GET NOTICED

2019 FHBA ADVERTISING & SPONSORSHIP KIT

800.261.9447 | info@fhba.com | www.fhba.com

fhba
FLORIDA HOME BUILDERS ASSOCIATION

WHY ADVERTISE OR SPONSOR WITH 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 generating **$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.

THIRD LARGEST HOME BUILDERS ASSOCIATION IN THE *NATION*

TOP 3 DECISION MAKERS

1. President/ CEO
2. Manager/ Director
3. Owner/ Partner

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% of homes built in Florida are by FHBA members

77% of Large Volume Builders are FHBA members

FHBA Advertising

Web Site **Social Media** **Email**

FLORIDA HOME BUILDERS AND TRADE PARTNERS

The FHBA is one of the most dynamic trade organizations of its kind. Affiliated with the National Association of Home Builders (NAHB) and 24 local/regional home builders associations around the state, FHBA enjoys a legacy of success spanning 65 years.

FHBA provides members with timely news and information, high-quality education, and a wide array of competitively priced products and services.

FHBA WEBSITE

Increase your company's reach with display advertising on FHBA.com.

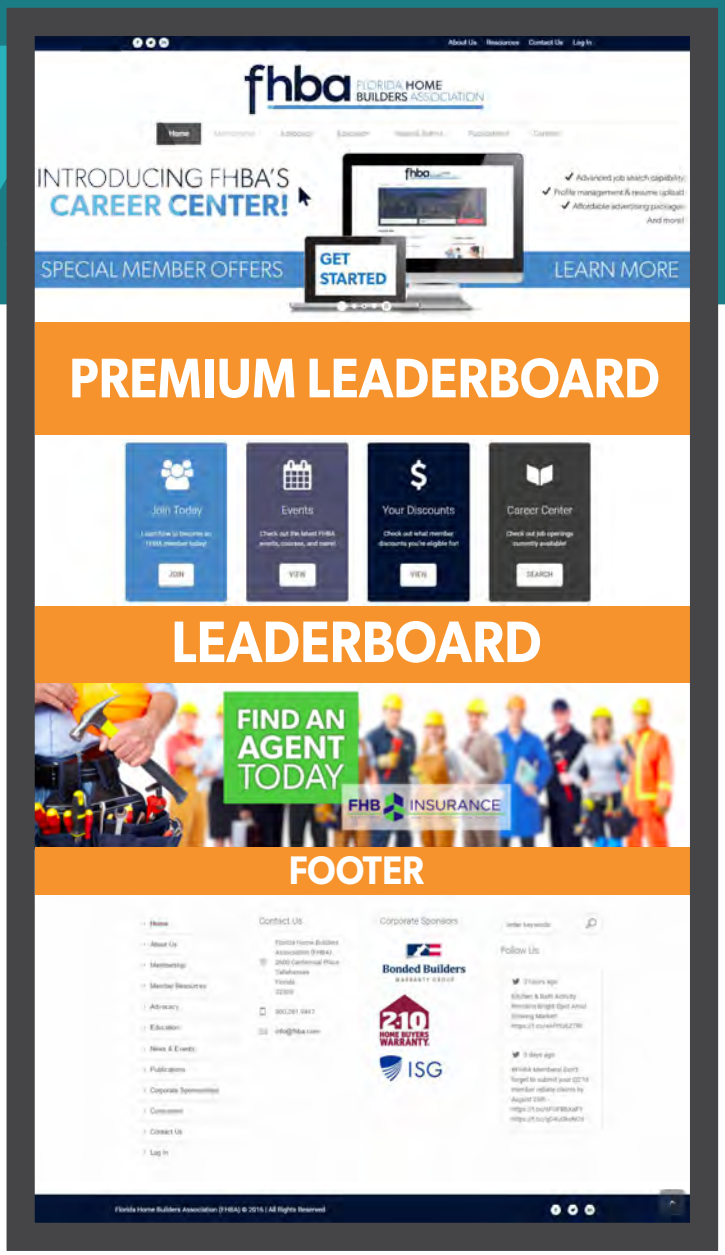


Image displayed for visual example only. FHBA website subject to change.

