

2024

PARTNERSHIP OPPORTUNITIES

DO BUSINESS WITH A MEMBER

kchba.org



HOME BUILDERS ASSOCIATION
OF GREATER KANSAS CITY
Homeownership for All



**HOME BUILDERS
ASSOCIATION**
OF GREATER KANSAS CITY

2024 Marketing Opportunities Amplify Your Voice

KCHBA's marketing opportunities allow for unique and exclusive access to a targeted audience - home builders and remodelers. These opportunities are designed to enhance your ability to communicate your products and services to members.

ELITE PARTNERS

	Platinum \$11,000	Gold \$6,000	Silver \$4,750	Bronze \$3,500	Sapphire \$2,250	KCHBA Membership Only
Annual Membership Dues						
Affiliate Membership	5	4	3	2		
Recognition at Events and in Social Media						
Building Business News & KCHBA Website Recognition						
Recognition in Spring and Fall Parade Guides						
Recognition in Membership Directory						
Membership Directory Enhanced Listing						
BBN Monthly Advertisement	1/2 Page	1/4 Page				
Branded Content in BBN and Online						
Digital Marketing Package						
Dollar Value toward KCHBA Permit Reports	\$1,000	\$750	\$750	\$750	\$600	
Monthly Sponsor of Weekly E-newsletter, This Week at the HBA						
Benefits to KCHBA Events	50% Discount	40% Discount	30% Discount	25% Discount	10% Discount	



HOME BUILDERS ASSOCIATION
OF GREATER KANSAS CITY
The Voice of the Housing Industry

AMPLIFY YOUR VOICE AS A KCHBA ELITE PARTNER

2024 ADVERTISING & SPONSORSHIP OPPORTUNITIES • HOME BUILDERS ASSOCIATION OF GREATER KANSAS CITY
CONTACT THE KCHBA FOR QUESTIONS OR TO CREATE A CUSTOMIZED PARTNERSHIP PLAN
816.942.8800 • WWW.KCHBA.ORG

ELITE PARTNERS

Artisan Home Tour

2024 ARTISAN HOME TOUR | August 9-11, 16-18 AND 23-25

Presenting Sponsor • \$40,000

Two Year Commitment (2023-2024)

KCHBA Benefits (Includes Diamond Level Elite Partner Benefits):

- Annual KCHBA Membership | **\$750 Value**
- Five (5) affiliate members | **\$250 Value**
- \$1,000 value toward KCHBA Permit Reports
- 100% discount to KCHBA events
 - **Maximum number of tickets per event is 4*
 - **Does not include fundraisers*
- Annual Sponsor recognition in Spring and Fall Parade of Homes Guides | **12,000+ Distribution per season**

Parade Specific Benefits

Consumer Focused:

- Company logo on cover of Artisan Guide | **8,000+ Distribution**
- Company logo on select print advertising in association with Artisan Home Tour
- Company logo on TV spots (30 seconds+)
- Company logo on Artisan Home Tour website with link
- Full page, four color advertisement in Artisan Guide | **\$1,195 Value**
- Company logo on Artisan Home Tour official entry signage located at each home
- Company recognition on Parade of Homes + Artisan Home Tour social media | **Over 22,500 followers**
- Company name in KCHBA media releases for Artisan Home Tour
- Company logo on consumer emails | **12,600+ email recipients**

Industry Focused:

- 50 complimentary tickets to Artisan Home Tour | **\$1,250**
- Building Business News (BBN) and KCHBA website recognition
- Recognition at events and in social media | **Over 22,500 followers**
- Recognition in membership directory
- Membership directory enhanced listing | **\$99**
- 1/2 Page BBN monthly advertisement | **\$5,390**
- Company logo on Artisan Home Tour related emails to KCHBA membership | **1,365+ email recipients**

ELITE PARTNERS

Artisan Home Tour

2024 ARTISAN HOME TOUR | August 9-11, 16-18 AND 23-25

Signature Sponsor • \$10,000 (Limit 5)

- Premium signage in all participating Artisan Tour homes
- Company representative to be a part of the Artisan Committee
- Company logo on Artisan website with link
- Half page, four color advertisement in Artisan Tour guide
- Regular company recognition on Artisan Tour social media
- Listed in Artisan Home Tour guidebook on sponsors page
- Billed quarterly (8 payments)
- 25 complimentary tickets to Artisan Home Tour

