

HAA 2017 Advertising Packages

Take a multi-pronged approach to your marketing strategy. Gets a package deal using a combination of advertising avenues and save money at the same time. Package samples listed below. Custom packages are available upon request.

Package A: The Grand Stand! – Save over \$3,400!

12 - Full Page Full Color ABODE ads: $\$1,019 \times 12 = \$12,228$
2 - Full Page Full Color 2017 Buyers Guide Ad: $\$1,849 \times 2 = \$3,698$ (billed July 1)
2 - Months Banner Ad Display on HAA Website: \$10 off page rate
4 - Weeks of HAA ThisWeek Advertising: $\$239 \times 4 = \956
BONUS: Full bleed on all ads ~~$\$85 \times 12$~~ = FREE!

Package B: The Show Off! – Save over \$2,900

6 - Full Page Full Color ABODE ads: $\$1,019 \times 6 = \$6,114$
BONUS: Full bleed on all ads ~~$\$85 \times 6$~~ FREE
6 - Half Page Full Color ABODE ads: $\$777 \times 6 = \$4,662$ (Alternating months)
1 - Full Page Full Color 2017 Buyers Guide ad: \$1,849
1 - Half Page Full color 2017 Buyers Guide ad: \$1,325 (billed July 1)
2 - Month Banner Ad Display on HAA Website: \$10 off page rate
4 - HAA ThisWeek ads: $\$239 \times 4 = \956

Package C: The Broadcast! - Save over \$2,300

12 - Half Page Full Color ABODE ads: (horizontal or vertical) = $\$777 \times 12 = \$9,324$
2 - Half Page Full Color 2017 Buyers Guide ads: $\$1,325 \times 2 = \$2,650$
1 - Month Banner Ad Display on HAA Website: \$10 off page rate
4 - HAA ThisWeek ads: $\$239 \times 4 = \956

Package D: The Splash! – Save over \$1,800

6 - Full Page Full color ABODE ads (every other month): $\$1,091 \times 6 = \$6,540$
1 - 2017 Buyers Guide Full Page Full Color ad: \$1,849
BONUS: Full bleed on all ads ~~$\$85 \times 7$~~ = FREE
1 - Month Banner Ad Display on HAA Website: \$5 off page rate
2 - Weeks of HAA ThisWeek Advertising: $\$244 \times 2 = \488

Package E: The Soap Box – Save over \$1,155

6 - Half Page Full Color ABODE ads (every other month) = $\$805 \times 6 = \$4,830$
1 - Half Page Full Color 2017 Buyers Guide ad: \$1,325
1 - Month Banner Ad Display on HAA Website: \$5 off page rate OR 2 - HAA ThisWeek ads: $\$244 \times 2 = \488

Package F: The Soft Sell – Save over \$850

4 - Half Page Full Color ABODE ads – Advertiser’s monthly choice: $\$833 \times 4 = \$3,332$
1 - Half Page Full Color 2017 Buyers Guide ad: \$1,325
1 - Month Banner Ad Display on HAA Website: \$5 off page rate OR 2 - HAA ThisWeek ads: $\$244 \times 2 = \488

Package G: The Sampler Platter – PICK THREE!

2 - Half Page Full Color ABODE ad = $\$833 \times 2 = \$1,666$
2 - Quarter Page Full Color ABODE = $\$552 \times 2 = \$1,104$
2 - 1/6 page Full Color ABODE = $\$359 \times 2 = \718
1 - Quarter Page Full Color 2017 Buyers Guide ad = \$830
1 - Month Banner Ad Display on HAA Website: \$10 off page rate
2 - HAA ThisWeek ads: $\$244 \times 2 = \488

Not exactly what you’re looking for? Contact us to prepare a custom “A La Carte” package that fits your needs and your budget.

Preferred positioning rules apply and are an additional 20% in addition to the cost of the ad space. First right of refusal rules apply to current Directory & Buyer’s Guide advertisers until July 31, 2014. Package pricing based on discounted color pricing and can not be separated. For individual rates, refer to 2014 Rate Cards. Contact Supplier Services with questions 713-595-0316 or suppsrv@haaonline.org.