Primary Readership:
Florida-licensed Builders; Trade Partners.

Frequency: Ads generally sold by the month.

Format:

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

Deadline:
One week lead time

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

DISCOUNTS
Available on multi-advertising and/or sponsorship contracts

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

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.

2019 CALENDAR

ISSUE	ADVERTISING DEADLINE
WINTER 2019 (*Mails Jan. 10, 2019*)	Dec. 5, 2018
SPRING 2019 (*Mails April 12, 2019*)	March 14, 2019
SUMMER 2019 (*Mails July 11, 2019*)	June 5, 2019
FALL 2019 (*Mails Oct. 12, 2019*)	Sept. 14, 2019
WINTER 2019 (*Mails Jan. 11, 2019*)	Dec. 5, 2019

For more information on advertising opportunities please contact:
SUE SHERIDAN
817-991-5924
sue.fhba@gmail.com

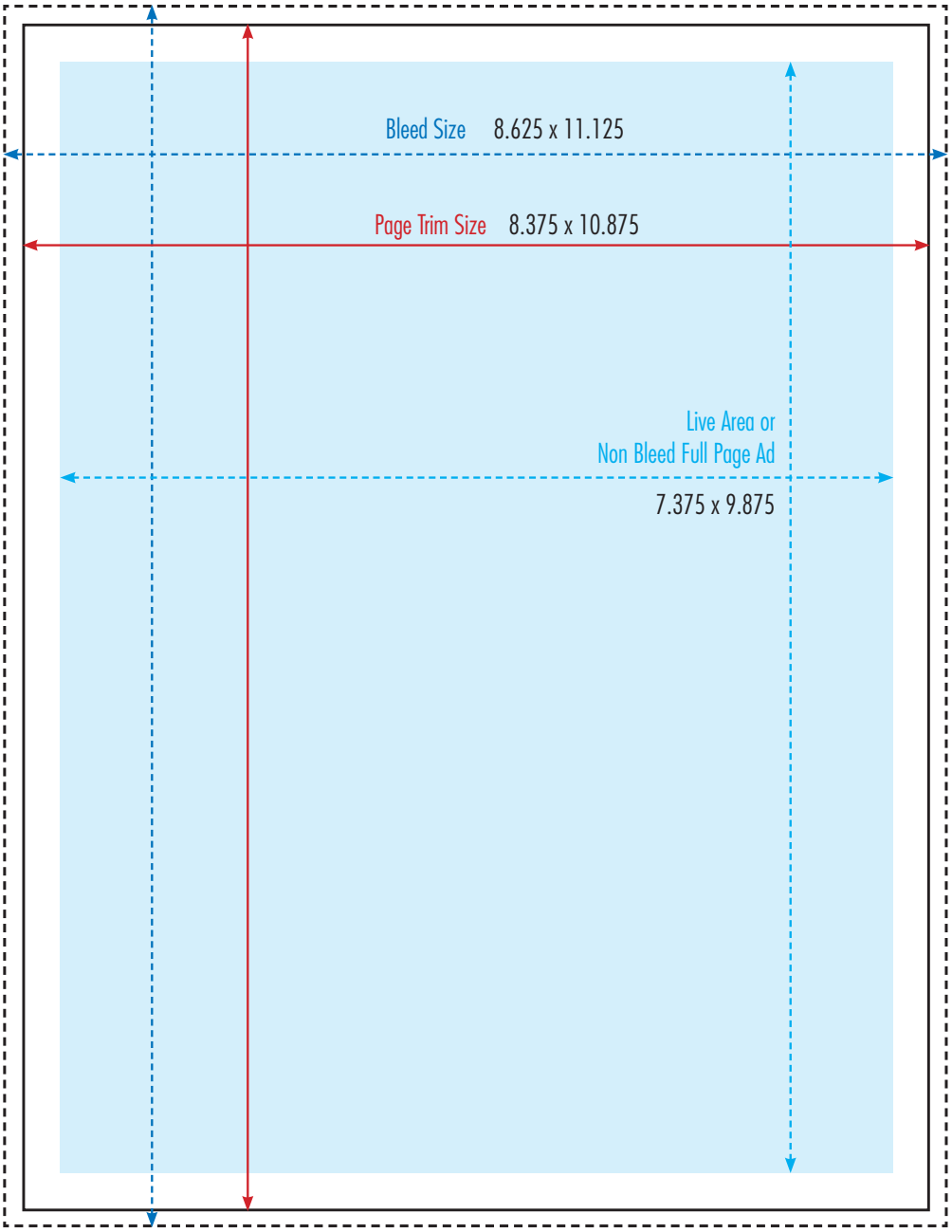
2019 ISSUES	FHBA	FEATURE	TRENDS	EXTRAS
WINTER	- President's Letter - Builders Care - Legislative Brief - Sales and Marketing - FHB Insurance	Industry Leaders in the Legislature	2018 55+ Living Communities	
SPRING	- President's Letter - Builders Care - Legislative Brief - Sales and Marketing - FHB Insurance	Building Homes Vertically – Condo & Multi-Family Builders in Florida	2019 Multi-Family Housing Community	2019 Southeast Building Conference Insert
SUMMER	- President's Letter - Builders Care - Sales and Marketing - FHB Insurance	Hot Prods – Product Showcase for Southeast Building Conference	2019 Layout and Design	2019 Southeast Building Conference Coverage
FALL	- President's Letter - 2020 Leadership - Builders Care - Sales and Marketing - FHB Insurance	Quality and Quantity – How Volume Builders Merge them Both	2020 NAHB Housing Forecast	2019 Aurora Award Winners and 2019 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) 8.625" x 11.125" Live Image Area 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

