



# MEMBER

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# GUIDE

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105 E. GROVE STREET  
MISHAWAKA, IN 46545  
OFFICE: (574) 258-0411

[HBASJV.COM](http://HBASJV.COM)





Dear Member,

The new year is right around the corner, and as always, **I am especially thankful for your membership with us!**

The Home Builders Association of St. Joseph Valley is proud to be a source of information and expertise in the Michiana community and promote all aspects of residential development, construction, and home improvement services.

**We serve our local members through advocacy, networking, education, and cooperative marketing opportunities.**

There are a variety of ways to **promote your business** with targeted exposure to our community as well as among your colleagues in the building and construction industry. This Membership Guide was developed as a projected overview of the upcoming year to help you plan your involvement throughout the year.

Getting the most out of your membership also means **getting involved!** I invite you to join one of our committees or planning team meetings. Even if you can't make a commitment to serve on a committee, there are a variety of other ways to volunteer throughout the year. This is the best way to develop relationships that will ultimately lead to personal development and business growth.

The activities and events featured in this guide are accompanied by descriptions to give you a better understanding of each, but be sure to bookmark [hbasjv.com/events](https://hbasjv.com/events) and **subscribe to our weekly email newsletter** for up-to-date information. Our sponsorship and marketing opportunities include a suggested investment amount and a description of the recognition you can expect in return. Many opportunities are offered on a "first-come, first-served" basis, however for some events previous sponsors may be given priority consideration according to our "Right of First Refusal Policy" (page 16).

To take advantage of any of our sponsorship, advertising and participation opportunities, indicate your choices on the Sponsorship & Marketing Opportunities page (page 5) and return a copy to the HBA Office or via email to [bob@hbasjv.com](mailto:bob@hbasjv.com). We will follow up with you to discuss the details.

I want to help you figure out **what works best for you** and your organization, so if you don't see exactly what you need, or you have other ideas about partnering with our association, please **contact me and let's see what we can do!**

**Thanks again for partnering with us, and here's to another great year!**

*Bob Penrose*

Bob Penrose

Executive Officer

574-303-2027

[bob@hbasjv.com](mailto:bob@hbasjv.com)

# VALUE OF MEMBERSHIP



ADVOCACY



EXPERTISE



NETWORKING

## We build more than homes.

- We advocate for the industry by partnering with State and local leaders who support small business and their essential value.
- We are a resource to our community by providing the expertise of hundreds of industry-leading housing and construction professionals.
- We promote our members and create a referral network for our members to grow their businesses and careers.

## We build community.

DO BUSINESS WITH A MEMBER



[HBASJV.com/Join](https://HBASJV.com/Join)

105 E. GROVE STREET  
MISHAWAKA, IN 46545

## Member Benefits



Free Member Profile Page on [HBASJV.com](http://HBASJV.com)



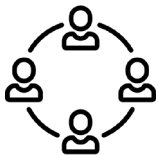
Promote Yourself Through Social Media



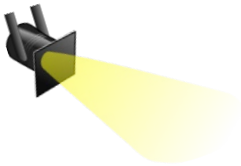
Monthly Newsletter Updates



Free Job Board Postings



Network With Like-Minded Professionals



Featured Member Spotlights



Educational Meetings and Member Events



Leadership Opportunities Through Committees

# 2021 HBASJV Meetings & Events

**Mark your calendars to join us during the upcoming year!**

To learn more about hosting/sponsoring any of our meetings and events, please contact the HBA Office.

## **MEMBERSHIP EVENTS**

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Date TBA	Showcase Kickoff EXPO	<i>Our version of a Members-Only Trade Show</i>
March 17 <sup>th</sup>	St. Patrick's Day Trivia Night!	<i>Joint social event with the BAEC</i>
April 13 <sup>th</sup>	Building Trades Appreciation Night	<i>Member dinner with local students</i>
May 11 <sup>th</sup>	Showcase Awards Gala	<i>Celebration of Builders Showcase Awards</i>
July 13 <sup>th</sup>	Annual HBA Golf Outing	
September 14 <sup>th</sup>	Cornhole Tournament	<i>Annual Fall Social Tailgate &amp; Tourney</i>
November 16 <sup>th</sup>	Annual Meeting of the Members	
December 14 <sup>th</sup>	Christmas Party	

## **COMMUNITY EVENTS**

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March 12 <sup>th</sup> – 14 <sup>th</sup>	Michiana Home Show	<i>Volunteer to represent our HBA Booth</i>
May 7 <sup>th</sup> – 16 <sup>th</sup>	Spring Builders Showcase	
October 16 <sup>th</sup> – 17 <sup>th</sup>	Fall Showcase of Homes	

