

SPONSOR

Corporate



Florida Home Builders Association

www.fhba.com | 800.261.9447

REACH & DEMOS

WHY SPONSOR THE FHBA?

The Florida Home Builders Association (FHBA) is the **LEADING ADVOCATE** for Florida builders and trade partners. The FHBA is the perfect platform for groups seeking to reach the building community in Florida.

As the **3RD LARGEST HOME BUILDERS ASSOCIATION IN THE NATION**, FHBA is growing everyday. With the building industry on the rise, so is our membership. FHBA members contribute to providing **24,515 full and part-time jobs** and generate **\$3.09 billion in state and local revenues**.

The FHBA hosts the Southeast Building Conference (SEBC), reaching over 12 states and all industry professionals, where FHBA members/exhibitors have a combined **BUYING POWER OF MORE THAN \$1.5 BILLION** spent on residential construction and remodeling in the State of Florida.

3rd

LARGEST HOME BUILDERS ASSOCIATION IN THE NATION

8 OF FLORIDA'S TOP 10 BUILDERS ARE FHBA MEMBERS

Lennar

D.R. Horton

Taylor Morrison

GL Homes

Pulte

KB Home

Neal Communities

Standard Pacific

86%

86% of homes built in Florida are by FHBA members

77%

77% of Large Volume Builders are FHBA members

TOP 3 DECISION MAKERS

1

President/
CEO

2

Manager/
Director

3

Owner/
Partner

BUYING POWER of more than **\$1.5 BILLION** on residential building & remodeling

SPONSOR

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PLATINUM LEVEL

\$25,000

- A twelve-month (12) listing as our Platinum Level Corporate Sponsor with your logo and a hyperlink to your web site on the FHBA web site homepage, social media sites, and in weekly FHBA E-News
- One (1) exclusive email blast per quarter to FHBA members
- One (1) advertorial and one (1) full-page ad in one (1) issue of the Florida HomeBuilder Magazine
- Two (2) Leaderboard ads in FHBA E-News
- One (1) Footer ad in six (6) editions of FHBA E-News
- Two (2) FHBA website Premium Leaderboard advertisements, 30- day run each
- One (1) 10 x 10 premium booths at SEBC (*SEBC booth deliverables apply*)
- One (1) table top exhibit at Spring and Fall Conference
- Introduced as Platinum Sponsor to meeting attendees
- Sponsorship signage at all FHBA conferences
- Four (4) company representatives invited to attend all FHBA Conferences and SEBC
- Present an educational session at all FHBA Conferences and SEBC

This FHBA Corporate Sponsorship is customizable upon request. If you would like sponsorship benefits not listed in this sponsorship level, contact us and we will create an FHBA Corporate Sponsorship package that fits your company's needs.

GOLD LEVEL

\$20,000

- A twelve-month (12) listing as our Gold Level Corporate Sponsor with your logo and a hyperlink to your web site on the FHBA web site homepage, social media sites and in our weekly FHBA E-News
- Three (3) exclusive email blasts per year to FHBA members
- One (1) half-page ad in one (1) issue of the Florida HomeBuilder Magazine
- One (1) Footer ad in four (4) editions of FHBA E-News
- Two (2) 10 x 10 standard booths at SEBC (*SEBC booth deliverables apply*)
- Sponsorship signage at all FHBA conferences
- Three (3) company representatives invited to attend all FHBA Conferences and SEBC
- Introduced as Gold Sponsor to meeting attendees
- Present one (1) educational session at SEBC

This FHBA Corporate Sponsorship is customizable upon request. If you would like sponsorship benefits not listed in this sponsorship level, contact us and we will create an FHBA Corporate Sponsorship package that fits your company's needs.