For more information on advertising opportunities please contact:

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

FHBA 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.

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.

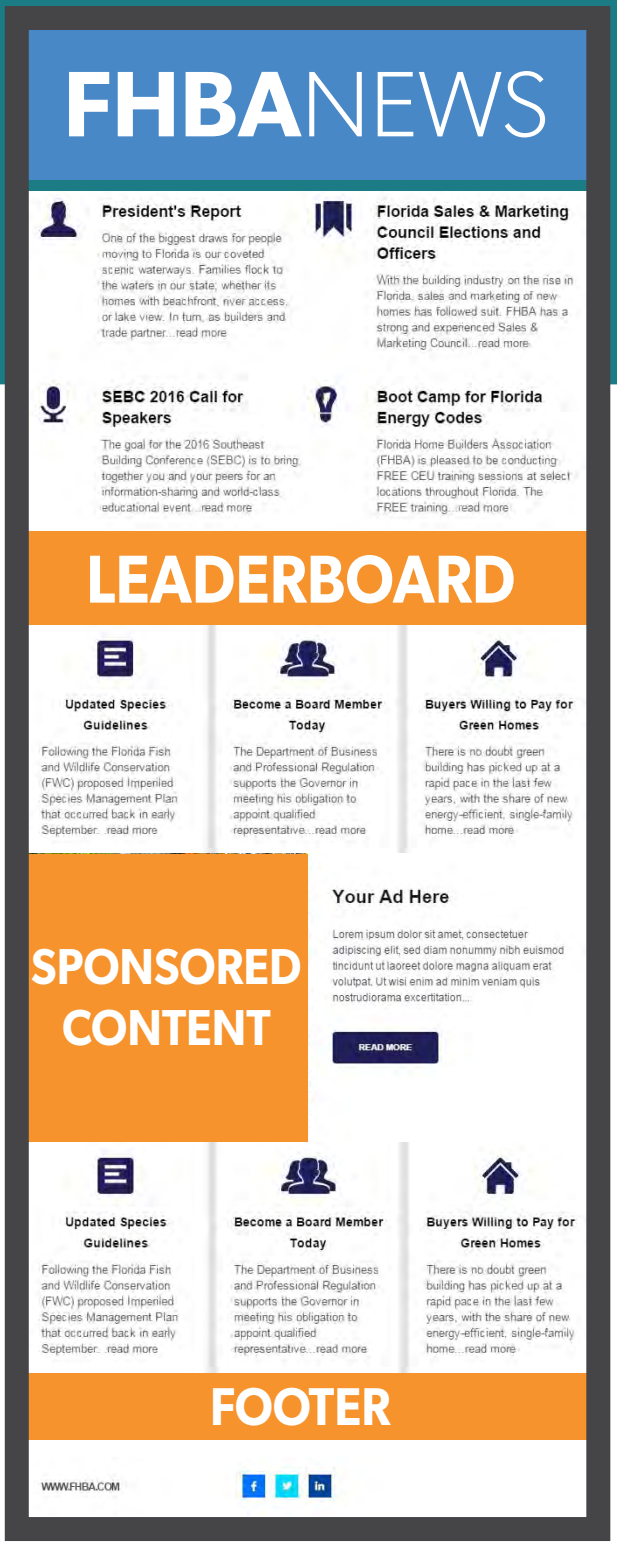


Image displayed for visual example only. FHBA News subject to change.

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, JPG, 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)

DISCOUNTS
Available on multi-advertising and/or sponsorship contracts

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

