



Direct access to the Top 20 home builders in Atlanta

- The Greater Atlanta Home Builders Association **represents the Top 20-plus builders** in Atlanta and continues to be the driving force of home building and remodeling activity throughout the metro Atlanta area.
- GAHB is the **5th largest local home builders association** in the country.
- Green building has become a global phenomenon, with 53% of respondents expecting to be dedicated to green on **nearly 4 out of 5** of their projects in the next five years. (Source: *Global Green Building Trends, McGraw-Hill*)

Atlanta Building News Reader Profile

- **4 out of 5 readers** make purchasing decisions
- **More than 2 out of 3** are builders or remodelers
- **65% pass along their copy** to someone else

Atlanta's Top GAHB Home Builders:

Ashton Wood Homes, ATL	Peachtree Residential Properties Inc.
Beazer Homes Corp.	Pulte Homes
D.R. Horton Inc.	Ryland Homes
Jeff Kindsey Communities	Sharp Residential LLC
Meridian Homes USA Inc.	The Knight Group, Inc.
Monte Hewett Homes LLC	The Providence Group
Patrick Malloy Communications LLC	Touchstone Homes Inc.
	Traton Homes LLC

To target these decision-makers and home builders, contact your Naylor representative today!

For more information, please contact:

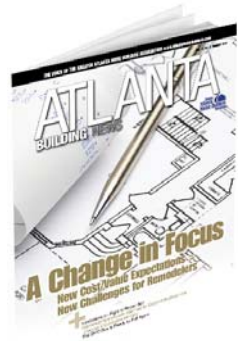


IN PRINT AND ONLINE

Connecting you with the **Top 20-plus builders** in Atlanta throughout the year.

Atlanta Building News magazine

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



Annual Membership Directory and Builder Resource Guide

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

Atlanta Building News Weekly eNewsletter

ABN Weekly allows members to stay informed of timely industry topics and association news, whether they are in the office or on the road.



Who We Are

The Greater Atlanta Home Builders Association (HBA) is a not-for-profit professional trade association dedicated to promoting, protecting and preserving the homebuilding industry as a viable economic force in the Atlanta area. We are comprised of ten geographic chapters and eight specialized councils, led by member volunteers and professional staff, and we strive to address issues unique to the various professionals within the association.

Net Advertising Rates

DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details.

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Full-Color Rates

	1x	2-3x	4x
Double Page Spread	<input type="checkbox"/> \$ 2,819.50	<input type="checkbox"/> \$ 2,679.50	<input type="checkbox"/> \$ 2,549.50
Outside Back Cover	<input type="checkbox"/> \$ 2,369.50	<input type="checkbox"/> \$ 2,289.50	<input type="checkbox"/> \$ 2,209.50
Inside Front or Inside Back Cover	<input type="checkbox"/> \$ 2,159.50	<input type="checkbox"/> \$ 2,079.50	<input type="checkbox"/> \$ 1,999.50
Full Page	<input type="checkbox"/> \$ 1,669.50	<input type="checkbox"/> \$ 1,589.50	<input type="checkbox"/> \$ 1,509.50
2/3 Page	<input type="checkbox"/> \$ 1,459.50	<input type="checkbox"/> \$ 1,389.50	<input type="checkbox"/> \$ 1,319.50
1/2 Page	<input type="checkbox"/> \$ 1,099.50	<input type="checkbox"/> \$ 1,039.50	<input type="checkbox"/> \$ 999.50
1/3 Page	<input type="checkbox"/> \$ 789.50	<input type="checkbox"/> \$ 739.50	<input type="checkbox"/> \$ 709.50
1/4 Page	<input type="checkbox"/> \$ 639.50	<input type="checkbox"/> \$ 599.50	<input type="checkbox"/> \$ 569.50
1/6 Page	<input type="checkbox"/> \$ 479.50	<input type="checkbox"/> \$ 459.50	<input type="checkbox"/> \$ 439.50
1/8 Page	<input type="checkbox"/> \$ 359.50	<input type="checkbox"/> \$ 339.50	<input type="checkbox"/> \$ 319.50

