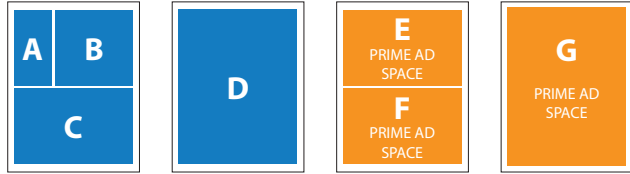


PRINTED MONTHLY NEWSLETTER ADS

Please note that ad spaces are sold to previous advertisers of that space first before opening up to others that are interested.



| PLEASE CHECK ONE | SIZE | COVER | WIDTH | HEIGHT | ANNUAL RATE (11 ISSUES PER YEAR) <i>Sold on an annual basis</i> | QUANTITY AVAILABLE |
|--------------------------|----------|----------------------------------|---------|----------|---|--------------------|
| <input type="checkbox"/> | A | | 2.4379" | 4.897" | \$800 (\$72 ⁷³ / Issue) | Unlimited |
| <input type="checkbox"/> | B | | 5.0424" | 4.897" | \$1,400 (\$127 ³⁰ / Issue) | Unlimited |
| <input type="checkbox"/> | C | | 7.647" | 4.897" | \$1,800 (\$163 ⁶⁴ / Issue) | Unlimited |
| <input type="checkbox"/> | D | | 7.647" | 9.9583" | \$2,600 (\$236 ³⁶ / Issue) | Unlimited |
| <input type="checkbox"/> | E | PRIME AD SPACE Interior Front | 7.647" | 4.9792" | \$2,300 (\$209 ⁰⁹ / Issue) | 2 |
| <input type="checkbox"/> | F | PRIME AD SPACE Exterior Back | 7.647" | 4.9792" | \$2,750 (\$250 / Issue) | 2 |
| <input type="checkbox"/> | G | PRIME AD SPACE Interior Back | 7.647" | 10.1322" | \$3,000 (\$272 ⁷³ / Issue) | 1 |

FREE STANDING INSERT OPTION • \$200 per month - Insert must be provided by monthly ad deadlines

ABOUT THE NEWSLETTER

- 11 issues printed each year (Nov & Dec are a combo issue)
- 1,000 copies printed monthly
- Approximately 24 pages in length
- All ads are in color
- Ads can be changed out monthly
- Past newsletters are available online for members to view
- **New** • Some members are emailed the newsletter digital file monthly (opt-ins required)
- **New** • Ads are now linked to company's website (digital version) - an added benefit for no additional cost!

AUDIENCE

- Builder & Associate members
- Primary & Affiliate members
- Also available online for public to view



NEWSLETTER AD DEADLINES

Print advertisers wishing to change ads monthly, please note that ads are due by the 1ST Tuesday of the month prior to the issue the ad will be running in.

| AD RUN MONTH..... | AD DUE |
|-------------------------------|-------------------|
| January 2021..... | November 23, 2020 |
| February 2021..... | January 5, 2021 |
| March 2021..... | February 2, 2021 |
| April 2021..... | March 2, 2021 |
| May 2021..... | April 6, 2021 |
| June 2021..... | May 4, 2021 |
| July 2021..... | June 1, 2021 |
| August 2021..... | July 6, 2021 |
| September 2021..... | August 3, 2021 |
| October 2021..... | September 7, 2021 |
| November / December 2021..... | October 5, 2021 |

Email ads to annette@hbasioouxempire.com

Email ad files to annette@hbasioouxempire.com

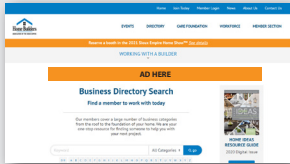
ADVERTISE OUR WEBSITE

ABOUT HBASIOUXEMPIRE.COM

- New website launched October 2019
- Approximately 175,000 - 200,000 pageviews annually
- Traffic increases in months when major consumer events occur such as the Sioux Empire Home Show™, Parade of Homes™ and Showcase of Remodeled Homes™ and the Outdoor Living Showcase™

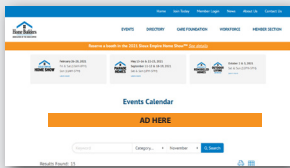
AUDIENCE

- General public
- Members of the association



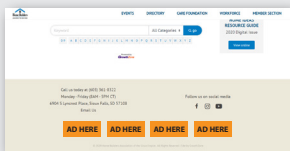
DIRECTORY PAGE AD

- Ad is placed at the top of the directory webpage
- Most visited page on hbsiouxempire.com
- Ad links to your website



EVENTS PAGE AD

- Ad is placed at the top of the events webpage
- Second most visited page on hbsiouxempire.com
- Ad links to your website



FOOTER BANNER AD STATS

- Ads run on the footer of every webpage on hbsiouxempire.com
- Ad links to your website

ONLINE DIRECTORY PAGE AD

Yes, I wish to place a banner ad on the directory page

| DIMENSIONS | ANNUAL RATE <i>Sold on an annual basis</i> | AVAILABILITY <i>Ads rotate</i> |
|---------------------|---|-----------------------------------|
| 1920w x 180h pixels | \$2,400 (<i>\$200 per month</i>) | Unlimited |

ONLINE EVENTS PAGE AD

Yes, I wish to place a banner ad on the events page

| DIMENSIONS | ANNUAL RATE <i>Sold on an annual basis</i> | AVAILABILITY <i>Ads rotate</i> |
|---------------------|---|-----------------------------------|
| 1920w x 180h pixels | \$2,100 (<i>\$175 per month</i>) | Unlimited |

ONLINE FOOTER BANNER AD

Yes, I wish to place a footer banner ad

| DIMENSIONS | ANNUAL RATE <i>Sold on an annual basis</i> | AVAILABILITY <i>Ads rotate</i> |
|-------------------|---|-----------------------------------|
| 160w x 70h pixels | \$700 (<i>\$58.33 per month</i>) | Unlimited |

PLEASE RETURN THIS ADVERTISING CONTRACT TO:

annette@hbsiouxempire.com or mail to: Home Builders Association of the Sioux Empire, 6904 S. Lyncrest Place, Sioux Falls, SD 57108

TO SELECT YOUR AD(S), PUT A CHECK MARK ABOVE AND/OR ON PAGE 1

CHECK ONE:

- I will email ad(s) in .pdf, .jpg or .png form to annette@hbsiouxempire.com by 11/23/2020
- Reuse my ad from previous year

- CHECK ONE:** Invoice company listed* Payment enclosed Please call me for credit card payment
- Invoice agency listed*

*Will be invoiced December 1, 2020 for 2021 ads

Please contact me if a Prime ad space opens up in the printed monthly newsletter

ADVERTISER INFORMATION:

| | | | |
|---------|--|---------|--|
| COMPANY | | CONTACT | |
| ADDRESS | | WEBSITE | |
| PHONE | | EMAIL | |

Complete ad agency information below if we will need to be in contact with them:

| | | | |
|-----------|--|---------------|--|
| AD AGENCY | | CONTACT | |
| ADDRESS | | CITY, ST, ZIP | |
| PHONE | | EMAIL | |

Authorized Signature _____ Date Signed _____