SEBC WEBSITE

Increase exhibiting or sponsorship awareness with display advertising on SEBCshow.com.

Primary Readership: 12-State regional builders, trade partners, and exhibitors.

Frequency: Ads generally sold by the month.

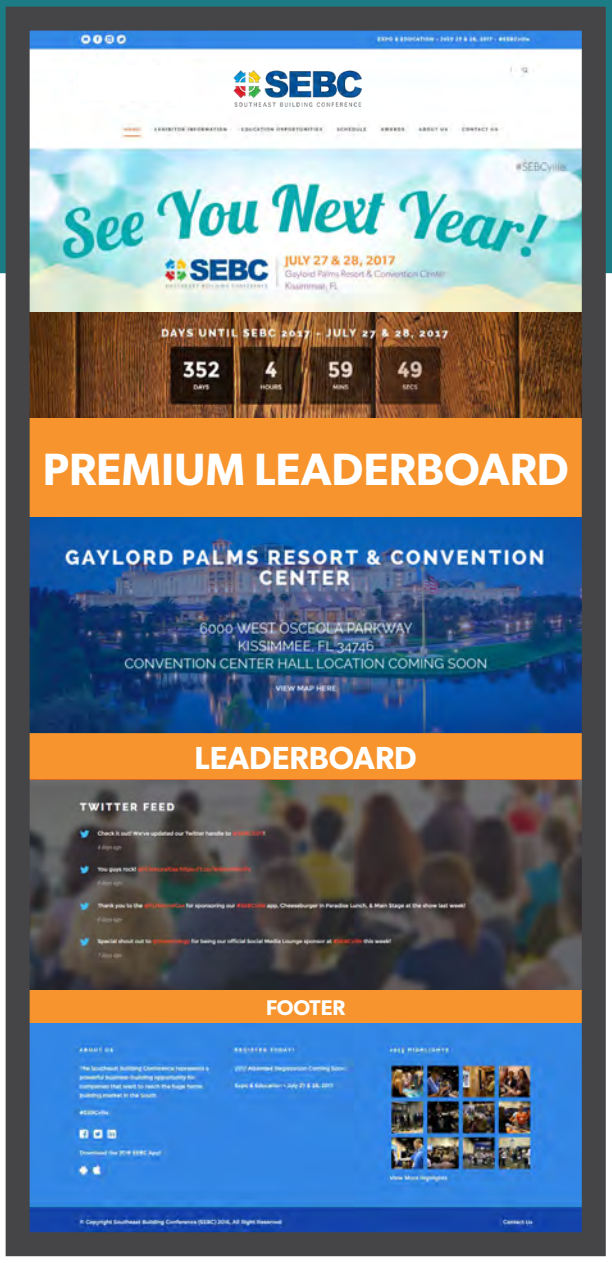


Image displayed for visual example only. SEBCshow.com subject to change.

Format:

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

Deadline:
One week lead time

General:
Rates are net and subject to change without notice. All advertisements are subject to approval by the SEBC.

DISCOUNTS
Available on multi-advertising and/or sponsorship contracts

PRICING

AD OPTIONS	SIZES	COST
Premium Leaderboard	1345w x 300h	$1,250/30-day $2,125/60-day $2,625/90-day
Leaderboard	1345w x 200h	$1,050/30-day $1,470/60-day $2,205/90-day
Footer	1345w x 130h	$850/30-day $1,180/60-day $1,785/90-day

2019 FHBA AD INSERTION ORDER

ALL ADVERTISEMENTS ARE SUBJECT TO APPROVAL BY FHBA

ADVERTISER INFORMATION

Company Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Authorized Signature: _____ Date: _____

Art Delivered Via: ☐ Dropbox ☐ Email Art Contact: _____

AD INSERTION DESIGNATION

FHBA WEBSITE

☐ Premium:	☐ $1,000/30-day	☐ $1,700/60-day	☐ $2,550/90-day
☐ Leaderboard:	☐ $850/30-day	☐ $1,445/60-day	☐ $2,168/90-day
☐ Footer:	☐ $650/30-day	☐ $1,105/60-day	☐ $1,658/90-day

SEBC WEBSITE

☐ Premium:	☐ $1,250/30-day	☐ $2,125/60-day	$2,625/90-day
☐ Leaderboard:	☐ $1,050/30-day	☐ $1,470/60-day	$2,205/90-day
☐ Footer:	☐ $850/30-day	☐ $1,180/60-day	$1,785/90-day

FHBA NEWS

☐ Leaderboard:	$425/issue
☐ Sponsored Content:	$750/issue
☐ Footer:	$275/issue

HOMEBUILDER MAGAZINE

To purchase advertisement in the Florida Home Builder Magazine, contact Sue Sheridan at 817-991-5924 or sue.fhba@gmail.com.

DISCOUNTS Available on multi-advertising and/or sponsorship contracts

2019 ADVERTISING TERMS AND CONDITIONS

I have read and agree to the advertising terms and conditions found on page 19 of the 2019 FHBA Advertising and Sponsorship kit.

Name: _____

Signature: _____

PAYMENT INFORMATION

TOTAL 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

INSERTION DATES

_____

_____

SPECIAL INSTRUCTIONS

_____

_____

_____

_____

SPONSOR
Corporate

FHBA CORPORATE SPONSORSHIPS

Be the first to personally engage with FHBA members and leaders during your own educational sessions. Be the first to introduce your product or service to the decision makers in the building industry. Be the first to be seen by builder and trade partners at all three FHBA hosted events.

Be the first. Be a FHBA Corporate Sponsor.

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
- Two (2) 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.

2019 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 2019 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

2019 ADVERTISING TERMS & CONDITIONS

FLORIDA HOME BUILDERS ASSOCIATION

Advertising Terms and Conditions

CONTRACT

THE ADVERTISER OR ITS REPRESENTATIVE AGENCY (HEREINAFTER CALLED THE "ADVERTISER") HEREBY PLACES A REQUEST FOR ADVERTISING IN ANY FLORIDA HOME BUILDERS ASSOCIATION PUBLICATION SUCH AS THE SEBC SHOW PROGRAM, E-NEWS LETTER OR ON THE SEBC WEBSITE (HEREINAFTER CALLED THE "PUBLICATION") PURSUANT TO THIS CONTRACT, AND IF THE PUBLISHER (HEREINAFTER CALLED THE "FHBA") ACCEPTS THIS OFFER, THE ADVERTISER AND THE FHBA HEREBY AGREE THAT THIS CONTRACT SHALL BE GOVERNED BY THE FOLLOWING CONDITIONS:

ADVERTISING PAYMENT POLICY

(a) To establish credit with the Florida Home Builders Association, the Advertiser is required to make payment in advance for two consecutive advertisements in the Publication prior to being placed on an invoice system. Payment may be made in a lump sum or payment may be made prior to each ad running. For the first two issues of the Publication, payment must be received either with the ad order or with the ad itself or it will not be published. If the advertiser contracts for an ad to run in two consecutive publications and allows time to elapse before running more ads, the FHBA has the option to require the two-time publication/payment requirement to go into effect again. The FHBA reserves the right to not extend credit or cancel the extension of credit. Advertiser agrees to pay for all advertising published by the FHBA in accordance with this contract. Once credit is established, the FHBA will typically bill the Advertiser within 30 days of each published advertisement covered under this contract. Advertiser shall make payment to the FHBA within 20 days of receipt of billing. Unless otherwise stipulated in writing, ad rates, discounts and charges for other services necessary for the publishing of the advertisement under this contract will be listed on the FHBA's official rate card specifically incorporated herein. The FHBA will hold the Advertiser liable for all payments related to advertising under this contract. All court costs, collection fees and reasonable attorney's fees incurred by the FHBA in enforcing payment under the terms of this contract and corresponding rate card referred to in Section 2 herein shall also be borne by the Advertiser.
(b) The FHBA reserves the right to cancel this contract at any time upon default or anticipatory default by the Advertiser in the payment of accounts stated or in the event of any other substantial breach or anticipatory breach of this contract by the Advertiser. Upon such cancellation, charges for all advertising published and all other charges payable under this contract shall become immediately due and payable by the Advertiser upon rendition of bills therefore. Advertiser shall make payment to the FHBA within 20 days of receipt of billing.
(c) The postmark date on the envelope properly addressed to the FHBA shall be considered the date when payment is made.

RATES

(a) The FHBA represents that all its rates are published on an official rate card which is periodically updated by the FHBA and given a new effective date.
(b) The FHBA's official rate card with rates in effect at the time a requested advertisement is published by the FHBA shall be understood to mean the schedule of advertising rates of the FHBA upon which this contract is based. The Advertiser hereby acknowledges that it is aware of the official rates in effect at the time the Advertising Insertion Order/Contract is executed and understands that it may request an updated rate card in writing from the FHBA at any time.
(c) Any and all negotiated advertiser discounts will be communicated in writing by the FHBA to the Advertiser.

PROOF OF INSERTION

A sample page containing a published version of the advertising or, at the request of the Advertiser, a copy of each issue in which the advertising appears, shall be mailed or otherwise supplied to the Advertiser, which shall be deemed to have received such a copy or page unless the FHBA is notified in writing of the non-receipt thereof within 30 days after the date of the publication. Failure to forward or furnish such copy, page or affidavit shall not constitute a breach of the contract. However, the FHBA shall exercise reasonable diligence in attempting to meet all such requests.

OMISSION OF ADVERTISING

Failure by the FHBA to insert in any particular issue or issues the advertising under this contract invalidates the order for insertion in the missed publication but shall not constitute a breach of contract. The FHBA shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, or where there is a substantial change in the product or subject of the advertisement which may conflict with the FHBA's general policy on advertising. The FHBA may also limit the size and or position of an advertisement in any issue.

GENERAL

(a) Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the particular Publication.
(b) The FHBA is not responsible for errors or omissions in any advertising materials provided by the Advertiser (including errors in key numbers) or for changes made after closing dates.
(c) The FHBA may reject or cancel any advertising for any reason at any time. Advertisements simulating the Publication's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable. If an Advertising Insertion Order/Contract which has been previously accepted by the FHBA is canceled by the FHBA, the FHBA's sole responsibility shall be to promptly refund all monies previously paid to the FHBA less any charges for advertisements already inserted pursuant to the FHBA's original Advertising Insertion Order/Contract.
(d) No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Publication's official rate card will be binding on the FHBA and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.
(e) The FHBA has the right to insert the advertising anywhere in the SEBC Show program at its discretion unless the advertiser purchases a premium placement position or is otherwise stated in writing by the FHBA. For all other advertising, any condition on contracts, orders or copy instructions involving the placement of advertising within the SEBC Show program (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The FHBA's inability or failure to comply with any such condition shall not relieve the Advertiser of the obligation to pay for the advertising.

Effective 08/8/2016

LEAVE AN IMPRESSION

2019 FHBA ADVERTISING & SPONSORSHIP KIT

800.261.9447 | info@fhba.com | www.fhba.com