Black-and-White Rates

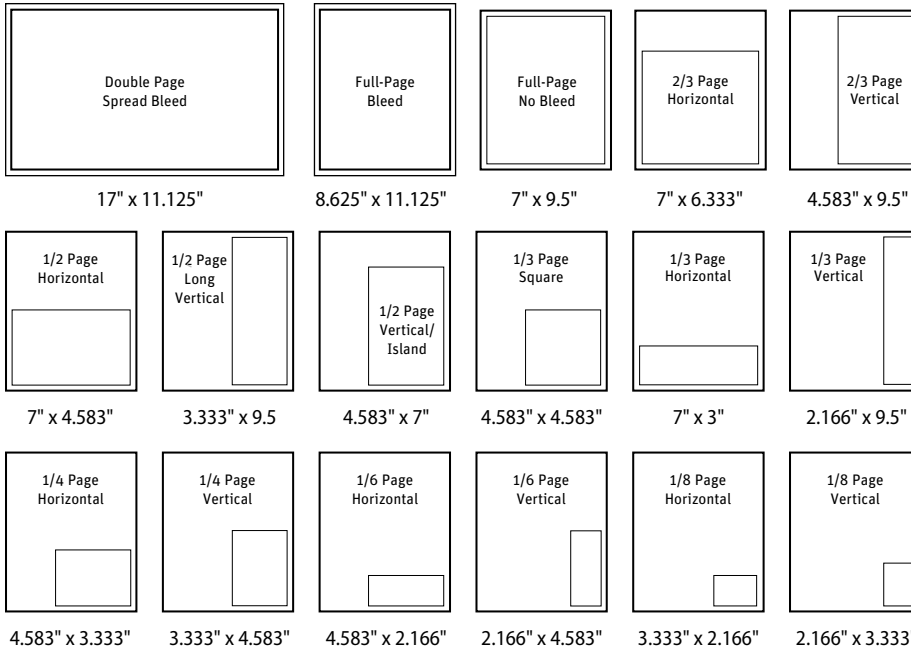
	1x	2-3x	4x
Full Page	<input type="checkbox"/> \$ 1,459.50	<input type="checkbox"/> \$ 1,379.50	<input type="checkbox"/> \$ 1,319.50
2/3 Page	<input type="checkbox"/> \$ 1,239.50	<input type="checkbox"/> \$ 1,179.50	<input type="checkbox"/> \$ 1,119.50
1/2 Page	<input type="checkbox"/> \$ 879.50	<input type="checkbox"/> \$ 839.50	<input type="checkbox"/> \$ 799.50
1/3 Page	<input type="checkbox"/> \$ 629.50	<input type="checkbox"/> \$ 589.50	<input type="checkbox"/> \$ 559.50
1/4 Page	<input type="checkbox"/> \$ 479.50	<input type="checkbox"/> \$ 459.50	<input type="checkbox"/> \$ 439.50
1/6 Page	<input type="checkbox"/> \$ 369.50	<input type="checkbox"/> \$ 349.50	<input type="checkbox"/> \$ 329.50
1/8 Page	<input type="checkbox"/> \$ 269.50	<input type="checkbox"/> \$ 239.50	<input type="checkbox"/> \$ 239.50



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).

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and, if supplied, will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com, and under the Client Support section, click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information and these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Index of Advertisers Categories