## **BUILDERS BREAKFAST SERIES**

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1 <sup>st</sup> Wednesday of each month	Monthly presentations by building and development officials from our cities and county. Contact the HBA Office for hosting/sponsorship info.
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## **MEMBER-HOSTED EVENTS**

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Coming Summer 2021	Host a "Happy Hour" Open House at your location, or an educational presentation for our members. Contact the HBA Office for details!
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**Updates to our association calendar will be announced in our email newsletters and online at [HBASJV.com/events](https://HBASJV.com/events)**

# HBASJV Committees & Planning Teams

**Most committees meet monthly throughout the year and are open to any member.**

They are responsible for planning almost everything you see and experience as a part of the HBA!

## **Associates Council** *(Activities & Events Planning)*

- Plans Meetings, Educational Programs, and Events throughout the year. Meets monthly.

## **Budget & Finance Committee**

- Provides financial oversight of the annual HBASJV budget and spending. Meets monthly.

## **Builders Showcase Committee**

- Responsible for planning, promoting, and organizing both the Spring Builders Showcase and the Fall Showcase of Homes. Meets monthly.

## **Golf Outing Planning Team**

- Plans, promotes, and organizes the annual July outing for association members and guests. Meets regularly from February to August.

## **Regulatory Affairs Committee** *(a.k.a. Government Relations & BPAC)*

- Strengthens existing relationships with local permitting and regulatory offices/personnel. Maintains up-to-date information changes in laws and regulations as they affect the home building industry and informs the membership. Meets Monthly.

## **Member Engagement Committee**

- Plans and organizes programs related to the recruitment and retention of HBA Members. Supports the HBA office in welcoming and mentorship of new members. Meets monthly.

## **Workforce Development Council**

- Plan and organize the Association's effort to build the future workforce of our industry. Student outreach events including: "Build Your Future Indiana" and "Tools for Teens". Meets monthly.

**There are seasonal and one-time volunteer opportunities as well! Contact the HBA Office for info.**

# JOIN – ENGAGE – PARTICIPATE – GROW

# Sponsorship & Marketing Opportunities

Feel free to copy this page, indicate your selections and return it to the HBA of St. Joseph Valley. Association staff will follow-up with you on the details, and an invoice will be provided. Payment plans available upon request. Credit cards and E-Checks/ACH can be accepted. There will be a 3% service fee added for credit card charges over \$500.

**Commitments totaling \$2,000 or more and paid (by check) in full by January 31<sup>st</sup>, 2021, will receive a 3% rebate.**

## Member-Hosted and Education Page 6

- |  |                          |
|--|--------------------------|
| <input type="checkbox"/> Builders Breakfast Series | <i>Provide Meal</i>      |
| <input type="checkbox"/> Member-Hosted Education   | <i>Food &amp; Drinks</i> |
| <input type="checkbox"/> Member-Hosted Happy Hours | <i>Food &amp; Drinks</i> |

## Trivia Night! Page 7

- |   |       |
|---|-------|
| <input type="checkbox"/> Awards Sponsor         | \$500 |
| <input type="checkbox"/> Round Sponsors         | \$100 |
| <input type="checkbox"/> Team of 8 Registration | \$240 |

## Building Trades Appreciation Dinner Page 7

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> Presenting Sponsor | <b>SOLD</b> \$1500 |
| <input type="checkbox"/> Sponsor-a-Student  | \$25               |

## Builders Showcase Page 8

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Presenting Sponsor            | \$9000              |
| <input type="checkbox"/> TV & Radio Co-op Partnerships | <i>Market rates</i> |
- Print advertising also available* *See below*

## Showcase Awards Celebration Page 8

- |   |        |
|---|--------|
| <input type="checkbox"/> Presenting Sponsor | \$3000 |
|---|--------|

## Golf Outing Page 9

- |   |        |
|---|--------|
| <input type="checkbox"/> Presenting Sponsor               | \$2500 |
| <input type="checkbox"/> Lunch Sponsor                    | \$500  |
| <input type="checkbox"/> Beverage Sponsor                 | \$500  |
| <input type="checkbox"/> 19th Hole & Awards Party Sponsor | \$500  |
| <input type="checkbox"/> Special Contest Hole Sponsor     | \$350  |
| <input type="checkbox"/> Hole Sponsor                     | \$150  |
- ☐ Prizes – I would like to donate a prize to be used for a hole contest or a raffle prize.
- ☐ Golfer Gift Items: \_\_\_\_\_  
(Write in item you would like to provide.)

