

HBA E-NEWSLETTER ADVERTISING OPPORTUNITIES

GroundBreaker E-Newsletter

The HBA's e-Newsletter, The GroundBreaker, keeps members up-to-date on association events, industry news and government affairs. This timely news outlet is sent to all HBA members — **more than 2,000 contacts** — twice a month. Ads are sold on a monthly, first-come, first-served basis.

All advertising options, offer live links back to your URL.

1. Leaderboard - Exclusive - at the top of the issue
2. Lead story banner - Exclusive - after first article
3. Topic - Two available - placed in the middle or end of the issue

Sponsor provides the artwork in either PDF or JPG format at 300dp set up at 728 x 90 pixels

The screenshot displays the HBA Groundbreaker e-newsletter layout. At the top is the logo: **HBA Groundbreaker** with the tagline *GREATER AUSTIN HOMEBUILDING INDUSTRY NEWS YOU CAN USE*. Below the logo is a banner for the Phillips Event Center, dated October 7, 2019, with the text: "Book your next corporate event at the Phillips Event Center. MEMBERS SAVE 25% | Contact Pam Gilmour at pam@hbaaustin.com". The main content area features an article titled "Careers in Construction Month/HBA Career Fair" with a photo of construction workers and a "Read More" link. Below the article is another Phillips Event Center banner. At the bottom is a section titled "Membership 101 Lunch Wrap Up" with a photo of a group of people at a lunch event and a "Read More" link.

RATES

Leaderboard

1 mo.....	\$500
3 mos.....	\$1,250
6 mos.....	\$2,500
12 mos.....	\$4,500

Lead Story

1 mo.....	\$400
3 mos.....	\$1,150
6 mos.....	\$2,150
12 mos.....	\$4,150

Topic

1 mo.....	\$250
3 mos.....	\$500
6 mos.....	\$750
12 mos.....	\$1,500

HBA MEMBER-SPONSORED ADVERTISING OPPORTUNITIES

Member Sponsored Eblast - \$1,000

Sponsored email blasts are a great way to target HBA members directly! You provide the artwork and we will send it out to HBA's database of more than 2,000 email addresses. Since the email is sent through regular HBA channels and members have 'opted-in,' the likelihood of emails being filtered out by SPAM filters is slim. Email dates are sold on a first come, first served basis.

- \$1,000 per eblast, limit of 3 per company, per month
- Sponsor provides artwork in JPG or PDF format at 300dpi (600 x 800 pixel recommended size)

Add Social Media! - \$350

Have your member sponsored eblast content posted on the HBA's social channels: Facebook, Twitter, Instagram and Linked In as appropriate.



SAMPLE

SAMPLE

Love your lights

You're Invited!
"First Crush" Preview Event

February 13th
2-7pm at Legend Lighting

Love Your Lights Sale
Up to 75% off select lighting, fans, and display models.

An **exclusive** preview event of our sale, just for you. Come prepared to satisfy your sweet tooth and enter to win our **LOVELY** prizes!

LEGEND LIGHTING
15342 N. Interstate 35 | Austin, Texas 78728
(512) 251-0000

RENRUN
YOU BUILD, WE DELIVER

Email austin@renorun.io now for free deliveries from 2/25-3/01

- ✓ DELIVERED IN AS FEW AS 2 HOURS
- ✓ COMPETITIVE PRICING
- ✓ FREE COFFEES WITH DELIVERIES
- ✓ \$60 FLAT RATE DELIVERY

renorun.io | austin@renorun.io | 844-RENO-RUN

Member Spotlight - \$1,000

The Member Spotlight is an opportunity to tell other members important information about your company and the goods and services you offer. Once purchased, the Member provides a write up about their company which will be featured in the Groundbreaker e-newsletter, as well as in the News section of the HBA website.

- Sponsor provides an article (up to 500 words) and image (optional, but suggested)
- HBA will edit/adjust as needed

HBA Home Builders Association GREATER AUSTIN

ABOUT WHY JOIN? MEMBERS HOME BUYERS EVENTS EDUCATION NEWS

News

Read about recent events, essential information and the latest community news.

MEMBER SPOTLIGHTS	PARADE OF HOMES
OCTOBER 17, 2019 Member Spotlight: Builders Capital	AUGUST 26, 2019 2020 Parade of Homes™ Location and Builders Revealed
OCTOBER 4, 2019 Memberspotlight: Capitol City Insurance	NOVEMBER 4, 2018 People's Choice Award presented to Vogel Builders at 63rd Annual Parade of Homes™
SEPTEMBER 19, 2019 Member Spotlight: Focus 360	OCTOBER 18, 2018 2018 Excellence Award Winners
SEPTEMBER 3, 2019 Member Spotlight: Wick Marketing	
AUGUST 22, 2019 Member Spotlight: Ram Windows	

By submitting this form, you are consenting to receive emails from: HBA of Greater Austin, 78754, <http://www.hbaaustin.com>. You may opt out of these emails at any time by using the link at the bottom of every email. Email Contact

WRITTEN INSURED New Home Warranties

- 1 Year Warranty Designed for New Builders
- 10 Year New Home Warranties
- Homeowner's Selected Coverage Options
- Options for General Liability, Builder's Risk & More
- Three Strong for Nearly 40 Years!

