

Eat. Drink. Connect.

HBA Socials are held the first Wednesday of each month and offer a casual way to meet other members of the HBA community. One HBA Member business sponsors each event at their showroom. Join us or sponsor today!

\$1,000 to Sponsor

Sponsor provides food and drink Must have a showroom and parking to accommodate at least 50 guests. For questions or to secure your spot, contact Director of Programs & Events, Erin Scott at Erin@hbaaustin.com

HBA E-NEWSLETTER ADVERTISING

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 and anyone who has signed up to receive HBA communications — more than 2,500 contacts — twice a month.

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

- 1. Leaderboard at the top of the issue
- 2. First Position place in the middle of the issue
- 3. Second Position placed at the end of the issue

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



GREATER AUSTIN HOMEBUILDING INDUSTRY NEWS YOU CAN USE



October 7, 2019

Careers in Construction Month/HBA Career Fair



If you didn't know, the NAHB designated October as Careers in Construction month. The intent of this designation is to start a conversation with students, and especially parents, about the abundance of job opportunities in the building industry. The hope is to dispel the myth that somehow vocational or trade school degrees and training are not valued as much a traditional college degree. This actually could not be further from the truth. Statistics abound supporting the argument that careers in the trades are some of the most sought after in the nation. Translation: there is a severe supply shortage of and a high demand for



skilled workers. Read More

Book your next corporate event at the Phillips Event Center EMBERS SAVE 25% I Contact Pam Gilmour at pam@hbaaustin



Membership 101 Lunch Wrap Up

On October 2, the HBA welcomed more than 100 new and current members for lunch at the HBA Phillips Event Center. While the focus of the event was partly to meet and help orient new members, it was also an opportunity for active and returning members to learn how to maximize their memberships. So, what does that mean? Read More



RATES

Leaderboard

1 mo	\$750
3 mos	\$1,750
6 mos	\$3,000
12 mos	\$5,000

First Position

/ 1 mo	\$500
3 mos	\$1,250
6 mos	\$2,000
12 mos	\$4,150

Second Position

1 mo	\$250
3 mos	\$600
6 mos	\$900
12 mos	\$1,500

HBA WEBSITE ADVERTISING

HBA MEMBER-SPONSORED EBLASTS

HBA Website Home Page Advertising

The HBA website is a great way to build brand recognition. Your ad will pop up on the most widely visited page of HBAaustin.com - the home page. This page is visited nearly 10,000 times every month so this is an excellent opportunity for lots of exposure.



- Sponsor provides the artwork in either PDF or JPG format at 300dpi set up at 728 x 90 pixels
- Link back to provided URL or email address

RATES	
1 mo	\$1,000
3 mos	\$2,500
6 mos	\$4,000
12 mos	\$7,500

HBA Website Sidebar Advertising

Your ad will be featured in a rotating group of ads in the sidebar of nearly every page of HBAaustin.com - excludes home page. Ads are sold on a monthly, first-come, first-served basis, max. of 3 ads/month.

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

RATES				
1 mo	\$500	6 mos	\$2,000	
3 mos	\$1,250	12 mos	\$4,150	



HBA Website Calendar Advertising

The events calendar is visited more than 7,000 times per month. Your ad will be featured in one of two spots of all calendar pages. Ads are sold on a monthly, first-come, first-served basis.

- Sponsor provides the artwork in either PDF or JPG format at 300dpi set up at 728 x 90 pixels
- Link back to provided URL or email address

1 mo	\$275	6 mos	\$1,300
3 mos	\$720	12 mos	\$2750



Member Sponsored Eblast - \$299

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 2,500 email addresses. Since the email is sent through regular HBA channels and members have 'optedin," the likelihood of emails being filtered out by SPAM filters is slim. Email dates are sold on a first come, first served basis.

- \$299 per eblast, limit of 2 per company, per month
- Sponsor provides artwork in JPG or PDF format at 300dpi (600 x 800 pixel recommended size)



Advertise with the

