



Stand Out!

**BY FEATURING YOUR PRODUCTS & SERVICES
IN THE 2023 HBASJV MAGAZINES**

- Big discounts available for advertising in multiple issues!
- Widely distributed throughout the community and to visitors
- Premium advertisers also receive a click-through banner ad on the event website
- EXPO Guide Exhibitor Advertisers will also be highlighted on the EXPO map and exhibitor listings

Secure Your Spot TODAY!

For advertising information, or to reserve your advertising space, contact the HBA Office at 574-258-0411 or email Kelsey@hbasjv.com

HBASJV Print Advertising for Magazines

The HBASJV will produce three (3) magazines in 2023 in conjunction with its public events. Advertising in these publications is a great way to increase consumer awareness of your company, products and services! All proceeds support HBASJV member programs.

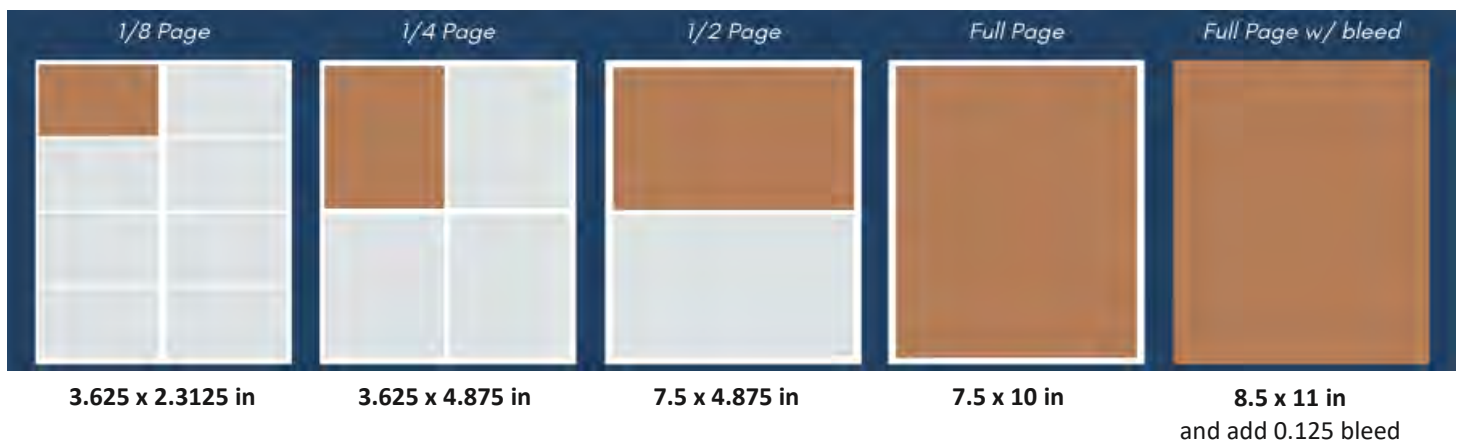
2023 Magazine Distribution (4000-7000 copies will be printed depending on the event):

- Showcases Magazines are distributed throughout Michiana in advance of the event, and available at all Showcase locations
- Home & Outdoor Living EXPO Guide distributed to each attendee during the event.
- Digital Interactive Flipbook versions of each magazine will be featured on HBAShowcase.com or HBAHomeExpo.com with “clickable” links to a web target of your choice.

Deadlines for contracts and ad copy:

- Spring Showcase Magazine: **Wednesday, April 5, 2023**
- Home & Outdoor Living EXPO Guide: **Friday, September 1, 2023**
- Fall Showcase Magazine: **Friday, September 1, 2023**

AD SIZES	HBASJV MEMBER RATES			NON-MEMBER RATES		
	Single Issue:	Two Issues:	Three Issues:	Single Issue:	Two Issues:	Three Issues:
Back Cover*	\$2500	\$4250	\$6000	N/A	N/A	N/A
Inside Front Cover*	\$2200	\$3740	\$5280	N/A	N/A	N/A
Inside Back Cover*	\$2000	\$3400	\$4800	N/A	N/A	N/A
Inside Back Facing*	\$1800	\$3060	\$4320	N/A	N/A	N/A
Full Page	\$1600	\$2720	\$3840	\$2000	\$3400	\$4800
1/2 Page	\$1000	\$1700	\$2400	\$1300	\$2210	\$3120
1/4 Page	\$600	\$1020	\$1440	\$800	\$1360	\$1920
1/8 Page	\$350	\$600	\$840	\$500	\$850	\$1200
2-Page Spread	Please call for size and pricing.			N/A		



Important information for all ads:

All ads must be sized exactly to the dimensions listed above.