## Building Trades Golf Ball Drop Page 10

- |   |        |
|---|--------|
| <input type="checkbox"/> Presenting Sponsor | \$1000 |
|---|--------|

## Cornhole Tournament & Tailgate Page 10

- |   |       |
|---|-------|
| <input type="checkbox"/> New Board Sponsors | \$400 |
| <input type="checkbox"/> Returning Sponsors | \$200 |

## Fall Showcase of Homes Page 11

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Presenting Sponsor            | \$4000              |
| <input type="checkbox"/> TV & Radio Co-op Partnerships | <i>Market rates</i> |
- Print advertising also available* *See below*

## Digital Advertising Opportunities Page 11

- |   |             |
|---|-------------|
| <input type="checkbox"/> Website Banner Ads                                   | \$50 /Month |
| Number of Months to be purchased: _____                                       |             |
| <input type="checkbox"/> Sponsor Spotlight in the Weekly HBA Email Newsletter | \$25 /Week  |
| Number of Weeks to be purchased: _____  |             |

## Print Advertising Opportunities Page 12

*Complete Advertising Agreement Form on Page 10*

- |  |
|--|
| <input type="checkbox"/> Member Directory & Resource Guide (January) |
| <input type="checkbox"/> Builder Showcase Magazine (April)           |
| <input type="checkbox"/> Fall Showcase of Homes Magazine (September) |

Total Print Advertising: \$ \_\_\_\_\_

## Other Donation Opportunities Page 16

*All our programs are supported by member donations!*

### TOTAL MARKETING COMMITMENT

\$ \_\_\_\_\_

# Member-Hosted Events and Education

Would you like to show off your facility or showroom to all our HBA members? Do you have a conference room that would accommodate 20-30 people? These opportunities would allow you to support the HBA and gain exposure for your business!

Beginning in Summer 2021, we will help promote an HBA Member Happy Hour or Education Meeting at your company location. Locations, dates, and topics are all flexible, so contact us to help create a promotional event that is right for you!



## Host an HBA Happy Hour

You get to show off your facility by hosting an HBA Happy Hour event! Provide food, drinks, entertainment, giveaways, etc. for 50-75 guests.

Your company name/logo on all printed and/or digital announcements and promotions for the event.

Opportunity to address the group and talk about your services.

## Host an Educational Meeting

Host the meeting and provide lunch or breakfast.

(Your room would need to accommodate 20-40 attendees)

Your company name/logo on all printed and/or digital announcements and promotions for the event.

Opportunity to address the group and talk about your services.

## Sponsor an Educational Meeting

The HBA would arrange for food and venue.

Your company name/logo on all printed and/or digital announcements and promotions for the event.

Opportunity to address the group and talk about your services.



# RETURNING IN 2021

## FIRST WEDNESDAY OF EACH MONTH

### 8:30 - 9:30AM

### LOCATIONS TBA

FREE FOR ALL MEMBERS  
REGISTRATION REQUIRED

CONTACT THE HBA OFFICE TO SPONSOR A MEETING

Monthly presentations by building and development officials from our cities and county.  
Contact the HBA Office for hosting and/or sponsorship information.



## Joint fundraising event with the Builders Association of Elkhart County!

### Awards Sponsor - \$500

**(Limited to 1)**

- Your company name/logo on all printed and digital announcements and promotions for the event
- Your logo on the screen before, during, and after the event (except during the question rounds)
- Company-provided backdrop or banner on display
- 3-5 minutes to "kick off" the event from the podium
- Meal included for 2 attendees

### Team Registration - \$240

**(Unlimited)**

- A table of 8 for trivia and dinner

### Round Sponsors - \$100

**(Limited to 8)**

- Your company name/logo on our online registration page leading up to the golf outing
- Your company logo on the screen for one round of trivia
- Verbal acknowledgement from the emcee

### Prizes

**(Unlimited)**

- Donate a prize valued \$25-\$50 (used for raffle prizes and games of chance).
- All prize donors will receive verbal recognition and your company name on table signs.



This unique membership meeting brings together our great companies and the students from our 3 partner building trades programs. Each year, we welcome approx. 40-60 Juniors and Seniors from Penn, Mishawaka and the South Bend high schools for networking, dinner, presentations, and entertainment. This year's event is scheduled for **Tuesday, April 13<sup>th</sup>, 2020**.

### Presenting Sponsor - ~~\$1500~~ **SOLD** (Limited to 1)

- Your company name/logo on all printed and digital announcements and promotions for the event
- Your logo in the printed program
- Company-provided backdrop or banner on display
- 3-5 minutes to "kick off" the event from the podium

Meal included for 2 attendees

### Member Registration - \$25

**(Unlimited)**

Dinner registration

### Sponsor-a-Student - \$25

**(Approx. 40-60)**

Each additional \$25 pays for one building trades student to attend

# Builders Showcase

This annual tradition is our biggest public-oriented event of the year. Each year some of our finest builders showcase their best work in a community-wide open house tour that is free to the public. This event is only made possible by our sponsors and advertisers and the proceeds help to fund the HBA programs and operations throughout the year. The 2021 Builders Showcase will be **May 7<sup>th</sup> through May 16<sup>th</sup>**.