Mobile App Sponsor • \$8,500

87% OF TICKETS PURCHASED THRU APP

- Company logo on Artisan website with link
- Half page, four color advertisement in Artisan Tour guide
- Company representative to be a part of the Artisan committee
- Listed in Artisan Home Tour guidebook on sponsors page
- Company logo will be clickable throughout the mobile app
- 20 complimentary tickets to Artisan Home Tour

Ticket Sponsor • \$5,000

- Company logo on Artisan website with link
- Regular company recognition on Artisan Tour social media
- Listed in Artisan Home Tour guidebook on sponsors page
- Company logo on all tickets (digital and printed)
- 16 complimentary tickets to Artisan Home Tour

Official Sponsor • \$5,000 (One Sold, Four Available)

- Company logo on Artisan website with link
- Half page, four color advertisement in Artisan Tour guide
- Regular company recognition on Artisan Tour social media
- Listed in Artisan Home Tour guidebook on sponsors page
- 16 complimentary tickets to Artisan Home Tour

ELITE PARTNERS

Artisan Home Tour

2024 ARTISAN HOME TOUR | August 9-11, 16-18 AND 23-25

Platinum Sponsor • \$3,000

- Company logo on Artisan website with link
- Regular company recognition on Artisan Tour social media
- Listed in Artisan Home Tour guidebook on sponsors page
- 12 complimentary tickets to Artisan Home Tour

Gold Sponsor • \$2,000

- Company logo on Artisan website with link
- Regular company recognition on Artisan Tour social media
- Listed in Artisan Home Tour guidebook on sponsors page
- 8 complimentary tickets to Artisan Home Tour

Silver Sponsor • \$1,000

- Company logo on Artisan website with link
- Regular company recognition on Artisan Tour social media
- Listed in Artisan Home Tour guidebook on sponsors page
- 4 complimentary tickets to Artisan Home Tour

ELITE PARTNERS

Parade of Homes

SPRING 2024 April 27 - May 12 | **FALL 2024** September 21 - October 6

Presenting Sponsor • \$50,000

(Exclusive, includes both spring and fall events in 2024)

KCHBA Benefits (Includes Diamond Level Elite Partner Benefits):

- Annual KCHBA Membership | **\$750 Value**
- Five (5) affiliate members | **\$250 Value**
- \$1,000 value toward KCHBA Permit Reports
- 100% discount to KCHBA events
 - **Maximum number of tickets per event is 4*
 - **Does not include fundraisers*
- Annual Sponsor recognition in Spring and Fall Parade of Homes Guides | **12,000+ Distribution per season**

Parade Specific Benefits

Consumer Focused:

- Company logo on cover of Parade Guide (Spring and Fall) | **12,000+ Distribution**
- Company logo on select print advertising in association with Parade of Homes
- Company logo on TV spots (30 seconds+)
- Company logo on Parade of Homes website with link | **Received 113,759 page views in 2023**
- Full page, four color advertisement in Parade Guide (Spring and Fall) | **\$1,955 Value**
- Company logo on Parade of Homes official entry banners located at each home
- Company logo on winner banners and easels located in all award winning homes
- Company recognition on Parade of Homes social media | **Over 22,500 followers**
- Company name in KCHBA media releases for Parade of Homes
- Company logo on consumer emails | **12,600+ email recipients**
- Company recognition in prominent location on Parade of Homes mobile app
 - **35,000+ app users (as of Fall 2023)**
 - **2,928,035 page views in 2023**
 - **4,662,447 user interactions in 2023**

Industry Focused:

- Four (4) complimentary tickets to Awards Ceremony (both Fall and Spring events)
- Building Business News (BBN) and KCHBA website recognition
- Recognition at events and in social media | **Over 22,500 followers**
- Recognition in membership directory
- Membership directory enhanced listing | **\$99**
- 1/2 Page BBN monthly advertisement | **\$5,390**
- Company logo on Parade related emails to KCHBA membership | **1,365+ email recipients**

ELITE PARTNERS

Parade of Homes

SPRING 2024 April 27 - May 12 | **FALL 2024** September 21 - October 6

Mobile App Category Sponsor • \$10,000 (Limit 10)

(Category exclusive, cannot compete with Presenting Sponsor; includes both spring and fall events in 2024)

KCHBA Benefits (Includes Bronze Level Elite Partner Benefits; value \$3,500):

- Annual KCHBA Membership | **\$750 Value**
- Two (2) affiliate members | **\$1000 Value**
- \$750 value toward KCHBA Permit Reports
- 25% discount to KCHBA events
 - **Maximum number of tickets per event is 4*
 - **Does not include fundraisers*
- Annual Sponsor recognition in Spring and Fall Parade of Homes Guides | **12,000+ Distribution per season**