- All images and graphics must be 300 dpi at 100% in the document.
- CMYK process colors only
- Fonts must be embedded or outlined

File Formats:

Press-ready PDF preferred.

InDesign, Illustrator or Photoshop files are accepted provided that all fonts and images are included, and all other specifications are met.

Design services available upon request.

* Premium positions available to HBASJV Members only and subject to the HBASJV “First Right of Refusal” Policy.

Advertising Agreement for EXPO & Showcase Magazines

Complete this contract advertise in HBASJV printed magazines during 2023. By signing this agreement, advertiser agrees to the Standard Terms and Conditions on the reverse of this form. Company may submit different ads for each issue if desired, provided they meet the criteria and submission deadlines.

Mail/Email Contract and direct all questions about advertising to:

Kelsey Tyte ♦ kelsey@hbasjv.com ♦ (574) 258-0411 ♦ HBA of St. Joseph Valley, 103 E. Grove St., Mishawaka, IN 46545

Payment by check is preferred, payable to HBASJV. Invoice will be sent upon return of this form. Visa & Mastercard also accepted.

2023 Magazine Advertising Deadlines:

Spring Showcase Magazine Contract & Copy Due:	Wednesday, April 5th
Home & Outdoor Living EXPO Guide Contract & Copy Due:	Friday, September 1st
Fall Showcase Magazine Contract & Copy Due:	Friday, September 1st

Magazine Ad Placements Available

(Check the boxes for size, rate, and issues selected. Premium placements available to HBASJV Members Only. Discounts available to Showcase Exhibitors and EXPO Exhibitors. Contact the HBASJV for discount details.)

HBASJV MEMBER RATES				ISSUES SELECTED		
	Single Issue:	Two Issues:	Three Issues:	Spring Showcase	EXPO Guide	Fall Showcase
Back Cover*	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$4250	<input type="checkbox"/> \$6000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Front Cover*	<input type="checkbox"/> \$2200	<input type="checkbox"/> \$3740	<input type="checkbox"/> \$5280	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back Cover*	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$3400	<input type="checkbox"/> \$4800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back Facing*	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$3060	<input type="checkbox"/> \$4320	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Page	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$2720	<input type="checkbox"/> \$3840	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 Page	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1700	<input type="checkbox"/> \$2400	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1020	<input type="checkbox"/> \$1440	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/8 Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$600	<input type="checkbox"/> \$840	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-Page Spread	<i>Please call for size and pricing.</i>					

NON-MEMBER RATES				ISSUES SELECTED		
	Single Issue:	Two Issues:	Three Issues:	Spring Showcase	EXPO Guide	Fall Showcase
Full Page	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$3400	<input type="checkbox"/> \$4800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 Page	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$2210	<input type="checkbox"/> \$3120	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 Page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1360	<input type="checkbox"/> \$1920	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/8 Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1200	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Company Name: _____

Authorized Representative: (print name) _____

Authorizer Signature: _____ Date: _____

Best Contact for Ad Materials (if different from above): _____

Contact Email address: _____ Contact Phone: _____

** Premium positions available to HBASJV Members only and subject to the "First Right of Refusal" Policy.*

Advertising Agreement: Standard Terms and Conditions

The Home Builders Association (HBASJV), with its principal office at 103 E Grove St., Mishawaka, Indiana (hereafter called the Publisher), reserves the right to approve all advertising copy and the right to reject any advertisement that is contracted for placement in the Showcase Magazines or Member Directory. All Advertising Agreements are subject to acceptance by the Publisher, and upon such acceptance, without further notice to the customer, the Advertising Agreement becomes valid and is governed by the laws of Indiana.

