

*Let us help you put your business in front of thousands of potential customers!*

The Answer Book, an annual publication of the Home Builders Association of SW Missouri, is distributed to thousands of consumers who attend HBA events during the year.

It is a consumers guide to products and services *featuring only* HBA member builders and businesses.

Articles highlighting members products and services will offer a unique opportunity to get a leg up on the competition. Don't miss this chance to have your business spotlighted in this handy reference guide. Call today to make your reservation!



**Home Builders Association  
of Southwest Missouri**

P.O. Box 2532  
2024 East 32nd Street  
Joplin, MO 64803

**Home Builders Association  
of Southwest Missouri**

# THE ANSWER BOOK

**“OUR RESOURCES  
FOR YOUR HOME”**

*Let Us Help You  
Promote Your Business  
To A Targeted Market*



*“Together we are building for the future...”*

Phone: 417.623.5205  
Fax: 417.623.1509  
E-Mail: [crystal@hbabuilders.com](mailto:crystal@hbabuilders.com)

# ADVERTISING RATES

## Who will see my ad?

Consumers across the region will take this book home from our 2010 Home Show in February, from our 2010 Parade of Homes in October and from dozens of HBA member businesses and offices across southwest Missouri, southeast Kansas and northwest Oklahoma.

Hundreds of these books are distributed from the HBA office in response to daily inquiries about who can provide goods and services that will take care of their needs.



*If you're looking at advertising to a targeted market, this is the "Answer."*

## Why is this book different?

Unlike other magazines or flyers, this one is made to last. The heavy gloss finish lets the user

**One look at this publication will make consumers realize it's a book they'll want to keep!**

know right away that it's not a throw away. Category listings as well as alphabetical listings make it easy to find a member by their name OR their product. We have thousands of them made with spiral binding, for easy reference at your desk. The handy smaller size makes it perfect to keep by the phone or tuck into the glove box .

All ads are full color and designed free by our graphics designer if you don't have access to a marketing department.

Let us help you present a professional image if you don't already have camera ready ads prepared.

_____	<b>1/4 Page.....</b>	<b>\$550</b>
_____	<b>1/2 Page.....</b>	<b>\$850</b>
_____	<b>Full Page.....</b>	<b>\$1200</b>
_____	<b>Inside Front Cover...\$1800</b> (Includes Feature Article)	
_____	<b>Inside Back Cover...\$1800</b> (Includes Feature Article)	
_____	<b>Back Cover.....\$2000</b> (Includes Feature Article)	

## New This Year....

*With the purchase of a 1/2 page or a full page ad you can purchase a feature article, including pictures taken at your location, about your company or product.*

*Want to introduce a new product, tell consumers about a trend or explain a method or process?*

*With information from you our writer will produce an article that tells the public what you want them to know.*

_____	<b>Feature Article.....</b>	<b>\$250</b>
	<i>(With the purchase of a 1/2 page or full page ad)</i>	

## Reserve your space today!

Contact us today to reserve your ad:

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Contact Signature

\_\_\_\_\_ Please use my existing ad in the 2010 issue

\_\_\_\_\_ I will submit a new ad for the 2010 issue

## How do I pay?

We are pleased to offer two easy payment options. Tell us which one you will use.

\_\_\_\_\_ Pay in full by December 15, 2009 and **receive 10% off** the published price.

\_\_\_\_\_ Pay \$100 when you reserve your space and pay the balance in 4 installments January through April 2010

**We are pleased to accept  
Visa or Mastercard**