SILVER LEVEL

\$15,000

- A twelve-month (12) listing as our Silver Level Corporate Sponsor with your logo and a hyperlink to your web site on the FHBA web site homepage, social media sites and in our weekly FHBA E-News
- Two (2) exclusive email blasts per year to FHBA members
- One (1) quarter-page ad in one (1) issue of the Florida HomeBuilder Magazine
- One (1) Footer ad in three (3) editions of FHBA E-News
- One (1) 10 x 10 standard booth at SEBC (*SEBC booth deliverables apply*)
- Sponsorship signage at all FHBA Conferences
- Two (2) company representatives invited to attend all FHBA Conferences and SEBC
- Introduced as Silver Sponsor to meeting attendees
- Present one (1) educational session a FHBA Conference

This FHBA Corporate Sponsorship is customizable upon request. If you would like sponsorship benefits not listed in this sponsorship level, contact us and we will create an FHBA Corporate Sponsorship package that fits your company's needs.

BRONZE LEVEL

\$10,000

- A twelve-month (12) listing as our Bronze Level Corporate Sponsor with your logo and a hyperlink to your web site on the FHBA web site homepage, social media sites and in our weekly FHBA E-News
- One (1) exclusive email blast per year to FHBA members
- One (1) quarter-page ad in one (1) issue of the Florida HomeBuilder Magazine
- One (1) Footer ad in two (2) editions of FHBA News
- One (1) 10 x 10 standard booth at SEBC (*SEBC booth deliverables apply*)
- Sponsorship signage at all FHBA Conferences
- One (1) company representative invited to attend all FHBA Conferences and SEBC
- Introduced as Bronze Sponsor to meeting attendees

This FHBA Corporate Sponsorship is customizable upon request. If you would like sponsorship benefits not listed in this sponsorship level, contact us and we will create an FHBA Corporate Sponsorship package that fits your company's needs.

FHBA Advertising

Web Site

86,711

Estimate Annual
Page Views

Social Media

110,145

Estimate Annual
Impressions

E-News

279,177

Estimate Annual
Impressions

FLORIDA HOME BUILDERS AND TRADE PARTNERS

FHBA Corporate Sponsorships place you in front of our builder and trade partner members through our communication mediums.

Each Corporate Sponsorship is custom made to suit your company's needs. If there are advertising benefits not listed, contact us and we will create a marketing campaign that better suits your company.