Parade Specific Benefits

Consumer Focused:

- Company logo on select print advertising in association with Parade of Homes
- Company logo on Parade of Homes website with link | **Received 113,759 page views in 2023**
- Half page, four color advertisement in Parade Guide (Spring and Fall) | **\$1,000 Value**
- Company recognition on Parade of Homes social media | **Over 22,500 followers**
- Company logo on consumer emails | **12,600+ email recipients**
- Company recognition within scroll feature on Parade of Homes mobile app
 - **35,000+ app users (as of Fall 2023)**
 - **2,928,035 page views in 2023**
 - **4,662,447 user interactions in 2023**

Industry Focused:

- Two (2) complimentary tickets to Awards Ceremony (both Fall and Spring events)
- Building Business News (BBN) and KCHBA website recognition
- Recognition at events and in social media | **Over 22,500 followers**
- Recognition in membership directory
- 1/4 Page BBN monthly advertisement | **\$3,355**
- Company logo on Parade related emails to KCHBA membership | **1,365+ email recipients**

ELITE PARTNERS

Parade of Homes

SPRING 2024 April 27 - May 12 | **FALL 2024** September 21 - October 6

Awards Ceremony Sponsor • \$10,000 (Limit 2 Per Season)

(Category exclusive, cannot compete with Presenting Sponsor; includes both spring and fall events in 2024)

- Eight (8) complimentary tickets to event | \$760 Value
- Opportunity to provide 30-second video to be shown at event
- Opportunity to speak at beginning of awards presentation (3-5 minutes)
- Company logo on select slides within Awards powerpoint
- Company recognition on all social media promoting the event
- Linked company logo on event page on kchba.org website
- Company logo on all emails promoting the Awards Ceremony event
- Company recognition on event registration webpage
- Company recognition on registration signage at event
- Company banner / signage to be displayed at the event
- Opportunity to display table for marketing materials at the event
- Company recognition at food / beverage stations throughout event
- Company logo on Parade of Homes website with link | **Received 113,759 page views in 2023**

ELITE PARTNERS

Platinum Level | \$11,000

- Annual KCHBA Membership | **\$750 Value**
- Five (5) affiliate members | **\$250 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **12,000+ Distribution**
- Recognition in membership directory
- Membership directory enhanced listing | **\$99**
- 1/2 Page BBN monthly advertisement | **\$5,390**
- Branded content in BBN and online
- \$1,000 value toward KCHBA Permit Reports
- 50% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*

ELITE PARTNERS

Gold Level | \$6,000

- Annual KCHBA Membership | **\$750 Value**
- Four (4) affiliate members | **\$200 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **12,000+ Distribution**
- Recognition in membership directory
- Membership directory enhanced listing | **\$99**
- 1/4 Page BBN monthly advertisement | **\$3,355**
- \$750 value toward KCHBA Permit Reports
- 40% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*

ELITE PARTNERS

Silver Level | \$4,750

- Annual KCHBA Membership | **\$750 Value**
- Three (3) affiliate members | **\$150 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **12,000+ Distribution**
- Recognition in membership directory
- Membership directory enhanced listing | **\$99**
- Digital Marketing Package
- \$750 value toward KCHBA Permit Reports
- Monthly sponsor of weekly e-newsletter, This Week at the HBA
- 30% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*

ELITE PARTNERS

Bronze Level | \$3,500

- Annual KCHBA Membership | **\$750 Value**
- Two (2) affiliate members | **\$100 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **12,000+ Distribution**
- Recognition in membership directory
- \$750 value toward KCHBA Permit Reports
- 25% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*

ELITE PARTNERS

Sapphire Level | \$2,250

- Annual KCHBA Membership | **\$750 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **12,000+ Distribution**
- Recognition in membership directory
- \$600 value toward KCHBA Permit Reports
- 10% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*



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EVENT PARTNERS

Economic Forecast Breakfast | \$3,500 ^{3 AVAILABLE}

JANUARY 18, 2024

One of the most highly attended events, the Economic Forecast Breakfast gives companies an opportunity to hear from local and national economists and discuss trends and challenges for the coming year.