## **Presenting Sponsor - \$9000 (Limited to 1)**

Your company name/logo on all TV, radio, print and digital advertisements for the event.

Your logo on the cover of the Spring issue of the Showcase Magazine, on event posters, and on flyers to be distributed at the Michiana Home Show.

Full page color advertisement on the inside front cover of the Spring issue of the Showcase Magazine.

Complimentary registration for you and your guests or employees at the Showcase Awards Celebration on May 11<sup>th</sup>, as well as acknowledgement from the emcee during that event.

## **Radio Co-op Partnerships (Limit 5)**

Advertise your company alongside the HBA and the Builders Showcase. Packages will be customized according to your needs and offered at the current market rates.

HBA will cover part of the cost for the first 5 partners and production is included.



## **TV Co-op Partnerships (Limit 5)**

Feature your company in a cooperative TV commercial for the Builders Showcase! Full Shares and 1/2 Shares available at current market rates.

HBA will cover part of the cost for the first 5 partners. Production is included and TV spots will run for 2 weeks leading up to the Showcase.

## **Print Advertisements in the Spring issue of our Showcase Magazine (Unlimited)**

Please see the print advertising section (page 13) for pricing and agreement. Discounts available for ads in multiple issues.

# Showcase Awards Celebration

One of the most popular events of 2019! Join us as we present the "Best Of" awards for the Builders Showcase and recognize the participants. The 2021 Showcase Awards Celebration will be Tuesday, **May 11<sup>th</sup>**.



## **Presenting Sponsor - \$3000 (Limited to 1)**

Your company name/logo on all printed and digital announcements and promotions for the event.

Company-provided backdrop or banner on display.

Acknowledgement from the emcee and opportunity to announce the award winners.

Opportunity to provide gift bags for the attendees.

Complimentary registration for representatives of your company.

## **Member Registration - \$25 (Unlimited)**

# Golf Outing



## **Presenting Sponsor - \$2500**

***(Limited to 1)***

Your company name/logo on all printed and digital announcements and promotions for the golf outing

Your logo will be co-branded with HBASJV on a gift for each golfer to commemorate the event

Company-provided signage on display in the staging area.

Opportunity to address the players before the start of play

Opportunity to have your employees work at the sign-in table to interact with every player

A table/booth at a designated tee box on the course for promotional materials, giveaways, prizes, etc.

Lunch for 4 persons and the 19<sup>th</sup> Hole After-Party for 4

## **Beverage Sponsor - \$500**

***(Limited to 1)***

Your company name/logo on our online registration page leading up to the golf outing

Your company name/logo on the printed rules sheet that accompanies each cart

Recognition during the announcements prior to the start

Opportunity to have your employees work at the sign-in table to distribute beverage coolers

A table/booth for your company at a designated tee box on the course for giveaways, prizes, etc.

Lunch for 4 persons and the 19<sup>th</sup> Hole After-Party for 4

## **19<sup>th</sup> Hole After-Party Sponsor - \$500**

***(Limited to 1)***

Your company name/logo on our online registration page leading up to the golf outing

A table/booth for your company for promotional items, giveaways, prizes, etc. on display in the dining room

Recognition during the announcements prior to the shotgun start

Lunch for 4 persons and the 19<sup>th</sup> Hole After-Party for 4

## **Lunch Sponsor - \$500**

***(Limited to 1)***

Your company name/logo on our online registration page leading up to the golf outing

A table/booth for your company for promotional items, giveaways, prizes, etc. on display in the dining room

Recognition during the announcements prior to the start

Lunch for 4 persons and the 19<sup>th</sup> Hole After-Party for 4

## **Special Contest Hole Sponsor - \$350**

***(Limited to 8)***

Your company name/logo on our online registration page leading up to the golf outing

A table/booth for your company at a designated tee box on the course for giveaways, prizes, etc.

Your company runs a special game/activity or sponsors a contest (such as the Hole-in-one, Longest Drive, etc.)

Lunch for 2 persons and the 19<sup>th</sup> Hole After-Party for 2

## **Single Hole Sponsor - \$150**

***(Unlimited)***

Your company name on a tee box sign out on the course

Lunch for 1 person and the 19<sup>th</sup> Hole After-Party for 1

## **Raffle & Door Prizes**

***(Unlimited)***

Donate a prize valued \$25-250 (used for raffle prizes and hole contests). All prize donors will receive verbal recognition and your company name on table signs.