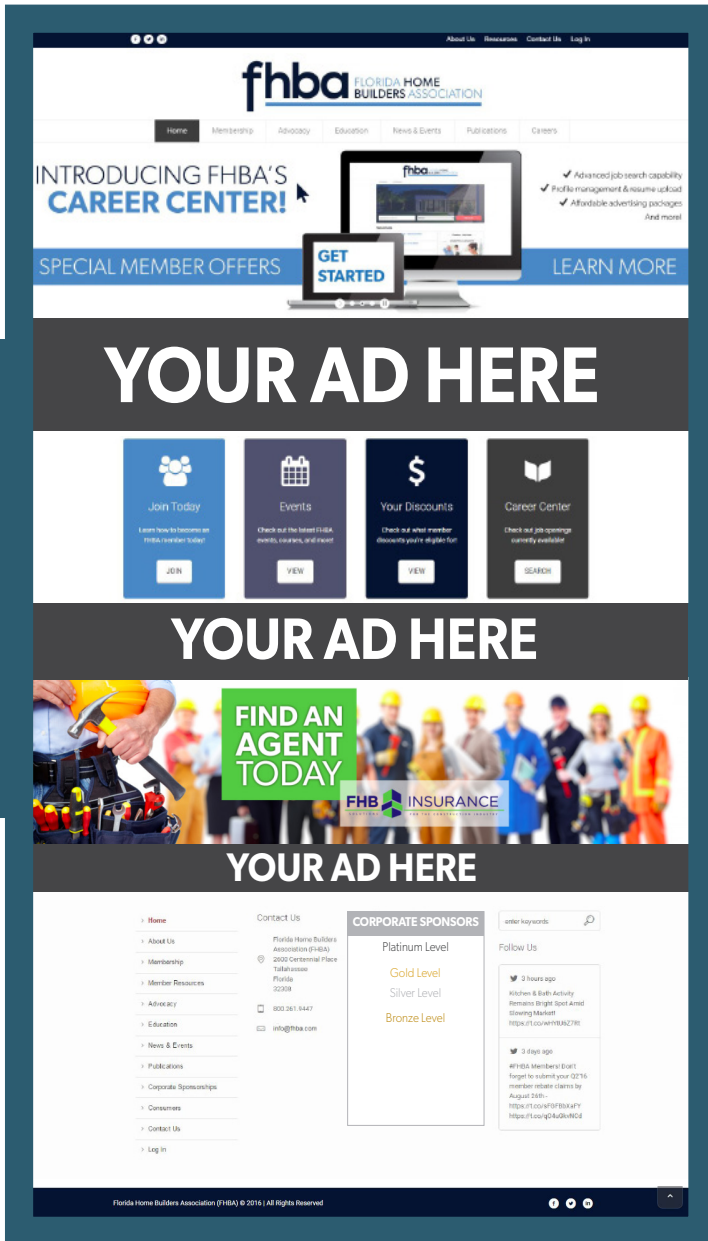
FHBA Advertising

FHBA WEBSITE

Primary Readership: Florida-licensed Builders; Trade Partners.

Frequency: Ads generally sold by the month.

Deadline: One week lead time



PRICING

AD OPTIONS	SIZES	COST
Premium Leaderboard	2000 x300	\$1,000/30-day \$1,700/60-day \$2,550/90-day
Leaderboard	2000 x 200	\$850/30-day \$1,445/60-day \$2,168/90-day
Footer	2000 x 150	\$650/30-day \$1,105/60-day \$1,658/90-day

General:

Rates are net and subject to change without notice. All advertisements are subject to approval by the FHBA.

Format:

- File Types Accepted: GIF, JPEG, or PNG
- Color: All artwork must be RGB
- Resolution: 72 dpi
- Maximum File Size: 64k

Image displayed for visual example only. FHBA website subject to change.

FHBA E-NEWS

Primary Readership: Florida-licensed Builders; Trade Partners

Frequency: Weekly via email *(Subject to change)*

Deadline: Ad materials must be received one week prior to publication. Advertising space sold on first-come, first-served basis.

PRICING

AD OPTIONS	SIZES	COST
Leaderboard	650 x 180	\$425 per issue
Sponsored Content	325 x 343	\$750 per issue
Footer	650 x 90	\$275 per issue

Sponsored Content: The sponsored content will appear on a shaded background with a 325 x 343 RGB image, 10-word headline, 50-word copy max., and three in-text links. Only one sponsored content available per issue.

Rates and Performance: Contact Allison Finley at 800.261.9447 or afinley@fhba.com for current advertising rates and performance indicators such as distribution, open rates, and click-through rates. Rates are net and subject to change without notice.

Format:

- File Types Accepted: GIF, JPEG, or PNG
- Color: All artwork must be RGB
- Resolution: 72 dpi
- Maximum File Size: 64k

Orders requiring typesetting, design, or resizing will be billed at \$100/hr (\$100 minimum charge)

Image displayed for visual example only. FHBA E-News subject to change.

HOME BUILDER MAGAZINE

The Florida Home Builder Magazine is the official publication of the Florida Home Builders Association, reaching over 7,900 members per quarter; 31,600 annually. You will be in the hands of builders and trade partners; the premier decision makers of the home building industry.

2017 CALENDAR

ISSUE	ADVERTISING DEADLINE
WINTER 2017 (Mails Jan. 11, 2017)	Dec. 5, 2016
SPRING 2017 (Mails April 12, 2017)	March 14, 2017
SUMMER 2017 (Mails July 11, 2017)	June 6, 2017
FALL 2017 (Mails Oct. 12, 2017)	Sept. 15, 2017
WINTER 2018 (Mails Jan. 10, 2018)	Dec. 5, 2017

For more information on advertising opportunities please contact:

SUE SHERIDAN
 817-991-5924
sue.fhba@gmail.com

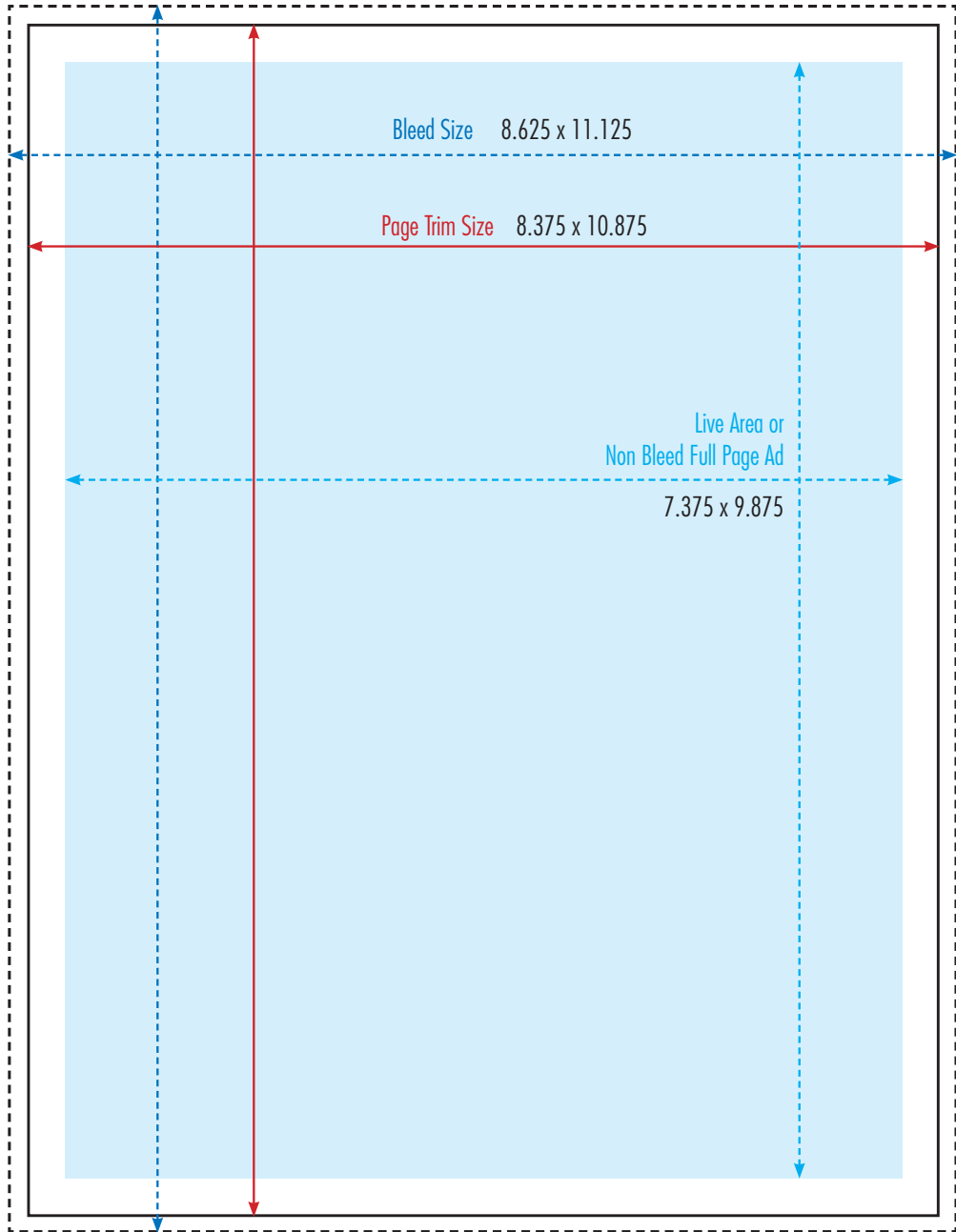
2017 ISSUES	FHBA	FEATURE	TRENDS	EXTRAS
WINTER	<ul style="list-style-type: none"> • President's Letter • Builders Care • Legislative Brief • Sales and Marketing • FHB Insurance 	Building Politics – Builders making an impact in the legislative arena	2017 Unique Spaces/ Living Spaces	
SPRING	<ul style="list-style-type: none"> • President's Letter • Builders Care • Legislative Brief • Sales and Marketing • FHB Insurance 	Commercial Blend – Where the lines blur between business district and home development	2017 Interior Finishes	2017 Southeast Building Conference Insert
SUMMER	<ul style="list-style-type: none"> • President's Letter • Builders Care • Sales and Marketing • FHB Insurance 	Hot Prods – Product Showcase for Southeast Building Conference	2018 Layout and Design	2017 Southeast Building Conference Coverage
FALL	<ul style="list-style-type: none"> • President's Letter • 2018 Leadership • Builders Care • Sales and Marketing • FHB Insurance 	Shining a Light on Solar – Advances in technology and regulations	2018 NAHB Housing Forecast	2017 Aurora Award Winners and 2017 Excel Award Winners