Our publications features an Index of Advertisers section in which your company will be listed under the category of your choice and the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad, and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|--|--|
| <input type="checkbox"/> Accounting/Tax Services | <input type="checkbox"/> Commercial Repair & Maintenance | <input type="checkbox"/> E Exterminators/Pest Control |
| <input type="checkbox"/> Advertising Media/Promotions | <input type="checkbox"/> Commercial Trucks | <input type="checkbox"/> Fans |
| <input type="checkbox"/> Affordable Housing Programs | <input type="checkbox"/> Communications | <input type="checkbox"/> Fencing |
| <input type="checkbox"/> Air Conditioning/Heating Contractor | <input type="checkbox"/> Community Planners | <input type="checkbox"/> Financial Institutions |
| <input type="checkbox"/> Air Conditioning/Heating Wholesale/Manufacturer | <input type="checkbox"/> Computer Software/Hardware | <input type="checkbox"/> Financial Services |
| <input type="checkbox"/> Aluminum | <input type="checkbox"/> Concrete Contractors | <input type="checkbox"/> Fire Alarms |
| <input type="checkbox"/> Anti-Graffiti Coatings | <input type="checkbox"/> Concrete Equipment | <input type="checkbox"/> Fire Protection |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Concrete Homes | <input type="checkbox"/> Fireplace Equipment/Accessories |
| <input type="checkbox"/> Appraisers | <input type="checkbox"/> Concrete Products/Suppliers | <input type="checkbox"/> Fireplace Installation |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Concrete Pumping | <input type="checkbox"/> Floor Coverings |
| <input type="checkbox"/> Asbestos | <input type="checkbox"/> Concrete Sawing and Coring | <input type="checkbox"/> Foundation Support Products |
| <input type="checkbox"/> Asphalt Paving | <input type="checkbox"/> Connectors | <input type="checkbox"/> Foundations |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Construction Aggregates | <input type="checkbox"/> Fountains |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Construction Cleanup | <input type="checkbox"/> Framing |
| <input type="checkbox"/> Audio/Video Integration | <input type="checkbox"/> Consultants | <input type="checkbox"/> Garage Doors |
| <input type="checkbox"/> Audio-Video/Home Theatre Contractor | <input type="checkbox"/> Copper Works | <input type="checkbox"/> Garbage Disposal |
| <input type="checkbox"/> Automated Access Systems | <input type="checkbox"/> Countertops | <input type="checkbox"/> Gas Distributor |
| <input type="checkbox"/> Awnings/Canopies | <input type="checkbox"/> Cranes | <input type="checkbox"/> Glass & Mirrors |
| <input type="checkbox"/> Banks | <input type="checkbox"/> Cupolas | <input type="checkbox"/> Glass Scratch Removal/Restoration |
| <input type="checkbox"/> Barricades & Traffic Control | <input type="checkbox"/> Custom Cabinetry & Furniture | <input type="checkbox"/> Glass Tinting & Coating |
| <input type="checkbox"/> Bath Sales/Service | <input type="checkbox"/> Custom Closets | <input type="checkbox"/> Government Agencies |
| <input type="checkbox"/> Blasting | <input type="checkbox"/> Customized Interiors | <input type="checkbox"/> GPS Vehicle Tracking Systems |
| <input type="checkbox"/> Boat Docks | <input type="checkbox"/> Decks | <input type="checkbox"/> Grading/Excavating |
| <input type="checkbox"/> Boring-Horizontal | <input type="checkbox"/> Decorative Concrete | <input type="checkbox"/> Granite |
| <input type="checkbox"/> Brick Manufacturers/Suppliers | <input type="checkbox"/> Decorative Electrical Products | <input type="checkbox"/> Gutters/Downspouts |
| <input type="checkbox"/> Builders | <input type="checkbox"/> Demolition | <input type="checkbox"/> Gypsum Concrete |
| <input type="checkbox"/> Building Products & Materials | <input type="checkbox"/> Designers-Residential | <input type="checkbox"/> Handicap Lifting Equipment |
| <input type="checkbox"/> Cabinets/Countertops | <input type="checkbox"/> Developers | <input type="checkbox"/> Handicapped Consulting |
| <input type="checkbox"/> Cable Television | <input type="checkbox"/> Door Viewer | <input type="checkbox"/> Handyman |
| <input type="checkbox"/> Cad Software | <input type="checkbox"/> Doors | <input type="checkbox"/> Hardware |
| <input type="checkbox"/> Carpentry/Millwork | <input type="checkbox"/> Drafting Services | <input type="checkbox"/> Hardwood Flooring |
| <input type="checkbox"/> Carpet Cleaning | <input type="checkbox"/> Drywall/Sheetrock | <input type="checkbox"/> Hazardous Materials Removal |
| <input type="checkbox"/> Carpeting | <input type="checkbox"/> Electrical Contractors | <input type="checkbox"/> Home & Garden Show |
| <input type="checkbox"/> Ceiling Fans | <input type="checkbox"/> Electrical Equipment & Supplies | <input type="checkbox"/> Home Automation Systems |
| <input type="checkbox"/> Cement Contractors | <input type="checkbox"/> Elevators | <input type="checkbox"/> Home Maintenance |
| <input type="checkbox"/> Central Vac Systems | <input type="checkbox"/> Enclosures | <input type="checkbox"/> House Plan Services |
| <input type="checkbox"/> Ceramic Tile-Install & Repair | <input type="checkbox"/> Energy Conservation Management Services | <input type="checkbox"/> House Wrap |
| <input type="checkbox"/> Chimney Fans For Fireplaces | <input type="checkbox"/> Engineer-Civil Design/Survey | <input type="checkbox"/> Hydroseeding |
| <input type="checkbox"/> Chimney Fans For Fireplaces | <input type="checkbox"/> Engineering Equipment | <input type="checkbox"/> Inspectors-Private |
| <input type="checkbox"/> Civil Engineering | <input type="checkbox"/> Environmental Engineers | <input type="checkbox"/> Insulation Material |
| <input type="checkbox"/> Closet Linings | <input type="checkbox"/> Equipment Rental | <input type="checkbox"/> Insulation-Contractor/Supplier |
| <input type="checkbox"/> Closets | <input type="checkbox"/> Erosion Control Materials | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Columns/Balustrades | <input type="checkbox"/> Estimating | <input type="checkbox"/> Interior Designers |
| | <input type="checkbox"/> Excavating/Grading/Hauling | <input type="checkbox"/> Interiors |

