dedicated to high-performance construction. Showcase your company's eco-friendly products and services to your target audience in our Building Green Marketplace. Contact your Naylor account executive today to secure your space.

Select from the following full-color options:

- \$899.50: 1/2-page, hz.
- \$479.50: 1/4-page, vt.
- \$329.50: 1/8-page, hz.

Choose the issue(s) you would like your ad to appear:

- Spring 2010
- Summer 2010
- Fall 2010
- Winter 2010

All prices are per insertion.



Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:



e-Atlanta Building News

The electronic version of *Atlanta Building News* is sent during the months that *Atlanta Building News* magazine is not printed. This important communication tool and member benefit contains timely information on legislative events, current trends, association happenings and much more.

Atlanta Building News reaches **home builders, remodelers, developers, trade contractors and more**. When you place your company's ad in the electronic *e-Atlanta Building News*, you're letting members know about your products and services while you show support of the HBA. Contact your Naylor account executive today to secure your space.

Each banner opportunity is EXCLUSIVE to four companies ONLY.



Vertical Banner

1 Month | \$300 4 Months | \$750 8 Months | \$1,200

- Only four spots available – NO ROTATION
- Located under Table of Contents on main page and on all article pages. (Ad size: 120 x 240 pixels)
- Electronic issues are published in January, March, April, June, July, August, October and November. (Months subject to change.)

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:



Atlanta Building News Print and Electronic Magazine

Atlanta Building News Packaging Opportunity

Build more exposure and extra value for your company when your ad is featured in both the print and electronic versions of *Atlanta Building News*. Ensuring you are seen every month keeps top-of-mind awareness with your clients. Make sure they call you when it's time to make a purchasing decision. Contact your Naylor account executive today to begin your advertising campaign.

Select from the following options:

1 full-page/full-color print ad and a 8-month vertical banner
\$2,629.50
\$3,129.50 value - \$500 off

1 1/2-page/full-color print ad and a 1-month vertical banner
\$1,849.50
\$2,200 value - \$350 off

1 1/4-page/full-color print ad and a 1-month vertical banner
\$939.50
\$1,139.50 value - \$200 off

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:



eNewsletters

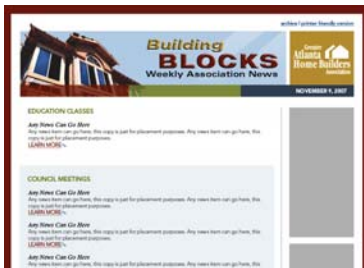
About the eNewsletters:

Now more than ever, professionals want information on the go. *Building Blocks*, *Watchdog Report* and *Economic and Housing Snapshot* allow members to stay informed of timely industry topics and association news, whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 1,500 member companies on a regular basis
 - Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
 - Archives are accessible for unlimited online viewing

ONLY FOUR SPOTS AVAILABLE!!!



Building Blocks: Contains the latest association events and industry news. *Building Blocks* is sent weekly to all HBA members.



Watchdog Report: Focuses on the latest government affairs news and updates. Organized by county, the Watchdog Report is a must-read for information that is key to doing business with the city and county governments. The *Watchdog Report* is sent weekly to all HBA members.



Economic and Housing Snapshot: Focuses on Atlanta's housing industry, including valuable information on permit activity, consumer confidence survey results and economic indicators. The *Economic and Housing Snapshot* is sent monthly to all HBA members.

Option 1: 12 Months

48 issues of *Building Blocks*
 48 issues of *Watchdog Report*
 12 issues of *Economic and Housing Snapshot*

Total Price: \$2,989.50

Option 2: 6 Months

24 issues of *Building Blocks*
 24 issues of *Watchdog Report*
 6 issues of *Economic and Housing Snapshot*

Total Price: \$2,099.50

Option 3: 3 Months

12 issues of *Building Blocks*
 12 issues of *Watchdog Report*
 3 issues of *Economic and Housing Snapshot*

Total Price: \$1,389.50

Ad Specifications for eNewsletters: JPG or GIF: 120w x 240h pixels not to exceed 100kb in size.

eNewsletters

eNewsletter Branding Opportunities

To be included in the eNewsletters, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted), and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Please select one of the following options:

Option 1 | \$2,989.50 **Option 2** | \$2,099.50 **Option 3** | \$1,389.50

All advertisers will receive an invoice for the total amount, due upon activation. When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing, and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. GAH-Q0110

Please sign and return to:



2011 Membership Directory and Builder Resource Guide

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	Greater Atlanta HBA Member	Non-Member
Double Page Spread	\$ 2,969.50	\$3,579.50
Outside Back Cover	\$2,829.50	\$3,259.50
Inside Front or Inside Back Cover	\$2,609.50	\$3,039.50
Tab	\$2,389.50	\$2,819.50
Full Page	\$2,099.50	\$2,529.50
2/3 Page	\$1,719.50	\$2,069.50
1/2 Page	\$1,399.50	\$1,689.50
1/3 Page	\$939.50	\$1,129.50
1/4 Page	\$769.50	\$929.50
1/6 Page	\$579.50	\$699.50
1/8 Page	\$459.50	\$489.50

Black-and-White Rates	Greater Atlanta HBA Member	Non-Member
Tab	\$1,559.50	\$1,819.50
Full Page	\$1,269.50	\$1,529.50
2/3 Page	\$1,119.50	\$1,349.50
1/2 Page	\$889.50	\$1,069.50
1/3 Page	\$639.50	\$769.50
1/4 Page	\$539.50	\$649.50
1/6 Page	\$399.50	\$479.50
1/8 Page	\$349.50	\$419.50

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Building Green Marketplace



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