

2008 Advertising & Promotion Buyer's Guide

Fresh, Hill Country grown ...marketing and advertising?



A healthy body needs quality food...just like a healthy business needs quality marketing. An appropriate amount of advertising, promotion, and referrals will help your business to grow big and strong!

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Dear Members of the HCHBA,

This is your official guide to advertising and promotion opportunities for 2008. This guide will assist you in customizing the best marketing opportunities for your company from a broad spectrum of options.

All partnerships are publicized to the entire membership through meeting notices, at the event, and in the *Builder Bulletin* E-Newsletter. Sponsoring larger events such as the Tour of Homes and Home Show gives you an even broader audience, reaching out not only to members, but thousands of homebuyers across the area.

We are committed to giving the HCHBA members the best service and the best value for their advertising and promotion dollars. We are also committed to raising the awareness and positive image of our members to the general public. Support your industry, promote your business, and put your advertising and promotion dollars to work.

If you have any questions regarding this guide, please do not hesitate to call (830) 895-5424 or e-mail assistant@hillcountrybuilders.org.

Sincerely,

Heinz Roesch, Executive Officer

Advertising Guide

Rates for Non-Members are 20% more, unless specific rates are stated

Word of Mouth - The Most Affordable and Effective Advertising There Is

Before you spend a dime on advertising, I'd recommend making sure you have a unique experience waiting for prospects at your point of sale. This may sound simple, but most companies don't do anything to distinguish themselves once a prospect has entered the sales process. This scenario is so common that buyers are not at all surprised by it, which creates a tremendous opportunity for any company willing to invest the time and effort to provide a more memorable on-site experience. And when people have a better, more memorable experience, they talk about it.

For the full story, visit www.NAHB.org/SMChannel "Innovative and Affordable"

Creating a Winning Ad

An ad must be seen.

Does your ad look different? Is it cluttered with information? Does it include interesting graphics?

Exceed sales projections through an effective marketing and advertising program.

An ad must be read.

Ad copy should include benefits rather than just a list of features. A first-time buyer has better eyesight than most empty-nesters. Have you increased the type size to meet the needs of your target market? Are you providing the right information? Most people can only remember three key points in an ad. Choose your words carefully.

An ad must motivate.

Does your advertising create a "call to action?" Most ads have phone numbers and Web site information too small and/or buried in the copy.

For the full story, visit www.NAHB.org/SMChannel "Awards vs. Results: Creating a Winning Ad"

Four Ways to Advertise Through the HCHBA:

1. Membership Directory
2. HCHBA Websites
3. *Builder Bulletin* E-Newsletter
4. Pre-printed Mailing Labels

Membership Directory

Membership Directories (approximately 1,500) are issued annually and used by HCHBA members throughout the year as a reference source. Directories are also provided to Chambers of Commerce, including Kerrville and Fredericksburg, potential members, and individuals that request a list of members that perform specific services.

Cover and Premium Positions		Full Color Rates		Black/White Rates	
Size	Rate	Size	Rate	Size	Rate
Inside Front Cover	\$750	Full Page	\$650	Full Page	\$450
Outside Back Cover	\$1200	1/2 Page	\$400	1/2 Page	\$275
Inside Back Cover	\$750			1/4 Page	\$200

HCHBA Websites

For most home shoppers today, the first introduction to builders and new home communities occurs via the Internet. Display your logo or advertisement on the HCHBA websites and **make a link to your website for free!**

“Today’s savvy buyers have replaced the ‘old’ first visit to a welcome center with a visit to the Website.”

Size	Monthly Rate
Banner Across the top (475 by 110 Pixels)	\$50
Square on the right side (110 by 110 pixels)	\$25

Builder Bulletin E-Newsletter

It pays to advertise in the monthly *Builder Bulletin* E-Newsletter! Why?

- Designed to allow companies with a limited budget to get their name and number in front of customers.
- Run your current business card or we can typeset an ad for you at no additional charge.
- A circulation of more than 700 people interested in the Hill Country building industry.

Size	Monthly Rate
1/2 Ad (3.5”w x 4”h)	\$20
Full Ad (6.5”w x 4”h)	\$40

Pre-printed Mailing Labels

Use these pre-printed mailing labels to send marketing postcards, invitations, and/or letters to the association’s entire membership or select either the Builder Members or the Associate Members! These rates include the cost of the labels.