## **Golfer Grab & Go Goodies**

***(1 per type of item)***

Donate items for the golfers' Grab & Go Goodie Station! Examples include: Balls, Tees, Towels, Can Coozies, Ball Markers, or other promo items. (Limit 1 per type of item)

## **Register your golf team**

***(32 teams)***

Golf Registration will open in April.

## **Early Bird rate is \$500 per foursome and includes:**

Greens fees and Carts, Team Bonus Kit (mulligans, yard sticks, etc.), Beverages on the course, Lunch for 4, and the 19<sup>th</sup> Hole After Party for 4

# Building Trades Golf Ball Drop

The 3<sup>rd</sup> Annual Building Trades Ball Drop will be **Tuesday, July 13<sup>th</sup>** (immediately preceding the Golf Outing shotgun start).  
Purchase your numbered golf balls for a chance to win \$2500 cash!

## **Presenting Sponsor - \$1000** *(Limited to 1)*

Your company name/logo on all printed and digital announcements and promotions for the event  
Your company logo printed on all 1000 tickets to be sold  
Company-provided signage on display in the staging area  
Opportunity to address the attendees and "count-down" the drop  
Lunch included for 4 attendees



## **Bucket Truck Sponsor – (provide truck)** *(Limited to 1)*

Your company name/logo on all printed and digital announcements and promotions for the event  
Your company logo printed on all 1000 tickets to be sold  
Company-provided signage on display in the staging area  
Lunch included for 4 attendees

Tickets will be on sale starting in May:

1 for \$10	9 for \$70
4 for \$35	18 for \$125



Our Annual Cornhole Tournament is filled with the same great fun and competition! Your registration will include optional participation in the 2-person cornhole tournament. Bring a guest! Join us on **Tuesday, September 13<sup>th</sup>, 2021**.

## **Board Sponsor (New) - \$400** *(Limited to 8\*)*

Set of custom boards with your company logo/design  
Sponsor Recognition in printed and digital announcements leading up to the event  
Registration for 2 at the event

## **Board Sponsor (Returning) - \$200** *(Limited to 8\*)*

If we created your set of custom boards in 2020, we can use them again!  
Sponsor Recognition in printed and digital announcements leading up to the event  
Registration for 2 at the event

## **Member Registration - \$25** *(Unlimited)*

Meal registration per person  
Includes optional participation in the Cornhole Tourney

**\* Total Board Sponsors (New & Returning) limited to 8**

# Fall Showcase of Homes

Our Fall Showcase of Homes features newly constructed homes, remodels and other homes in various stages of construction allowing visitors to get a sneak peek behind the building process. The Fall Showcase of Homes will be **October 16<sup>th</sup> and 17<sup>th</sup>**.



## **Presenting Sponsor - \$4000 (Limited to 1)**

Your company logo on all TV, radio, print and digital advertisements for the event.

Your logo on the cover of the Fall issue of the Showcase Magazine and event posters.

Full page color advertisement on the inside front cover of the Fall issue of the Showcase Magazine

## **Radio Co-op Partnerships (Limit 5)**

Advertise your company alongside the HBA and the Builders Showcase. Packages will be customized according to your needs and offered at the current market rates.

HBA will cover part of the cost for the first 5 partners and production is included.

## **TV Co-op Partnerships (Limit 5)**

Feature your company in a cooperative TV commercial for the Builders Showcase! Full Shares and 1/2 Shares available at current market rates.

HBA will cover part of the cost for the first 5 partners. Production is included and TV spots will run for 2 weeks leading up to the Showcase.

## **Print Advertisements in the Fall issue of our Showcase Magazine (Unlimited)**

Please see the print advertising section (page 13) for pricing and agreement. Discounts available for ads in multiple issues.

# Digital Marketing Opportunities

## **Place your company's Banner Ad on [hbasjv.com](http://hbasjv.com)**

**\$50 / Month (up to 4 available per month)**

The Association website averages over 10,000 unique visitors per year, many of which are consumers looking for your company to provide a service they need! Web traffic varies throughout the year with spikes around major events.

- |                                   |                                |                                    |                                   |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> April | <input type="checkbox"/> July      | <input type="checkbox"/> October  |
| <input type="checkbox"/> February | <input type="checkbox"/> May   | <input type="checkbox"/> August    | <input type="checkbox"/> November |
| <input type="checkbox"/> March    | <input type="checkbox"/> June  | <input type="checkbox"/> September | <input type="checkbox"/> December |

## **Sponsor the Weekly E-Newsletter**

**\$25 each (approx. 40 available)**

Your company logo or banner ad accompanied by a brief "Thank you" message included in the weekly Email Newsletter. Our contact list includes over 350 members and other industry contacts. Contact HBASJV Staff to request a specific week or choose a month during which your sponsorship will appear and let the HBA Staff determine the best placement.