(continued)

Index of Advertisers Categories (continued)

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Internet <input type="checkbox"/> Iron/Ornamental/Welding <input type="checkbox"/> Irrigation Systems & Equipment <input type="checkbox"/> Kitchen Hood Exhaust Ventilator <input type="checkbox"/> Kitchens <input type="checkbox"/> Land Development Companies <input type="checkbox"/> Landfill <input type="checkbox"/> Landscape Architecture & Design <input type="checkbox"/> Landscape Construction <input type="checkbox"/> Landscape Contractors <input type="checkbox"/> Landscape Lighting <input type="checkbox"/> Landscape Putting Greens <input type="checkbox"/> Lead Paint Removal <input type="checkbox"/> Lifts <input type="checkbox"/> Light Bulbs <input type="checkbox"/> Lighting Fixtures <input type="checkbox"/> Lightning Protection <input type="checkbox"/> Locking Systems <input type="checkbox"/> Lumber <input type="checkbox"/> Mailboxes <input type="checkbox"/> Management Services <input type="checkbox"/> Manufactured Housing <input type="checkbox"/> Marble-Suppliers <input type="checkbox"/> Masonry Contractors <input type="checkbox"/> Masonry Suppliers <input type="checkbox"/> Metal-Building <input type="checkbox"/> Metal Fabrication <input type="checkbox"/> Metalworking <input type="checkbox"/> Millwork Manufacturer <input type="checkbox"/> Mobile Modular Offices <input type="checkbox"/> Moisture Barriers <input type="checkbox"/> Mold Remediation <input type="checkbox"/> Mortgage Services <input type="checkbox"/> Mosquito Control <input type="checkbox"/> Mouldings <input type="checkbox"/> Mulch <input type="checkbox"/> Nursery-Wholesale/Retail <input type="checkbox"/> Paint Contractors <input type="checkbox"/> Painting Supplies <input type="checkbox"/> Patio & Decks <input type="checkbox"/> Paving <input type="checkbox"/> Pest Control <input type="checkbox"/> Pipes <input type="checkbox"/> Plumbing Contractors <input type="checkbox"/> Plumbing Fixtures and Supplies | <ul style="list-style-type: none"> <input type="checkbox"/> Pool Renovations <input type="checkbox"/> Pools & Spas <input type="checkbox"/> Portable Toilets <input type="checkbox"/> Power Tools <input type="checkbox"/> Printers <input type="checkbox"/> Professional Service Firms <input type="checkbox"/> Propane/Gas <input type="checkbox"/> Publications <input type="checkbox"/> Real Estate-Development <input type="checkbox"/> Real Estate-Realtors <input type="checkbox"/> Relocation Services <input type="checkbox"/> Renovations <input type="checkbox"/> Residential Construction Waste Management <input type="checkbox"/> Roll-off Service <input type="checkbox"/> Roof Trusses <input type="checkbox"/> Roofing Materials <input type="checkbox"/> Safety Products <input type="checkbox"/> Sand & Gravel <input type="checkbox"/> Saunas <input type="checkbox"/> Screens <input type="checkbox"/> Sealcoating Contractors <input type="checkbox"/> Security Services <input type="checkbox"/> Security Systems <input type="checkbox"/> Septic Tanks <input type="checkbox"/> Sheet Metal <input type="checkbox"/> Shelving <input type="checkbox"/> Siding <input type="checkbox"/> Signs/Displays/Billboards <input type="checkbox"/> Silt Fencing <input