Size	Rate (Min. \$10)
Address Labels, 30 labels per page	\$5.00 per 30 labels
Shipping Labels, 10 labels per page	\$3.00 per 10 labels

Promotion Guide

Rates for Non-Members are 20% more, unless specific rates are stated

Look outside traditional media for marketing and branding

PR opportunities are endless. Companies need to stay on their toes and keep abreast of community happenings, sponsorship prospects and special events to get involved with. If it's possible for a company to get PR based on their involvement with any type of community event, it can be an invaluable investment. As Sandra Laws, president of home building industry marketing firm

Lawscomm, explains: "Event marketing is an affordable and effective option for exposing builders' products to potential new homebuyers. Events drive traffic to your biggest marketing tool: the models in your communities. Getting buyers to experience your product firsthand is invaluable."

For the full story, visit
www.NAHB.org/SMChannel
 "Innovative And Affordable Advertising

Eight Promotion Opportunities Through HCHBA Events:

1. Education
2. Bricks n' Sticks Mixer
3. Quarterly Membership Meeting
4. Christmas Extravaganza
5. Membership Drive
6. Golf Tournament
7. Hill Country Home Show
8. Hill Country Tour of Homes

Education

The HCHBA is pleased to offer an enhanced education program by offering designation courses under the National Association of Home Builders' University of Housing. Education Partners help underwrite the cost of quality instructors and provide lunches for attendees.

Education Partner: \$500 (must be a member of the association, no limit)

- 2 passes to any 2008 NAHB course (\$390 value), registration required
- Recognition in the *Builder Bulletin* E-Newsletter in the education section
- Company recognition on promotional items and during courses
- Recognition in the Education & Seminars section of the HCHBA website

Bricks n' Sticks Mixer

The monthly mixer is a 5:30-6:30 PM networking venue for members and guests. The Host organization will have the mixer at their place of business or a site of their choosing and is responsible for providing Hors d' oeuvres, sodas, beer, and/or wine. It is encouraged that the Host recruit as many Co-Hosts as possible to help with the purchase of food and drinks. Additional Door Prizes or Giveaways are encouraged.



Bricks n' Sticks Host: \$200 fee + \$100 for Jackpot (Maximum 1 per meeting)

- Potential customers visit your place of business
- Brief welcome or announcement
- Recognition at the mixer
- Recognition on the monthly meeting notice, and in the *Builder Bulletin* E-Newsletter

Bricks n' Sticks Co-Host: \$100 (no limit)

- Brief welcome or announcement
- Recognition at the mixer
- Recognition on the monthly meeting notice, and in the *Builder Bulletin* E-Newsletter

Quarterly Membership Meeting

These meetings, held in March, June, and September, provide an opportunity to target the entire membership of the HCHBA. It is a chance to meet new members, discuss industry concerns, garner new ideas, and re-connect with other members. Encourage all your staff to participate and network with like-minded individuals in the building industry.

VIP Meeting Partner: \$600 (Maximum 1 per meeting)

- Four tickets for dinner and reserved table
- Opportunity to give 15-20 minute presentation
- 6 ft. Table-top display and/or distribute information to the members
- Recognition at the meeting, in meeting notices, and in the *Builder Bulletin* E-Newsletter



Table Partner: \$100 (no limit)

- Two tickets for dinner
- 6 ft. table to display and/or distribute information to the members
- Recognition at the meeting, in meeting notices, and in the *Builder Bulletin* E-Newsletter

Christmas Extravaganza

This event ends the year by recognizing members and includes live music, dancing, and door prizes.

Mistletoe Partner: \$500 (no limit)

- 10 tickets for Christmas Extravaganza and a reserved table (a \$300 value)
- Recognition in meeting notices, the *Builder Bulletin* E-Newsletter, and the event program

Entertainment Partner: \$300 (no limit)

- 4 tickets for Christmas Extravaganza and reserved seating (a \$120 value)
- Recognition in meeting notices, the *Builder Bulletin* E-Newsletter, and the event program

Membership Drive

Our most influential members will be talking to people they know and do business with to offer hundreds of dollars worth of incentives to new members.

Incentive Partner:

Participate in word-of-mouth marketing by offering \$100-\$200 worth of products or service to each new member. Your company name and incentive will be mentioned during each phone call (approximately 500). We will also give you a list of all the new members that join, so you can call and introduce your company.