- |                                   |                                |                                    |                                   |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> April | <input type="checkbox"/> July      | <input type="checkbox"/> October  |
| <input type="checkbox"/> February | <input type="checkbox"/> May   | <input type="checkbox"/> August    | <input type="checkbox"/> November |
| <input type="checkbox"/> March    | <input type="checkbox"/> June  | <input type="checkbox"/> September | <input type="checkbox"/> December |

# Member Directory Advertising

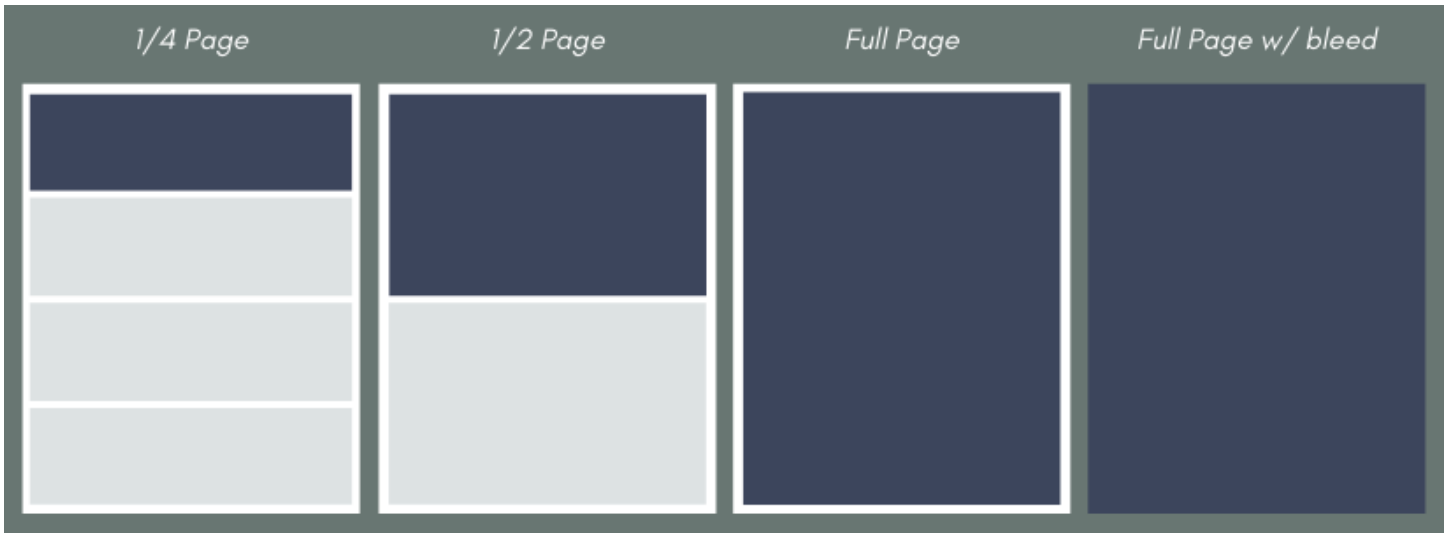
The annual Member Directory and Resource Guide will be printed in early 2021. It is distributed to each of our members, as well as other industry partners, regulatory officials, and the public through outreach events (Builders Showcases, Michiana Home Show, etc.). A Digital Interactive Flipbook version of the directory will also be featured on the HBA website ([hbasjv.com](https://hbasjv.com)) and your ad in the digital magazine will be “clickable” to direct visitors to an online link of your choice. Advertising in this special publication can enhance your member-to-member marketing efforts as well as increase consumer awareness of your company, products, and services.

## **2021 Advertising Deadline**

Membership Directory Contract & Copy Due: Thursday, January 28<sup>th</sup>

***Advertising in the Member Directory is exclusive to HBASJV members!***

AD SIZES	(W x H) NO BLEED	W/ 0.125 BLEED	Ad Rate	Discount Rate for Magazine Advertisers**
Back Cover	4.4375 x 7.125 in.	5.5 x 8.5 in.	\$1000	\$900
Inside Front/Back Cover	4.4375 x 7.125 in.	5.5 x 8.5 in.	\$900	\$810
Inside Front/Back Facing Page	4.4375 x 7.125 in.	5.5 x 8.5 in.	\$900	\$810
Full Page	4.4375 x 7.125 in.	5.5 x 8.5 in.	\$800	\$720
1/2 Page	4.4375 x 3.46875 in.	N/A	\$500	\$450
1/4 Page	4.4375 x 1.64 in.	N/A	\$300	\$270



## **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

Print-ready ads are preferred, but we can assist with design if needed.

