



Building Better Communities Together. **Connections** Advertising Rates

Market Your Business to the Homebuilding Industry!

Reach every HBA builder, associate and affiliate member by advertising in *Connections*, the official newsletter of The Homebuilders Association of Chester & Delaware Counties.



PRINT AD RATES	1X	4X	AD/WEB COMBO PACKAGE DEAL!**			
	Insertion Rate	Insertion Rate*	4X Insertion Rate +3 Month Web	4X Insertion Rate +6 Month Web	4X Insertion Rate +9 Month Web	4X Insertion Rate +12 Month Web
Eighth Page 3 5/8" w x 2 3/8" h	\$360	\$240	\$1313	\$1810	\$2307	\$2805
Quarter Page 3 5/8" w x 4 7/8" h	\$450	\$320	\$1585	\$2082	\$2579	\$3077
Half Page 7 1/2" w x 4 7/8" h	\$795	\$530	\$2299	\$2796	\$3293	\$3791
Full Page 7 1/2" w x 10" h	\$1100	\$795	\$3200	\$3697	\$4194	\$4692

*Rates are per issue

**Package for Print Ad and Web Button only.

Premium Positions:	Full Page	
Inside Front Cover	\$1300	\$950
Inside Back Cover	\$1200	\$850
Back Cover	\$1000	\$750

WEBSITE AD RATES

Web Button Ad Only:

3 month min. contract @ \$195 per month = **\$585/qtr**
(120 x 40 pixels)

Web Banner Ad Only:

3 month min. contract @ \$275 per month = **\$825/qtr**
(600 x 60 pixels)

Need help with your ad? We can help!

Create new ad:	\$150
Revise or resize existing ad:	\$ 50
Scan new ad:	\$ 10
Web ad: Button \$50/Banner	\$100

DIGITAL REQUIREMENTS:

Electronic files should be supplied using the following software programs:

- QuarkXPress 7
- Adobe Photoshop 7.0 or
- Adobe Illustrator 10

The following formats are preferred: • PDF • JPEG • EPS

Please send files:

- By email to: epps@eppsadvertising.com
- By CD-Rom, please include a laser proof copy
- By uploading to FTP site at: eppsadvertising.com
user name: adshba1 password: Connection1

Questions? Please contact:

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