Promotional Partners:

Premium Partner: \$600 (no limit)

- Company logo on the Membership Drive Banner
- Company logo on the printed drive material (sent to approximately 500 people)
- Company name included in press release sent to local newspapers
- Recognition and Full ad in January, February, & March's *Builder Bulletin* E-Newsletter
- Recognition at the Kick-Off Party, attended by approximately 60 members

Distinguished Partner: \$300 (no limit)

- Company logo on the printed Drive material (sent to approximately 500 people)
- Recognition and Half ad in January, February, & March's *Builder Bulletin* E-Newsletter
- Recognition at the Kick-Off Party, attended by approximately 60 members

Golf Tournament

A variety of promotion levels exist during this annual event! We also welcome giveaway items for goodie-bags.

Partner Benefits (all Partners receive):

- Recognition on Rules and Regulations flyer
- Recognition in the *Builder Bulletin* E-Newsletter promoting the event

Tournament Partner: \$3,000 (can be split between two companies)

- Company Banner in registration area for team pictures
- Opportunity to help at registration and wear company uniforms
- Includes two team registrations (one per company if co-sponsored)

Lunch Partner: \$700 (can be split between two companies)

- Company Banner in eating area
- Opportunity to include your flyer/ad in food bag

Beverage Cart Partner: \$500 (maximum of 2, can be split)

- Company Name on Beverage Cart
- One representative per cart for distribution of beverages

Trophy and Prize Partner: \$200 (maximum of 3)

- Opportunity to present trophy and prize to the winning team
- Signage at individual hole

Individual Hole Partner: \$100 (no limit)

- Signage at individual hole
- Able to have Representatives and table or covered booth at your hole

Hill Country Home Show

www.HillCountryHomeShow.com

- New location at Inn of the Hills Conference Center, Kerrville
- The Exhibit Hall will be open to the public on Friday, 3/7/08, from Noon-7PM and Saturday, 3/8/08, from 9AM-4PM
- Live entertainment with Harry and the Hightones, a popular band, will be from 7-9PM on Friday night (Free to exhibitors and Show visitors; all others \$5 cover charge)
- Information Seminars, given by exhibitors, will be featured throughout the show

Booth location & size	HCHBA Member Rates	Regular Rates
Premium - W 10' x D 10'	\$475	\$625
Premium - W 10' x D 6'	\$300	\$395
Standard - W 10' x D 10'	\$425	\$575
Standard - W 10' x D 6'	\$270	\$365



Advertise in the Exhibit Hall Guide. Contact the HCHBA for ad rates.

Partner Opportunities:

Entertainment Partner: \$400

Promote your company to attendees, exhibitors, and the general public by underwriting the musical entertainment, Harry & The Hightones, on Friday evening, March 7, from 7:00-9:00 PM.

- Two partner signs, with company name/logo and booth number, placed at the entrance and near the band on Friday evening
- Attendees must visit your booth to be eligible for the hourly prize drawing (if you have a booth)
- Company name or logo included in advertising*, ex: "Entertainment sponsored in part by ____"
- Company name or logo displayed in the Exhibit Hall Guide
- Link to your website from www.hillcountryhomeshow.com

Refreshment Partner: \$400

Promote your company during the event by underwriting the refreshments purchased from the Inn of the Hills.

- Two Partner signs, with company name/logo and booth number, placed at the entrance and next to the Refreshment table
- Attendees must visit your booth to be eligible for the hourly prize drawing (if you have a booth)
- Company name or logo included in advertising*, ex: "Refreshments sponsored in part by ____"
- Company name or logo displayed in the Exhibit Hall Guide
- Link to your website from www.hillcountryhomeshow.com

Advertising Partner: \$250

- Attendees must visit your booth to be eligible for the hourly prize drawing (if you have a booth)
- Company name or logo included in advertising*, ex: "Hill Country Home Show sponsored in part by ____"
- Company name or logo displayed in the Exhibit Hall Guide
- Link to your website from www.hillcountryhomeshow.com

Prize Partner: \$125

Get more name recognition by providing one prize (minimum \$50) for one of the hourly prize drawings!

- Attendees must visit your booth to be eligible for the hourly prize drawing (if you have a booth)
- Recognition during your prize drawing
- Company name or logo included in limited advertising*
- Company name or logo displayed in the Exhibit Hall Guide
- Company name or logo on www.hillcountryhomeshow.com

*The HCHBA will endeavor to include your Company Name or logo in the print, TV, and radio advertisements for the Hill Country Home Show.

Hill Country Tour of Homes www.HillCountryTourOfHomes.com

Use this event as an opportunity to showcase your products and services to thousands of people that visit, relocate, and live in the Hill Country.

