



presents

SPRING

CONSTRUCTION

showcase

MAY 14-16 & MAY 21-23

AHBA is introducing its new The Spring Construction Showcase. This two-weekend event includes the traditional Spring Preview of Homes and showroom open houses, alongside a virtual event.

During The Spring Construction Showcase we're inviting your customers to tour both your new construction homes and business showrooms.

And customers can do it in the way they feel most comfortable. Whether that's in-person open houses or an online option for folks to peruse from the couch. This hybrid model doubles your exposure.



Sponsorship Opportunities

PRESENTING SPONSOR (LIMIT ONE)

\$5,000 + \$10,000 cash or provide prize valued at \$10,000 (Value: \$15,000)

- Designation as "Presenting Sponsor" of the The Spring Construction Showcase
- Company mentioned in radio ad and prominent in on-air DJ chatter
- Company logo recognition in all forms of advertising
- 1-hour live radio remote the The Spring Construction Showcase location of your choice
- Minimum 20 mentions/tags on the AHBA social media platforms
- Company logo placement on the following: front cover of The Spring Construction Showcase, AHBA.net and AHBA News
- 2 pages dedicated to your company in the The Spring Construction Showcase Magazine, this could be comprised of 2 page ad, or 1 page ad and 1 page article, or 2 page article
- Article will be shared on AHBA News and shared on social media platforms
- Full-page dedicated to the contest info in The Spring Construction Showcase Magazine
- Company mentioned in Letter from the President and Table of Contents
- Company logo and contest poster displayed in all entries/showroom
- Opportunity to display advertisement in all entries
- One free entry in The Spring Construction Showcase

PLATINUM SPONSOR \$5,000 (LIMIT ONE)

\$5,000 (Value: \$8,500)

- Company mentioned on-air DJ chatter
- Company logo recognition in all forms of advertising
- 1-hour live radio remote the The Spring Construction Showcase location of your choice
- Minimum 15 mentions/tags on the AHBA social media platforms
- Company logo placement on the following: front cover of The Spring Construction Showcase, AHBA.net and AHBA News
- 1.5 pages dedicated to your company in the The Spring Construction Showcase Magazine, this could be comprised of 1.5 page ad, or .5 page ad and 1 page article, or 1.5 page article
 - Article will be shared on AHBA News and shared on social media platforms
- Company mentioned in Letter from the Chair and Table of Contents

THE SPRING CONSTRUCTION SHOWCASE COVER SPONSOR (LIMIT ONE)

\$4,000 (Value: \$7,000)

- Image of your choice (must be approved by committee) will be displayed on front cover of the The Spring Construction Showcase Magazine
- 2 pages dedicated to your company in the The Spring Construction Showcase Magazine, this could be comprised of 2 page ad, or 1 page ad and 1 page article, or 2 page article
- Article will be shared on AHBA News and shared on social media platforms
- Cover image will be on all advertising materials
- Minimum 10 mentions/tags on the AHBA social media platforms
- One free entry in The Spring Construction Showcase
- Opportunity to purchase up to two additional entries at \$250 each

YARD SIGN SPONSOR (LIMIT ONE)

\$3,500 (Value: \$4,500)

- Company logo placement on the following: in The Spring Construction Showcase Magazine, AHBA.com and AHBA News
- Company logo decal on all directional signs
- Company logo decal on event yard signs
- .5 page ad in the The Spring Construction Showcase Magazine
- Minimum 8 mentions/tags on the AHBA social media platforms

GOLD SPONSOR

\$2,500 (Value: \$3,200)

- Company logo placement on the following: in The Spring Construction Showcase Magazine, AHBA.com and AHBA News
- Company mentioned in on-air DJ chatter
- .5 page ad in the The Spring Construction Showcase Magazine
- Minimum 8 mentions/tags on the AHBA social media platform

SILVER SPONSOR

\$2,000 (Value: \$2,800)

- Company logo placement on the following: in The Spring Construction Showcase Magazine, AHBA.com and AHBA News
- .5 -page ad in the The Spring Construction Showcase Magazine
- Minimum 5 mentions/tags on the AHBA social media platform

BRONZE SPONSOR

\$1,500 (Value: \$2,600)

- Company logo placement on the following: in The Spring Construction Showcase Magazine, AHBA.com and AHBA News
- .25 page ad in the The Spring Construction Showcase Magazine
- Minimum 2 mentions/tags on the AHBA social media platform

ARTICLE SPONSOR

\$1,200 (Value: \$2,400)

- 1 page article in the The Spring Construction Showcase Magazine
- .5 page ad in the The Spring Construction Showcase Magazine

Ad Sizes and Rates

AD SIZE	RATE Camera Ready*	RATE To be designed**
Back Cover	\$2000	\$2200
Two-Page Ad Spread	\$2000	\$2200
Premium Placement***	\$1500	\$1700
Full-Page Ad	\$1250	\$1450
Half-Page Ad	\$750	\$900
Quarter-Page Ad	\$500	\$650

*Camera Ready Ads will be run as is

**Ads to be designed must supply all images, logos and text that should appear in ad

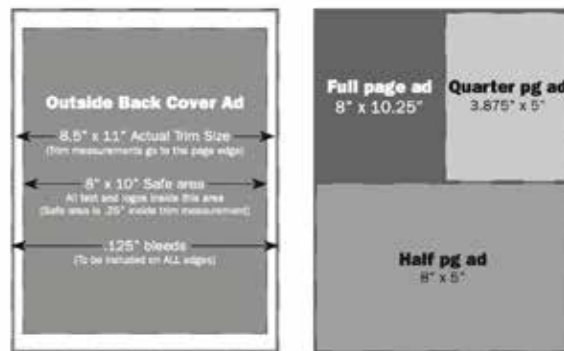
***Premium placements include inside front cover, page 3 and inside back cover

CAMERA READY AD SPECS

Full page: 8" x 10.25"

Half Page: 8" x 5"

Quarter Page: 3.875" x 5"



ADS RESERVED BY: APRIL 7, 2021
CAMERA READY ART DUE: APRIL 16, 2021

To reserve your ad space or for more information contact AHBA at
907.522.3605 or admin@ahba.net.