type="checkbox"/> Skid Steer Loaders <input type="checkbox"/> Sprinkler Systems <input type="checkbox"/> Stair & Stair Part Manufacturing <input type="checkbox"/> Steel Erection/Fabrication <input type="checkbox"/> Steel Framing <input type="checkbox"/> Stone Building/Landscaping <input type="checkbox"/> Stone Fabrication & Installation <input type="checkbox"/> Straw Blowing/Matting <input type="checkbox"/> Structural Drying/Dehumidification <input type="checkbox"/> Stucco <input type="checkbox"/> Surface Protection <input type="checkbox"/> Surveyors <input type="checkbox"/> Swimming Pools-Construction <input type="checkbox"/> Tennis Court-Construction <input type="checkbox"/> Tile & Stone Suppliers | <ul style="list-style-type: none"> <input type="checkbox"/> Tile Contractors <input type="checkbox"/> Toner Cartridges <input type="checkbox"/> Topsoil <input type="checkbox"/> Trade Show Production <input type="checkbox"/> Tree Services <input type="checkbox"/> Trucking <input type="checkbox"/> Trusses <input type="checkbox"/> Underlayment, Gypsum <input type="checkbox"/> Urban Design <input type="checkbox"/> Utilities <input type="checkbox"/> Vacuum Systems <input type="checkbox"/> Ventilation Equipment & Systems <input type="checkbox"/> Venting Producers <input type="checkbox"/> Wall Coverings <input type="checkbox"/> Warranty Services <input type="checkbox"/> Waste Removal <input type="checkbox"/> Water & Sewer Treatment <input type="checkbox"/> Water & Wastewater Equipment <input type="checkbox"/> Waterproofing <input type="checkbox"/> Web-based Prospect Marketing <input type="checkbox"/> Window Coverings & Tintings <input type="checkbox"/> Window Treatments <input type="checkbox"/> Windows <input type="checkbox"/> Wine Cellar Design & Construction <input type="checkbox"/> Wood Fireplace Mantels <input type="checkbox"/> Wood Flooring <input type="checkbox"/> Zoning Facilitation <input type="checkbox"/> Other: _____ |
|---|--|---|

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____



Atlanta Building News Magazine

Business Card Exchange

Take advantage of placing your business card in front of the leaders of the Atlanta homebuilding market. 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 1,100 member companies! Contact your Naylor account executive to secure your space today.

Select from the following options:

2 Insertions: \$449.50/insertion

- Summer 2012
- Fall 2012

*\$100 savings

4 Insertions: \$399.50 per insertion

- Summer 2012
- Fall 2012
- Winter 2012
- Spring 2013

*\$280 savings



Sample

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Payment Authorization Signature: X _____ Date: _____

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). GAH-Q0212

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: \$429.50

All rates are per insertion.

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

- Summer 2012 (GAH-Q0212)
- Fall 2012 (GAH-Q0312)
- Winter 2012 (GAH-Q0412)
- Spring 2013 (GAH-Q0113)



SAMPLE
Not to scale

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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

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:

- \$969.50: 1/2-page, hz.
- \$519.50: 1/4-page, vt.
- \$359.50: 1/8-page, hz.