## **File Formats:**

Press-ready PDF preferred. Files accepted in InDesign if all fonts and images are included. Illustrator or Photoshop files also accepted if all above specifications are met.

**\*\* Save 10% on your Directory Ad Rate by making any commitment to advertise in our Showcase Magazine(s)**

# Showcase Magazine Advertising

Two Showcase Magazine issues will be printed in conjunction with our Builders Showcase in May, and the Fall Showcase of Homes in October. At least 2000 printed copies will be produced along with a Digital Interactive Flipbook version which will be featured on the HBA Showcase Website ([www.hbashowcase.com](http://www.hbashowcase.com)). Your ad in the digital magazine will be “clickable” to direct visitors to an online link of your choice.

These magazines are distributed throughout Michiana and are a great way for you to connect with a targeted market of people interested in homeownership or home improvement!

## 2021 Advertising Deadlines

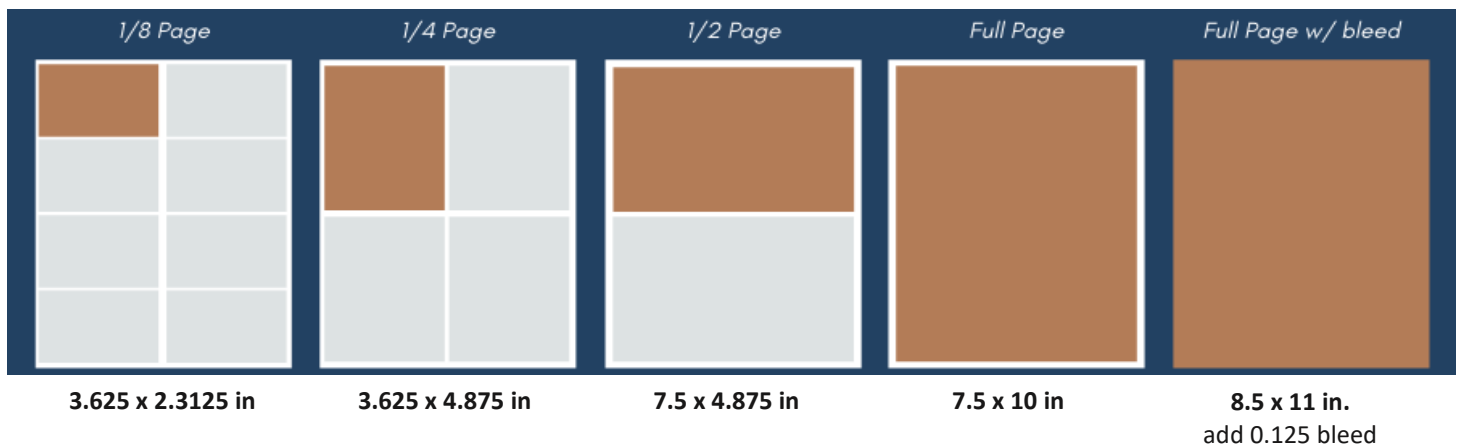
Spring Magazine Contract & Copy Due:

Thursday, **March 25<sup>th</sup>**

Fall Magazine Contract & Copy Due:

Thursday, **September 2<sup>nd</sup>**

AD SIZES	HBASJV MEMBER RATES		NON-MEMBER RATES	
	Per issue:	Placement in Both Issues:	Per issue:	Placement in Both Issues:
Back Cover*	\$2500	\$4250	N/A	N/A
Inside Front Cover*	\$2200	\$3740	N/A	N/A
Inside Back Cover*	\$2000	\$3400	N/A	N/A
Inside Back Facing*	\$1800	\$3060	N/A	N/A
Full Page	\$1600	\$2720	\$2000	\$3400
1/2 Page	\$1000	\$1700	\$1300	\$2210
1/4 Page	\$600	\$1050	\$800	\$1360
1/8 Page	\$350	\$635	\$500	\$850
2-Page Spread	<i>Please call for size and pricing.</i>		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

Print-ready ads are preferred, but we can assist with design if needed.

## File Formats:

Press-ready PDF preferred. Files accepted in InDesign if all fonts and images are included. Illustrator or Photoshop files also accepted if all above specifications are met.

\* Premium positions available to HBASJV Members Only and subject to the “Right of First Refusal” Policy (page 16).

