

# 2010 Home Building News

## Publication

The first advertising opportunity of the year is the award-winning **Home Building News**, the monthly tabloid newspaper published exclusively for the Home Builders Association members. It serves as **the HBA's primary communication tool** and is published every month.

Chosen the **Nation's Best Home Builders Association Newspaper** by the Executive Officers Council of the National Association of Home Builders (NAHB), this publication is packed with valuable HBA news and information.

If you're looking to reach the local movers and shakers of the industry, then this is the key publication to place your advertising message!

## Deadlines

**Reservations**.....the 10th of the month prior to the next issue

**Materials Due**.....the 15th of the month prior to the next issue

## Distribution

A total of **2,000 copies** of *Home Building News* will be printed and distributed and made available by direct mail to HBA members and at the HBA offices.

**NEW FOR 2010!** This publication is now posted online at the HBA website featuring a realistic "page-flipping" effect. In addition, when viewers click on your ad, **they will automatically be taken to your company website!**

## Rates

Rates vary by unit size, ranging from 2 to 20 units (full page). See the chart below for sample of popular B&W ad sizes, specifications and rates.

Add **SPOT COLOR** to your ad for an additional \$175 per insertion, or **FULL COLOR** for an additional \$500 per insertion

## Sending your ad

Following is a brief overview of preparing and sending your digital files for publication. For more detailed information about acceptable electronic ad formats, preparation and delivery, please contact your Sales Representative.

- PDF format is preferred.
- Minimum dpi for photos is 300 dpi (85 lpi), 1200 dpi for line art.
- CMYK for color mixes (including spot) rather than RGB.



## Premium Positions

Premium positions such as the **back page**, first right-hand page or others are available on a first come, first served basis and sell quickly. Contact your sales representative for special pricing.

## Reservations

**Schadia Newcombe,**  
Sales Representative

**503.546.9881**

Fax: 503.620.3433

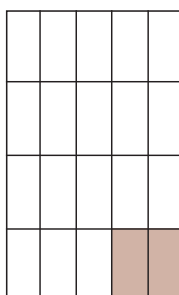
snewcombe@commnewspapers.com



COMMUNITY NEWSPAPERS  
PORTLAND TRIBUNE



Pamplin  
MediaGroup



**1/10 PAGE HORIZ.**

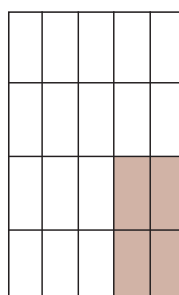
**4U:** 3.875" x 3.938"

**1x=\$175**

**2-5x=\$156**

**6-11x=\$139**

**12x=\$130**



**1/5 PAGE VERT.**

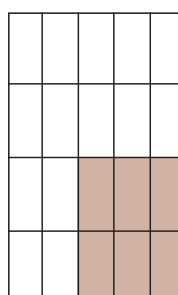
**4U:** 3.875" x 8.125"

**1x=\$404**

**2-5x=\$364**

**6-11x=\$323**

**12x=\$303**



**3/10 PAGE**

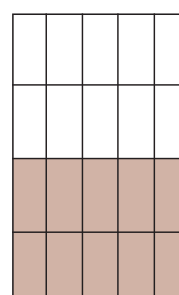
**6U:** 5.875" x 8.125"

**1x=\$462**

**2-5x=\$416**

**6-11x=\$370**

**12x=\$347**



**HALF PAGE HORIZ.**

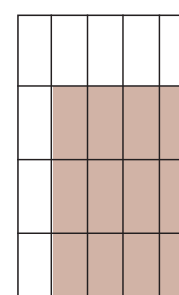
**10U:** 10" x 8.125"

**1x=\$751**

**2-5x=\$676**

**6-11x=\$601**

**12x=\$563**



**3/5 PAGE**

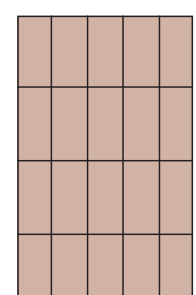
**12U:** 7.875" x 12.312"

**1x=\$866**

**2-5x=\$780**

**6-11x=\$693**

**12x=\$650**



**FULL PAGE**

**20U:** 10" x 16.50"

**1x=\$1,155**

**2-5x=\$1,040**

**6-11x=\$920**

**12x=\$866**