[View as Webpage](#)

HBA Groundbreaker

Greater Austin Homebuilding Industry News

Member Spotlight: Builders Capital

Capitol City Insurance/Assured Partners has been serving the Austin Area for over 50 years, and has been a proud member of the HBA for much of that time. As a partner agent in the Builder Agent Network, an endorsed insurance program of the Texas Association of Builders and the Home Builders Association of Greater Austin, our goal is to find the right insurance program for YOU. [Read More](#)

Member News & Events

New HBA Member, Sunfield's Master-Planned Community Ranks in Top 30 Nationally for Mid-Year Sales by Prestigious Real Estate Firm
Sunfield, a 2,400 acre new home development located just south of Austin, announced today it has been ranked in the Top 30 in mid-year sales nationally for master-planned communities (MPCs) by real estate consulting firm RCLCo. Sunfield sold 245 new homes the first half of the year, ranking it sixth in the state in new home sales, a 41 percent increase over this time last year. [Full Article](#)

Enter the LUXE Red Awards
Calling all architects, builders, interior designers and landscape pros! Submissions are NOW OPEN for the 2020 Luxe RED Awards! [More Details](#)

Grand Opening - Residential Design Services
You're invited to celebrate the grand opening of the Residential Design Services' new showroom on November 7. For more information and to [RSVP click here](#).

HBA ONLINE ADVERTISING

HBA Website Advertising

The HBA website is a great way to build brand recognition. Your ad will be featured in the side bar of ALL web pages of HBAaustin.com with the exception of the home page. Ads are sold on a monthly, first-come, first-served basis.

- Sponsor provides artwork in JPG or PDF format at 300dpi (500 x 350 pixel recommended size)
- Link back to provided URL or email address



Sidebar ad
Size: 500 px x 350 px

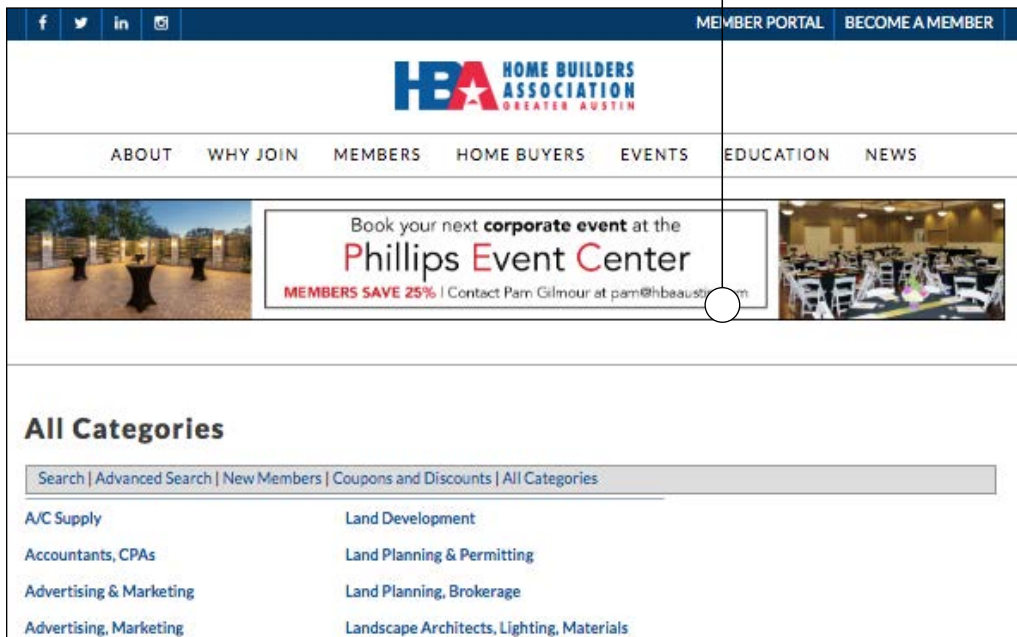
RATES	
1 mo.....	\$500
3 mo.....	\$1,250
6 mo.....	\$2,550
12 mos.....	\$4,500

Online Directory Leaderboard Ad

HBA members regularly visit their page on the Member Portal. Promote your business by purchasing the leaderboard ad at the top of every page within the member portal. Purchase in one, three, six or 12-month blocks.

- Exclusive ad visible by all members in the portal
- Includes live link back to your URL
- Artwork sent by advertiser at 300dpi in JPG or PDF format

Leaderboard Ad
Size: 728 px x 90 px



RATES	
Leaderboard	
1 mo.....	\$500
3 mo.....	\$1,250
6 mo.....	\$2,550
12 mos.....	\$4,500