Ad Size Specification Sheet

Magazine Trim Size
8.375 x 10.875

Magazine Bleed Size
8.625 x 11.125

Full Page Live Area or Non-Bleed Full Page Ad
7.375 x 9.875



For more information on advertising opportunities please contact:

SUE SHERIDAN
817-991-5924
sue.fhba@gmail.com



AD SIZE	1X	2X	3X	4x	AD DIMENSIONS	
Full Page (4-color)	\$2,995	\$2,770	\$2,546	\$2,164	Full Page (w/bleed) Live Image Area	8.625" x 11.125" 7.375" x 9.875"
Two Thirds Page (4-color)	\$2,140	\$1,980	\$1,819	\$1,546	Two Thirds Page	5" x 9.5"
Half Page Horizontal (4-color)	\$1,605	\$1,485	\$1,364	\$1,160	Half Page Horizontal	7.375" x 4.625"
One Third Page Vert. (4-color)	\$1,450	\$1,342	\$1,233	\$1,048	One Third Page Vert.	2.4" x 9.5"
One Quarter Page Vert. (4-color)	\$1,090	\$1,007	\$925	\$786	One Quarter Page Vert.	3.55" x 4.625"

ADVERTORIAL RATE is the Company's Prevailing Full Page Rate. Editorial writing is available for an additional \$450.

HOMEBUILDER MAGAZINE

Ad Size Specification Sheet continued

Half Page Ad
7.375" x 4.625"

Quarter Page Ad
3.55" x 4.625"

2/3 Page Ad
5" x 9.5"

1/3 Page Ad
2.4" x 9.5"

For more information on advertising opportunities please contact:



SUE SHERIDAN
817-991-5924
sue.fhba@gmail.com

2017 SPONSORSHIP CONTRACT

Return completed contract along with deposit or full payment to FHBA, 2600 Centennial Place, Tallahassee, FL 32308 or Fax to 850.216.0858. For more information on sponsorships contact Kimberly Scott at 850.402.1850 or email kscott@fhba.com.

SPONSORSHIP INFORMATION

Company Name: _____ Contact: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____ Website: _____
Authorized Signature: _____ Date: _____

ADDITIONAL SPONSORSHIP CONTACT

Contact Name: _____ Email: _____
Phone: _____ Fax: _____

SPONSORSHIP SELECTION

- Platinum Corporate: \$25,000**
- Gold Corporate: \$20,000**
- Silver Corporate: \$15,000**
- Bronze Corporate: \$10,000**

All FHBA Corporate Sponsorships are customizable upon request. If you would like sponsorship benefits not listed in this document, contact us and we will create an FHBA Corporate Sponsorship package that fits your company's needs.

CONTRACT AGREEMENT & PAYMENT OPTIONS

I have read and agree to abide by the 2017 Contract Terms. This becomes a binding contract upon acceptance of this signed contract. Any litigation arising from this agreement shall be brought in Leon County, Florida.

Authorized By (Signature Required) Title Date

Accepted By FHBA Date

50% DEPOSIT OR TOTAL AMT DUE: \$

Check MC VISA AMEX Discover Invoice Me

Card#: _____ Expires: _____ Security Code: _____

Name on Card: _____ Signature: _____

Make check payable to FHBA and mail with form to 2600 Centennial Place, Tallahassee, Florida 32308

LEAVE AN IMPRESSION



Corporate

Florida Home Builders Association

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