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

- Summer 2012 (GAH-Q0212)
- Fall 2012 (GAH-Q0312)
- Winter 2012 (GAH-Q0412)
- Spring 2013 (GAH-Q0113)

All prices are per insertion.



Sample

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Payment Authorization Signature: X _____ Date: _____

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). GAH-Q0212

Please sign and return to:



Atlanta Building News Magazine

Member Company Profile

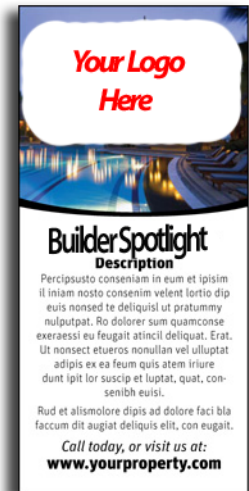
This special section is designed to highlight your company's achievements and your support for the Greater Atlanta HBA. We value your membership and want to help emphasize what makes your company special. Take advantage of this Member Company Profile to include more information on your latest project, your years of experience in the industry, your awards and achievements and more. With this NEW opportunity, brand your company to the leaders of the homebuilding industry who make the purchasing decisions.

Your advertisement includes a 100-word description, company logo, contact information and two complimentary categories in the Index to Advertisers. To participate, complete the form below and return to your Naylor account executive. Space is limited, so reserve yours today! Free ad design available.

- 1/6-page ad, full-color: \$319.50

1. Choose the issue(s) in which you would like your ad to run:

- Summer 2012 (GAH-Q0212)
- Fall 2012 (GAH-Q0312)
- Winter 2012 (GAH-Q0412)
- Spring 2013 (GAH-Q0113)



Sample: not actual size

2. Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = _____ **TOTAL PRICE**

All rates are net and per insertion. Invoices are issued upon publication.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Payment Authorization Signature: X _____ Date: _____

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). GAH-Q0212

Please sign and return to:



Atlanta Building News Magazine

Enhanced Index to Advertisers

Take advantage of the often-read Index to Advertisers page by placing your company's ad directly on the page. This **EXCLUSIVE** opportunity provides high visibility for your ad, and allows you an enhanced index listing. It includes your company name and category in bold red, company logo, tagline and website. This will increase your visibility and will be the **ONLY** enhanced listing.

- 2/3-page ad, full-color: \$1,799.50
Guarantee charge will be waived.

1. Choose the issue(s) in which you would like your ad to run:

- Summer 2012 (GAH-Q0212)
- Fall 2012 (GAH-Q0312)
- Winter 2012 (GAH-Q0412)
- Spring 2013 (GAH-Q0113)



Sample

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

All rates are net and per insertion. Invoices are issued upon publication.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Sales and Marketing Section

In today's competitive climate, it's important for home builders to demonstrate their continued business strength to both clients and competitors. If your company offers sales and marketing solutions to help support home builders, this is the ideal section in which to advertise your products and services and announce special offers. Ensure that home builders throughout the Greater Atlanta area know your commitment to their promotional needs by placing your message in the Sales and Marketing section of the *Atlanta Building News*.

Please select from the following options:

- 1/2-page, full-color: \$1,059.50
- 1/4-page, full-color: \$619.50
- 1/8-page, full-color: \$359.50

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

- Spring 2012 (GAH-Q0112)
- Summer 2012 (GAH-Q0212)
- Fall 2012 (GAH-Q0312)
- Winter 2012 (GAH-Q0412)

All rates are net and per insertion. Invoices are issued upon publication.

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

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: _____

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). GAH-Q0212

Please sign and return to:



Atlanta Building News Magazine

Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *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.

You can also ensure your message is the first readers see by wrapping it around *Atlanta Building News* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Rates
Belly Band	<input type="checkbox"/> \$4,669.50
1 page (2 surfaces)	<input type="checkbox"/> \$1,619.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$2,029.50
Postcard	<input type="checkbox"/> \$1,619.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*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: _____ Website: _____

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

Payment Authorization Signature: X _____ Date: _____

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).

GAH-Q0112

Please sign and return to:

