

**F**orward! The Home Builders Association of Virginia is embracing the future with optimism as it prepares to lead the charge to recovery in 2012. You can be part of this winning alliance by joining forces with the association and supporting its efforts. Plan now to have your message included in HBAV's third annual report and you'll reach more than 23,000 of the most influential decision-makers in the building industry.

Used throughout the year to let people know who and what HBAV is all about, the annual publication has been well-received throughout the Commonwealth for the past two years. It is mailed directly to HBAV members as a membership benefit, delivered to Virginia's legislative representatives and given to potential future members. In addition, it is distributed at the association's spring, summer and fall meetings and at special events.

For a full two years, the online version of the 2012 Annual Report will be posted at [www.hbav.com](http://www.hbav.com) and will include live links to advertising companies' websites.

Packed full of information, this handy reference tool will include pertinent articles on the workings of the state builders association, its leadership, accomplishments and its 16 local chapters. Applicable subjects also will be addressed by industry professionals on a variety of important developments while experienced journalists will connect with those in the know to bring readers updates on notable new products and future housing trends.

**FOR ADVERTISING CONTACT:**

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**FOR EDITORIAL CONTACT:**

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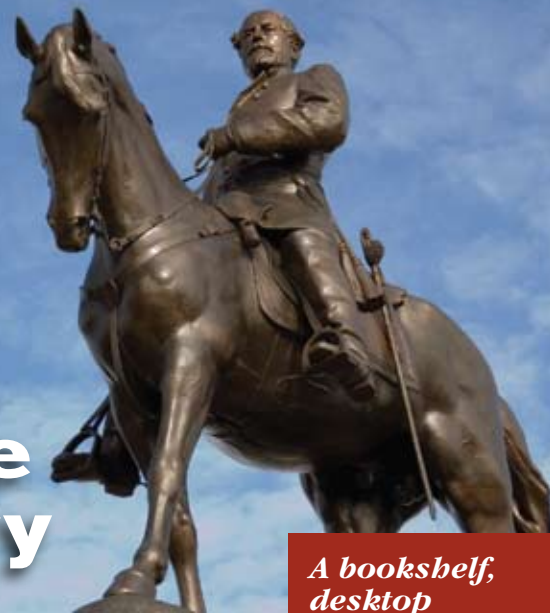


**Home Builders  
Association of Virginia**

Celebrating more than 50 years  
of service to housing in Virginia

# 2012 Annual Report:

## Leading the Charge to Recovery



### *Reader profile*

Like a microcosm of the broad world of business, HBAV membership includes a diverse group of 4,000 companies, from electricians, mortgage lenders, real estate brokers and bankers to builders, developers, remodelers and architects. Companies that join the home builders association are interested in the professionalism that such an affiliation offers.

- Approximately 80 percent of those who construct new homes, remodel existing houses and develop land for both residential and commercial purposes in Virginia are HBAV members.
- HBAV membership also consists of firms that build, own and manage multifamily housing, as well as those that provide products and services directly related to building and remodeling homes and developing land throughout the Commonwealth.
- Through this annual report, HBAV will provide important news to important people. With a total distribution of 5,800 and a pass-along rate of three individuals per issue, more than 23,000 people will read this report.

### *Editorial profile*

As the official publication of the Home Builders Association of Virginia, this comprehensive report has the unique mission of reaching out to current members as well as prospective future members with news and information that can help them in their daily business activities throughout the year. The annual report is projected to have a shelf life of one to two years.

### **This report will include:**

- Products for Tomorrow
- Industry Professionals' Findings
- Housing Trends
- President's Message
- Virginia Legislation
- Wrap-ups and Projections
- Regulatory Update
- Educational Opportunities
- Leadership Profiles
- Local Association Accomplishments and Contacts
- Award Recipients and Honorees
- Member Benefits Update, covering benefits and insurance programs

*A bookshelf,  
desktop  
must-have  
for building  
industry  
professionals  
in Virginia*

**SIGN UP EARLY  
and get a free link on  
the HBAV website!  
Contract by Feb. 1  
and you'll receive  
a free, one-year  
hyperlink\* on the  
HBAV "Look Who's  
Advertising" list  
located on the  
magazine  
marketing page!**

\* Advertiser hyperlink will be posted within one week of contracting and will remain up to one year.



*Do you have any new products or relevant industry news you think would be of interest to Virginia's home builders? If so, ask sales executive Lisa Nixon how to submit editorial content. There is no charge for this service.*

# HBAV 2012 Annual Report: Leading the Charge to Recovery

## ADVERTISING RATES

Rates shown assume ad is full color and provided camera-ready. All ad rates are net. Black-and-white rates are available on request.

Size	EARLY INCENTIVE RATES*	Standard Rates
Full page	\$1,000	\$1,100
2/3 page	\$825	\$907
1/2 page	\$700	\$770
1/3 page	\$550	\$605
1/6 page	\$325	\$357
<b>PREMIUM POSITION</b>		
Back cover**	\$1,400	\$1,540
Inside front cover	\$1,250	\$1,375
Inside back cover	\$1,250	\$1,375
Page 1	\$1,150	\$1,265
Opposite Table of Contents	\$1,100	\$1,210

\* Contact Lisa Nixon to hear more about how to guarantee you receive the lowest-pricing option.