Advertise in the Tour of Homes Guide. Contact the HCHBA for ad rates.

Tour Partner:

Tour Partner: \$5,000 (Maximum 1), in addition to Partner Benefits:

- Company name or logo on street banners and home/development Tour signs
- Recognition in Advertising*, in Tour Guide with a Full Page Ad, and on Tour website
- Opportunity to display promotional material in each Tour Home and development
- Recognition at the Tour Awards Banquet
- Speaking opportunity at the Association's September Quarterly Membership Meeting
- Recognition in the monthly *Builder Bulletin* E-Newsletter and a Half Ad in all remaining 2008 publications

Advertising Partners:

Premium Partner: \$2,500 (Maximum 5)

- Company name or logo on street banners and home/development Tour signs
- Recognition in Advertising*, in Tour Guide with a 1/4 Page Ad, and on Tour website
- Recognition at the Tour Awards Banquet
- Recognition in the *Builder Bulletin* E-Newsletter and a Half Ad in the September issue of the newsletter

Distinguished Partner: \$1,500 (no limit)

- Recognition in Advertising*, in Tour Guide with a 1/8 Page Ad, and on Tour website
- Recognition at Tour Awards Banquet
- Recognition in the monthly *Builder Bulletin* E-Newsletter

*The HCHBA will endeavor to include your Company Name or logo in the print, TV, and radio advertisements for Tour the Hill Country.

Award Partners:

Awards Banquet Partner: \$1,000 (Maximum 4)

- Recognition in Tour Guide and a 1/8 Page Ad
- Recognition in the Awards Banquet invitation and signage at the Awards Banquet
- Opportunity to present trophies at the Awards Banquet
- Recognition on Tour website
- Recognition in the monthly *Builder Bulletin* E-Newsletter

Trophy Partner: Donate services to create trophies

- Recognition in Tour Guide
- Recognition in the Awards Banquet invitation and signage at the Awards Banquet
- Recognition on Tour website
- Recognition in the monthly *Builder Bulletin* E-Newsletter

Promotional Calendar & Strategy

Prices are subject to change without notice.
 Rates for Non-Members are 20% more, unless specific rates are stated

Partnerships		Total
Education Partner	\$500	
Bricks n' Sticks		
Host	\$300	
Co-Host	\$100	
Quarterly Membership Meetings		
VIP Meeting Partner	\$600	
Tabletop Partner	\$100	
Christmas Extravaganza		
Mistletoe Partner	\$500	
Entertainment Partner	\$300	
Membership Drive		
Premium Partner	\$600	
Distinguished Partner	\$300	
Golf Tournament		
Tournament Partner	\$3,000	
Lunch Partner	\$700	
Beverage Cart Partner	\$500	
Trophy and Prize Partner	\$200	
Individual Hole Partner	\$100	
Hill Country Home Show		
Entertainment Partner	\$400	
Refreshment Partner	\$400	
Advertising Partner	\$250	
Prize Partner	\$125	
Hill Country Tour of Homes		
Tour Partner	\$5,000	
Premium Partner	\$2,500	
Distinguished Partner	\$1,500	
Awards Banquet Partner	\$1,000	
	Total:	

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February Bricks n' Sticks Mixer, pg.5	August Bricks n' Sticks Mixer, pg.5
March Education Partner, pg.4 Quarterly Membership Meeting, pg.5 Hill Country Home Show, pg.7	September Quarterly Membership Meeting, pg.5
April Bricks n' Sticks Mixer, pg.5	October Bricks n' Sticks Mixer, pg.5 Hill Country Tour of Homes, pg.9
May Bricks n' Sticks Mixer, pg.5 Golf Tournament, pg.6	November Education Partner, pg.4 Bricks n' Sticks Mixer, pg.5
June Education Partner, pg.4 Quarterly Membership Meeting, pg.5	December Christmas Extravaganza, pg.5

Hill Country Home Builders Association

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 www.hillcountrybuilders.org



Solid proof.

The Hill Country Home Builders Association is a professional, non-profit organization chartered in 1995 whose members participate in, or support, the building industry throughout 12 counties. We serve our members through networking opportunities, dissemination of industry information, community events that showcase members, and educational programs. The members of the Hill Country Home Builders Association practice integrity, excellence in workmanship, and professional and ethical conduct to enhance the lives of our customers and increase the prosperity of our communities.