



# 2019 ST. LOUIS BUILDERS HOME & GARDEN SHOW DIRECTORY ADVERTISING CONTRACT

## Available Ad Sizes & Costs (Check box of ad size you would like)

### Color Ads / Cover Positions

<input type="checkbox"/> Back Cover	7.75" x 10.25"	\$1,800
<input type="checkbox"/> Inside Front Cover	7.75" x 10.25"	1,100
<input type="checkbox"/> Inside Back Cover	7.75" x 10.25"	1,050
<input type="checkbox"/> Full Page	7.75" x 10.25"	950

(No extra charge for bleed. Bleed size is 8.75" x 11.25"  
Trims to 8.5" x 11")

### Black & White Ads

<input type="checkbox"/> Full Page	7.75" x 10.25"	\$850
<input type="checkbox"/> Half Page	7.75" x 5"	550
<input type="checkbox"/> Square	5" x 5"	375
<input type="checkbox"/> Vertical Business Card	2.5" x 3.5"	275

### Color Centerfold Ad (With Floor Plan)

<input type="checkbox"/> Horizontal	5" x 4"	750
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All advertising space is available on a first-come, first-served basis.

**SPECIAL! Buy one ad, get one half price!** *(of equal or lesser value)* Total Ad Cost(s) \_\_\_\_\_

Please review and complete the information below. **Payment, contract and ad MUST be received by February 1, 2019.**

**The Home Builders Association of St. Louis, hereinafter called the Publisher, is authorized to publish the Home Show Directory in accordance with the following terms:**

- The advertiser will furnish a completed ad either via email or on a CD to the Publisher. High resolution (300 dpi or greater) pdf files are best, but jpg or tif files are also acceptable.
- This contract is non-cancellable and not subject to advertising agency commission.
- The advertiser will pay the costs of any changes or additions to the original ad sent to Publisher. Publisher will provide proof with changes included. Advertiser must then approve proof or provide additional corrections within 48 hours.
- Advertiser must be exhibiting in this Show.

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Publisher's Signature, HBA

\_\_\_\_\_  
Date

**Contact Renee Mincher today to reserve your directory advertising space at (314) 817-5618 or  
MincherR@hbastl.com or complete this contract and fax to (314) 432-7185.  
Please make check payable to HBA and mail to 10104 Old Olive St. Rd., St. Louis, MO 63141.**