Advertising Policy

The Publisher will not be bound by conditions on other contracts or insertion orders that may be in conflict with the provisions of this contract. All advertisement instructions must be submitted on the Advertising Agreement. The Publisher reserves the right to amend or revise rates, terms and conditions of this Agreement upon 30 days written notice. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the Publisher prior to the effective date of the amendments, cancel its advertising contract, upon payment of any outstanding invoices. If frequency discount is not earned because of cancellation, advertiser agrees to pay difference between frequency rate paid and frequency rate earned.

Ad Materials Responsibility

In the event the advertiser fails to supply ad materials by the closing date, the Publisher reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs regardless of what material is substituted in its place. Final ad materials will be stored for twelve months and destroyed thereafter, unless written request for the return of materials is provided upon ad submission.

Copy Acceptance

Advertising copy furnished by the advertiser shall be in a form acceptable to the Publisher. Publisher reserves the right to edit or reject any advertising it finds, in its sole discretion, to be inappropriate, misleading or objectionable. Advertising that resembles editorial shall be marked "Advertisement" at the top of the ad in not less than 10-point type.

Advertising Design & Production

All ad material shall be submitted in accordance with the Publisher's specifications as set forth in this document. The Publisher reserves the right to adjust the size of ads that do not conform to required dimensions, exclude advertisements from certain pages, and control position of all ads.

Billing

A signed contract and payment for the insertion are due by the first closing date, along with the ad. Subsequent insertions will be billed upon publication. Invoices are net and payable upon receipt unless otherwise noted. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within ten (10) days of billing date. Payment will be made direct to the Publisher at the address in this Agreement. Accounts delinquent 30 days may be charged interest at the rate of 20 percent per annum. Should an advertiser and/or agency default or otherwise be late in payment of advertising invoices, the Publisher has the right to omit the advertisement from the publication. The advertiser and/or agency will forfeit any and all payments previously made toward the purchase of said advertisement. In the event advertiser and/or agency default or are otherwise late in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collections, including but not limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said bills. In such event, the Publisher reserves the right to

either terminate this Agreement or to enforce this Agreement pursuant to the terms set forth.

Cancellations

Cancellations must be in writing and are not considered accepted until confirmed by the Publisher.

Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement for any reason, it is the advertiser's responsibility to notify the Publisher, in writing and within seven days after delivery of first-bound copies/tear sheets. Publisher's liability will not exceed the return of revenue for the ad space. Any adjustments will be based on percentage of ad or message affected. Publisher is not responsible for errors in key numbers, nor is the Publisher responsible for errors that the advertiser failed to identify on the approved advertising proof. In no event shall the Publisher be liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by the Publisher.

Performance

Publisher shall not be held responsible for damages for failure to print or circulate any issue, or for delays in printing said issue. The advertiser shall be entitled to a complete refund of monies if the Publisher fails to print the issue covered by this Agreement. No discount of advertisers monies shall be paid for delays beyond the Publisher's control, including delays caused by production and printing. Performance by the Publisher shall be contingent upon availability of materials and labor, and on interruption by acts of God/nature, riots, warfare, government laws or regulations, vendor delays and/or conditions beyond the Publisher's control. In no event shall the Publisher be liable for incidental or consequential damages incurred by advertiser for failure to print/circulate or the delay in printing/circulation of an issue.

Miscellaneous

The Publisher may assign its rights, duties, and other obligations under this Agreement to any corporation or other entity that becomes the publisher of the contracted publication. This agreement shall be binding upon and shall inure to the benefit of the successors and assigns of the advertiser. In the event that the advertiser ceases to exist or operate then this Agreement will terminate as of said date, except that in the event the principal(s) of the advertiser thereafter continue to engage in the commerce in substantially the same form as before dissolution, this Agreement shall remain in effect and shall be binding upon the successor to the advertiser.

This Agreement shall terminate after the last insertion as set forth in this Agreement is published; provided however, that the Publisher may terminate this Agreement at any time if it ceases to publish the contracted publication.

This agreement sets forth the entire Agreement between the parties hereto and shall be construed under the laws of the state of Indiana. Any waiver by the Publisher of any breach of this Agreement by the advertiser, or any default in payment by the advertiser, shall not be construed as a waiver of any prior or subsequent breach of default of the same or any other provision of this Agreement.

Severability

In case any one or more of the provisions of this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.