# Advertising Agreement for Showcase Magazines & Membership Directory

Complete this contract to participate in HBASJV print advertising during 2021. By signing this agreement, advertiser agrees to the Standard Terms and Conditions as outlined in this Guide (page 15) or 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:

Heather Spaulding ♦ [heather@hbasjv.com](mailto:heather@hbasjv.com) ♦ (574) 258-0411 ♦ HBA of St. Joseph Valley, 105 E. Grove St., Mishawaka, IN 46545

**Make check payable to HBASJV.** Invoice will be sent upon return of this form.

Credit cards and E-Checks/ACH can be accepted. There will be a 3% service fee added for credit card charges.

## 2021 Advertising Deadlines:

Membership Directory Contract & Copy Due: Thursday, **January 28<sup>th</sup>**  
 Spring Magazine Contract & Copy Due: Thursday, **March 25<sup>th</sup>**  
 Fall Magazine Contract & Copy Due: Thursday, **September 2<sup>nd</sup>**

## 2021 Membership Directory Ad Placement

*(Exclusive to HBASJV Members)*

AD TYPE & SIZE	Ad Rate	"Early Bird" Discount Rate for Magazine Advertisers**
Back Cover*	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$900
Inside Front or Back Cover*	<input type="checkbox"/> \$900	<input type="checkbox"/> \$810
Inside Front or Back Facing Page*	<input type="checkbox"/> \$900	<input type="checkbox"/> \$810
Full Page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$720
1/2 Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450
1/4 Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$275

## 2021 Showcase Magazine Ad Placements

*(HBASJV Member Discounted Rates Shown. Contact HBA Office for Non-Member Rates)*

AD TYPE & SIZE	Spring Issue	Fall Issue	Placement in Both Issues
Back Cover*	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$4250
Inside Front Cover*	<input type="checkbox"/> \$2200	<input type="checkbox"/> \$2200	<input type="checkbox"/> \$3740
Inside Back Cover*	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$3400
Inside Back Facing*	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$3060
Full Page	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$2720
1/2 Page	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1700
1/4 Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1050
1/8 Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350	<input type="checkbox"/> \$635

Directory Ads Subtotal:

\$

Showcase Ads Subtotal:

\$

**Ad Placement Total:**

\$

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 "Right of First Refusal" Policy (page 16).

\*\* Save 10% on your Directory Ad by making any commitment to advertise in our Showcase Magazine(s).

# Advertising Agreement: Standard Terms and Conditions

The Home Builders Association (HBASJV), with its principal office at 105 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.

## Other Donation Opportunities

There are multiple programs and projects throughout the year that are supported by member donations. For example, in April we will award a scholarship/leadership award, in the Fall we have our Tools for Teens collection drive, and at various other events we solicit donations for door prizes and raffle items. Please look for these opportunities to support the industry and we will recognize your contribution with our thanks.

- Donate Giveaways or Prizes to be raffled at the Showcase Kickoff EXPO (Date TBA)
- Contribute to the Annual Scholarship/Leadership Award Fund (Year-round)
- Donate Door Prizes & Raffle items for the Golf Outing (July)
- Donate money or tools during the Tools for Teens collection drive (November)
- Donate door prizes for the Christmas Party (December)

## HBA “Right of First Refusal” Policy

For all our sponsorships and premium ad placements, the HBA has implemented a “Right of First Refusal” courtesy policy. This means that the previous year’s sponsor or advertiser has the first opportunity to continue that sponsorship or premium ad placement again the following year.

The HBASJV will extend the courtesy of the “Right of First Refusal” to all 2020 sponsors and advertisers until a date that is 90 days prior to each applicable event or ad placement deadline. Any sponsorship or ad placement that has not been confirmed 90 days prior to each applicable event deadline will become available to all members.

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**If you have any questions regarding this marketing guide or any other opportunities within the association, please do not hesitate to contact the HBA office.**

[www.hbasjv.com](http://www.hbasjv.com) 574-258-0411  
105 E Grove St. Mishawaka, IN 46545



## 2021 HBASJV Calendar-at-a-Glance

Date	Event
TBA	Showcase Kickoff EXPO
Feb 8-12	International Builders Show
March 1-2	IBA Housing & Legislative Conference (Indy)
March 17	St. Patrick's Day Trivia Night!
Mar 12-14	Michiana Home Show
Apr 13	Building Trades Appreciation Night
May 7-16	Spring Builders Showcase
May 11	Showcase Awards Celebration
July 13	Golf Outing
Sept 14	Cornhole Tournament & Tailgate
Oct 15-17	Fall Showcase of Homes
Nov 16	Annual Meeting of the Members
Dec 14	Christmas Party & Awards



**HBA of St. Joseph Valley**  
**105 East Grove Street**  
**Mishawaka, IN 46545**