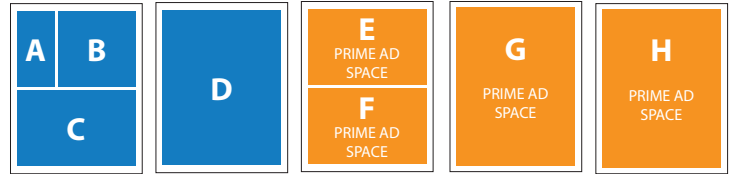


### PRINTED MONTHLY NEWSLETTER ADS

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>	OPEN	QUANTITY AVAILABLE
<input type="checkbox"/>	A		2.4379"	4.897"	\$1,000 (\$90.91 / Issue)	\$109.09	Unlimited
<input type="checkbox"/>	B		5.0424"	4.897"	\$1,725 (\$156.82 / Issue)	\$207.96	Unlimited
<input type="checkbox"/>	C		7.647"	4.897"	\$2,150 (\$195.45 / Issue)	\$265.50	Unlimited
<input type="checkbox"/>	D		7.647"	9.9583"	\$3,000 (\$272.73 / Issue)	\$381.81	Unlimited
<input type="checkbox"/>	E	PRIME AD SPACE Interior Front	7.647"	4.9792"	\$2,700 (\$245.45 / Issue)	\$340.50	2
<input type="checkbox"/>	F	PRIME AD SPACE Exterior Back	7.647"	4.9792"	\$3,200 (\$290.91 / Issue)	\$409.09	2
<input type="checkbox"/>	G	PRIME AD SPACE Interior Back	7.647"	10.1322"	\$3,600 (\$327.27 / Issue)	\$463.63	1
<input type="checkbox"/>	H	PRIME AD SPACE Newsletter Cover Design & Feature Article	8.5"	9.16"	\$1,000 / Issue	-	8

**FREE STANDING INSERT OPTION** • \$1,000 per month - Artwork must be provided by monthly ad deadlines

#### ABOUT THE NEWSLETTER

- 11 issues printed each year (Nov & Dec are a combo issue)
- 1,100 copies printed monthly
- Approximately 28 pages in length
- All ads are in color
- Ads can be changed out monthly
- Past newsletters are available online for members to view
- Members are also emailed the newsletter digital file monthly (opt-ins required)
- Newsletter is posted on Social Media biweekly

#### 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 1<sup>ST</sup> Tuesday of the month prior to the issue the ad will be running in.

#### AD RUN MONTH ..... AD DUE

January 2026.....	December 5, 2025
February 2026.....	January 2, 2026
March 2026.....	February 6, 2026
April 2026.....	March 6, 2026
May 2026.....	April 3, 2026
June 2026.....	May 1, 2026
July 2026.....	June 5, 2026
August 2026.....	July 3, 2026
September 2026.....	August 7, 2026
October 2026.....	September 4, 2026
November / December 2026.....	October 2, 2026

Email ad files to [marketing@hbsiouxempire.com](mailto:marketing@hbsiouxempire.com)

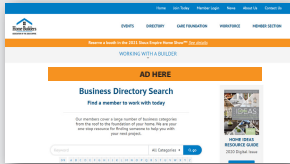
## ADVERTISE OUR WEBSITE

### ABOUT HBASIOUXEMPIRE.COM

- 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™

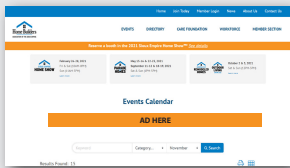
### AUDIENCE

- General public
- Members of the association



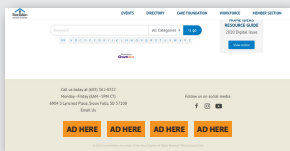
### DIRECTORY PAGE AD

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



### EVENTS PAGE AD

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



### FOOTER BANNER AD STATS

- Ads run on the footer of every webpage on hbasioxempire.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	\$2,520 ( <i>\$210 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	\$2,196 ( <i>\$183 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>
70h x 160w pixels	\$744 ( <i>\$62 per month</i> )	Unlimited

## PLEASE RETURN THIS ADVERTISING CONTRACT TO:

marketing@hbasioxempire.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:

- ☐ Email ad(s) in .pdf, .jpg or .png form to [marketing@hbasioxempire.com](mailto:marketing@hbasioxempire.com) by 12/5/2025
- ☐ 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 January 1, 2026

### 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		

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

Authorized Signature \_\_\_\_\_ Date Signed \_\_\_\_\_