



ADVERTISING

movin'
on
UP
SWBS 2012 10/17

reserve space by:
9/7/12

ad artwork due:
9/14/12

NOW IS YOUR CHANCE TO ADVERTISE IN THE 2012 OFFICIAL EXHIBIT GUIDE!

Take advantage of this opportunity to increase your exposure to the more than 1,000 expected attendees at this year's Southwest Builders Show by purchasing advertising space today. The Guide is a full-color showcase of all that the 2012 Southwest Builders Show has to offer including a complete list of all exhibitors. Reserve your space today!

NEW!

30% discount
for exhibitors!

EXHIBIT GUIDE ADVERTISING RATES

PREMIUM POSITIONS	PRICE	save! EXHIBITOR PRICE	SIZE (in inches)
Back Cover	\$ 1,500	\$ 1,000	5.5 x 8.5 (5.75 x 8.75 w/bleed)
Inside Front Cover	\$ 1,100	\$ 750	5.5 x 8.5 (5.75 x 8.75 w/bleed)
Inside Back Cover	\$ 1,000	\$ 700	5.5 x 8.5 (5.75 x 8.75 w/bleed)
STANDARD POSITIONS	PRICE	save! EXHIBITOR PRICE	SIZE (in inches)
Full Page	\$ 500	\$ 350	5.5 x 8.5 (5.75 x 8.75 w/bleed)
1/2 Page	\$ 300	\$ 200	5 x 3.885

Live area full page: 5 x 8

PLEASE NOTE: Booth purchase is a prerequisite for advertising in the Official Exhibit Guide for non-members.

ARTWORK SPECIFICATIONS

EXHIBIT GUIDE

- All ads are full color.
- All ads and digital image files must be supplied in suitable electronic form: 300dpi at actual size in PDF (with fonts embedded), TIFF, JPG, or EPS (create outlines on text). DO NOT SEND Word or Powerpoint files.
- Though not necessary, it is recommended, and in advertiser's best interest, that color proofs accompany all ads.
- PC platform. Programs supported: Adobe CS5 InDesign, Photoshop, Illustrator; Adobe Acrobat.
- Digital files may be sent in preferably by email (5 MB limit) to swansonl@hbaca.org or, if files are too large to email successfully, try sending via YouSendIt.com.

CONTACTS

Premium positions are sold on a first-come, first-served basis. To reserve your ad space, please fill in the Advertising Contract and fax to 602.328.2020 or contact LISA RUGLOSKI, rugloskil@hbaca.org, 602.274.6545. For questions about ad artwork, please contact: LAURA SWANSON, swansonl@hbaca.org, 602.274.6545



Ready to move on up? Advertise on the web!

Want to be seen by **HUNDREDS** of building industry professionals per month? Then take advantage of one of the greatest advances and most popular form of advertising...web ads! These ads are one of the most important methods of attracting visitors to your website, and allow you to:

- Support your brand
- Get builders to remember your company name – increase awareness
- Visually imprint your image on the mind of builders & other industry professionals

Web ads are affordably priced and will appear on the show website (www.southwestbuildersshow.com) from the time you purchase **UNTIL THE END OF THE YEAR!** In addition to the great exposure on our site, we will link your ad back to your own website. There are a maximum of 6 available, so jump on this opportunity now!

ARTWORK SPECIFICATIONS

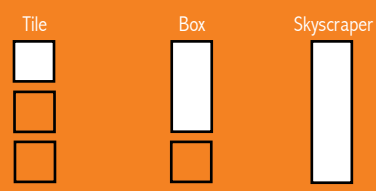
See below for rates and sizes. Please send GIF file (may be animated) to Laura Swanson, swansonl@hbaca.org.

your ad here 

Buy early for maximum exposure!

WEBSITE ADVERTISING RATES

SIZE	PRICE
Tile: 180 x 180 pixels	\$ 300
Box: 180 x 360 pixels	\$ 500
Skyscraper: 180 x 540 pixels	\$ 800



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For questions about ad artwork, please contact: LAURA SWANSON, swansonl@hbaca.org, 602.274.6545



ADVERTISING CONTRACT

CONTACT information

ADVERTISER: _____ Contact: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____ Email: _____

AGENCY: _____ Contact: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____ Email: _____

reserve space by: **9/7/12** ad artwork due: **9/14/12**

EXHIBIT GUIDE advertising

Advertising space in the *Official Exhibit Guide* is limited...reserve your space today! PREMIUM positions are sold on a first-come, first-served basis. You will be notified if the space you are requesting below has already been sold.

STANDARD POSITIONS

	Price	Exhibitor Price
Full Page.....	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$ 350
Half Page.....	<input type="checkbox"/> \$ 300	<input type="checkbox"/> \$ 200

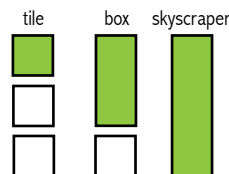
PREMIUM POSITIONS

	Price	Exhibitor Price
Back Cover	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$ 1,000
Inside Front Cover	<input type="checkbox"/> \$ 1,100	<input type="checkbox"/> \$ 750
Inside Back Cover	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 700

WEBSITE advertising

Advertising space on the *show website* is limited...reserve your space today! Banner ad positions are sold on a first-come, first-served basis.

	Price
Tile: 180 x 180 pixels	<input type="checkbox"/> \$ 300
Box: 180 x 360 pixels.....	<input type="checkbox"/> \$ 500
Skyscraper: 180 x 540 pixels	<input type="checkbox"/> \$ 800



AD artwork

We will provide our own ad. We need help creating an ad.

ADVERTISING TOTAL: \$

PAYMENT & terms

Rates are in U.S. dollars, and payment must be made in full in U.S. dollars prior to the printing of the *Official Exhibit Guide*. Written cancellations must be received by 8/7/12. The advertiser accepts full responsibility and indemnifies the Home Builders Association of Central Arizona from any and all trademark, service mark, copyright misuse and any violations of federal, state or municipal laws or regulations that may be occur as a result of publishing an advertisement for the advertiser. All copy is subject to editing by the Southwest Builders Show *Official Exhibit Guide*. I acknowledge upon signing this contract, that I have read and accept the terms, conditions and policies of this contract; I further understand that this contract contains all elements of this agreement both written and oral.

Authorized Signature: _____ Date: _____

Print Name: _____

- I am sending a check in the amount of \$ _____ made payable to the Home Builders Association of Central Arizona. Send to 7740 N. 16th St., Suite 385, Phoenix AZ 85020.
- I would like to pay by credit card. Please contact me.

FAX SIGNED CONTRACT TO: 602.328.2020
 questions? Contact LISA RUGLOSKI, 602.274.6545, rugloskil@hbaca.org