

Be social with the HBA



LIMITED
Dates Available

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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
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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

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



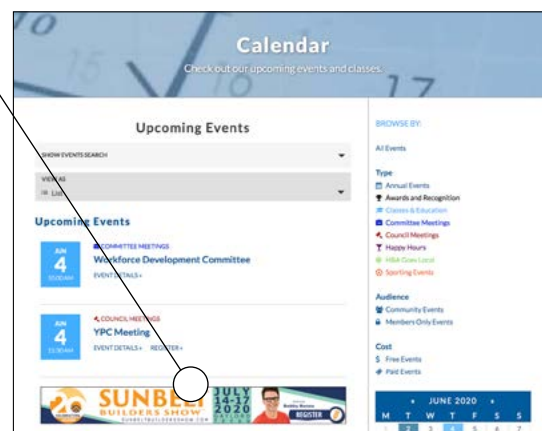
RATES

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



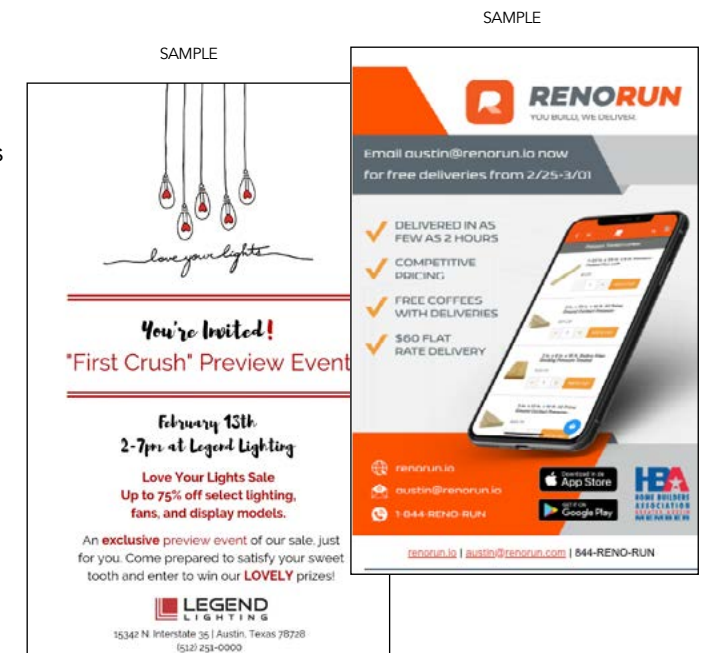
RATES

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

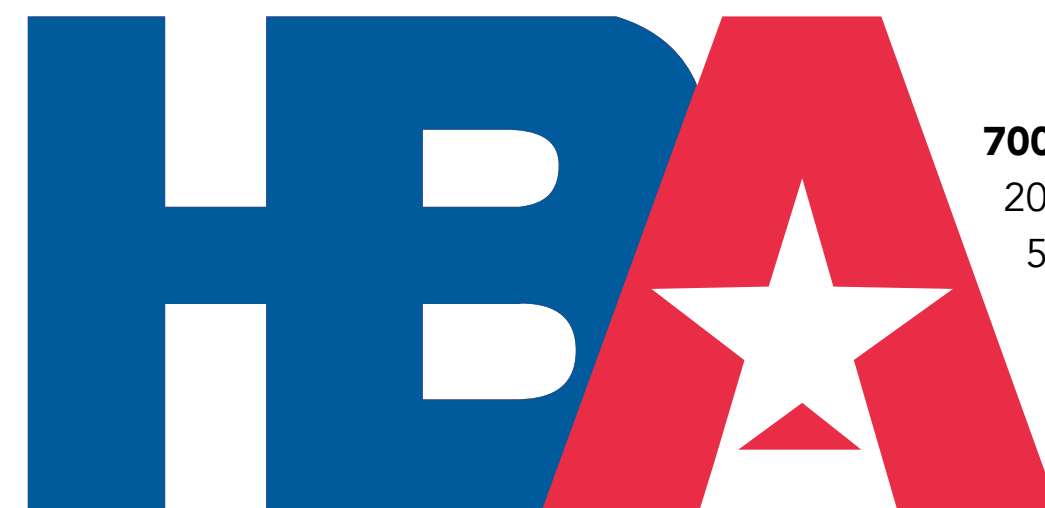
Member Sponsored Eblast - \$299

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 '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.

- \$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



700+ Member Companies
 200+ Builder/Developers
 500+ Associates
 2,500+ Subscribers