Killing ad after contract is signed but before reservation deadline: 25% of ad cost. Rates effective December 2011. Rates shown are net.

\*\* Postal regulations now require that all mailing labels are positioned on a magazine's back cover.

## 2012 ADVERTISING DEADLINES

### RESERVE BY

June 15

### MATERIALS DUE BY

July 25

## DISPLAY AD SIZES

AD UNIT	WIDTH	HEIGHT
2-page spread	16 1/4	10
Full page*	7 1/2	10
2/3 page vertical	4 7/8	10
1/2 page horizontal	7 1/2	4 7/8
1/2 page vertical	4 7/8	7 1/2
1/3 page vertical	2 1/4	10
1/3 page square	4 7/8	4 7/8
1/6 page vertical	2 1/4	4 7/8
1/6 page horizontal	4 7/8	2 1/4

\* Back Cover 7 1/2 x 8 1/2.

All measurements are in inches.

- Allow additional 1/4 inch of image on sides that bleed beyond trim (trim is 3/8 inches wide by 10 7/8 inches high). Keep all text 1/4 inch from trim.
- The ad provided must conform to space purchased or publisher reserves the right to adjust size.

## PUBLICATION SPECIFICATIONS

The publication trim size is 8 3/8 inches wide by 10 7/8 inches high. The image area for all live materials is 7 1/2 inches wide by 10 inches high.

Keep all text 1/4 inch from trim on all sides of bleed ads!

The magazine is printed on a sheet-fed press, using process (CMYK) inks and coated paper. It is saddle-stitched. Exact color match cannot be guaranteed with process inks.

## ART SPECIFICATIONS

- Press optimized CMYK PDF files preferred.
- Packaged InDesign or Quark files accepted with all graphics and fonts included. (Call for support on other applications.)
- Photoshop files accepted if flattened and at minimal resolution of 300 dpi.
- A paper or PDF proof must accompany all ad submissions. Publisher accepts no responsibility for output errors in ads not accompanied by an advertiser-submitted proof.
- When creating solid black areas 1/4" x 1/4" or larger, please make these areas "rich black." The color formula for "rich black" is 100 Black, 40 Cyan, 20 Magenta and 30 Yellow.
- **Black type must be saved as 100% black, not CMYK.**

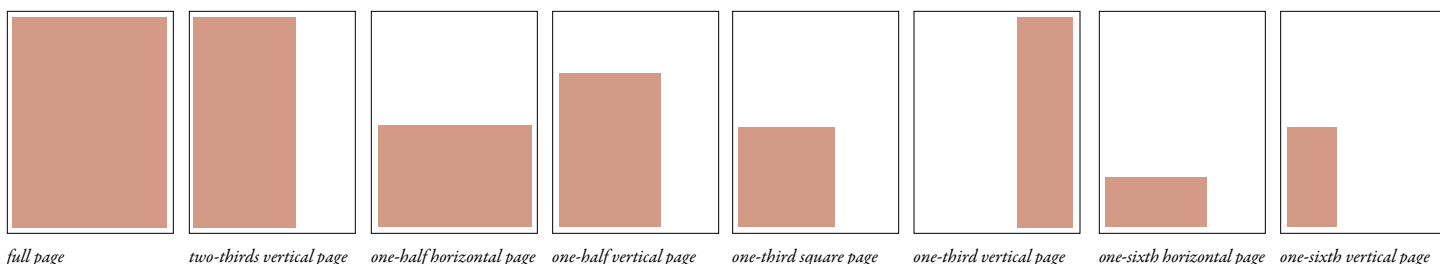
## Please remember to:

- Include, embed or outline all fonts.
- Provide images with a resolution of 300dpi at 100% print size.
- Convert all spot colors, RGB photos and artwork to CMYK.

**E-mail** your advertising materials to sales representative, Lisa Nixon, at [nixoncommunications@yahoo.com](mailto:nixoncommunications@yahoo.com). If files are too large to send this way, call Lisa for alternate instructions.

## TERMS OF SALE AND GENERAL POLICIES

- No agency discounts. Rates shown are net; agencies, please add your commission.
- Editorial is completely independent from advertising and no special consideration or commitment of any kind can be part of the sales arrangement.
- No advertisement shall appear without proper authorization in the form of a signed insertion order or space reservation contract.
- Cancellations must be made by the space order deadline; ads pulled after the space order deadline will be subject to full charge with or without insertion.
- Accounts not paid within 30 days of invoice date are subject to a late payment finance charge computed at 1.5% per month (based on 18% annual percentage rate). Collection and attorney fees are the responsibility of the advertiser.
- Advertisers and their agents assume complete liability for all contents (including text, representation and illustration) of advertisements printed and all responsibility for any claims arising against the publisher. Further, the publication shall not be held liable for damages if, for any reason, it fails to publish an advertisement.
- When in conflict, the conditions, terms and rates contained within this rate card take precedence over the conditions printed on contracts or insertion orders unless specifically allowed for by HBAV.



full page    two-thirds vertical page    one-half horizontal page    one-half vertical page    one-third square page    one-third vertical page    one-sixth horizontal page    one-sixth vertical page