- Company logo on all marketing materials
- Recognition at event
- Company signage at registration
- Opportunity to greet attendees
- Minimum of two (2) social media mentions in posts related to event
- Table of 10 included | **\$500 Value**
- Company representative at speaker dinner night before event, attended by:
 - *Economic Forecast speaker(s)
 - *Executive Committee / KCHBA staff
- Invitation to attend follow up presentation with speaker(s) in late February

EVENT PARTNERS

Parade of Playhouses



APRIL 9 - 14, 2024

Be seen by thousands of people who visit Union Station every day! The 2024 Parade of Playhouses is a priceless opportunity to promote your company to consumers and KCHBA members while aligning your brand with a worthy cause!

Palace Sponsor | \$7,000 (1 available)

- Title placement of company logo on Parade of Playhouse event signage for a week at Union Station
- Title placement of company logo on KCHBA website
- Company logo on mobile app exclusively
- Recognition at Foundations for the Future student and industry luncheon at Union Station
- Opportunity to present winners with awards at Foundations for the Future student and industry luncheon
- Social media recognition before, during and after the event
- Opportunity to present donation to charitable organization
- 2 free tickets to attend Spring Parade of Homes Awards Ceremony

Realtor Sponsor | (1 per playhouse)

- Prominent placement of company logo on KCHBA website
- Prominent placement of company logo on Parade of Playhouse event signage
- Recognition in social media posts
- Logo on "For Sale" sign in front of playhouse
- Recognition at Foundations for the Future student and industry luncheon

Floor Decal Sponsor | \$250 (1 per playhouse)

- Floor decal in front of playhouse on sidewalk
- Listing on KCHBA website
- Recognition at Foundations for the Future student and industry luncheon

EVENT PARTNERS

Artisan Bus Tours

Presenting Sponsor | \$2,500

- Area at entry to event to display materials
- Four (4) event tickets at each tour
- Digital, print and social media acknowledgement
- Company logo displayed on signage at entry to event
- Company logo on event lanyards

Bus Sponsor | \$650 (2 available)

- Recognition as a Bus Sponsor
- Two (2) event tickets
- Digital, print and social media acknowledgement
- Company logo displayed next to bus during event

Food Sponsor | \$500 (2 available)

- Recognition as a Food Sponsor
- Two (2) event tickets
- Digital, print and social media acknowledgement
- Company logo at food station area

Drinks Sponsor | \$500 (2 available)

- Recognition as Drinks Sponsor
- Two (2) event tickets
- Digital, print and social media acknowledgement
- Company logo at drink station area



EVENT PARTNERS

Board Meeting Lunch | \$750

Make an impression as the official KCHBA Board Lunch Sponsor one month. Sponsoring lunch provides the opportunity to emphasize your organization's services or products in a congenial setting.

- Recognition in meeting notice to board members
- Recognition by Association President at beginning of meeting
- Company logo on meeting agenda
- Company logo on TV screen in board room during meeting
- Company may provide literature to board members
- One company representative may attend the lunch portion of the meeting to introduce themselves to those who lead the association
- Five minutes to speak to group at beginning of board meeting



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HOSTED EVENTS



Professional Women in Building

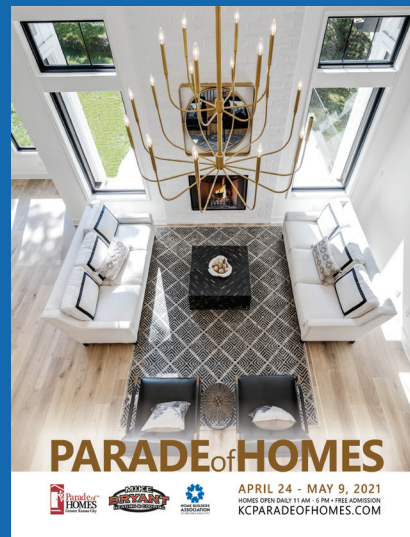
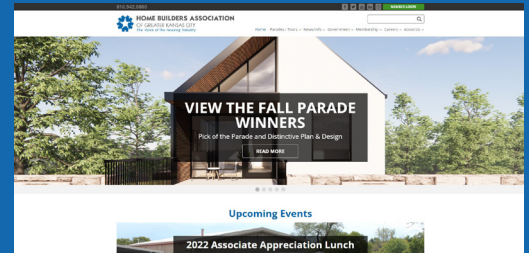
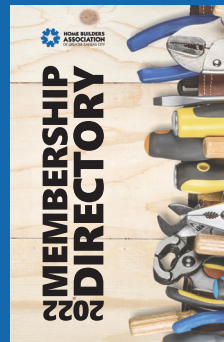
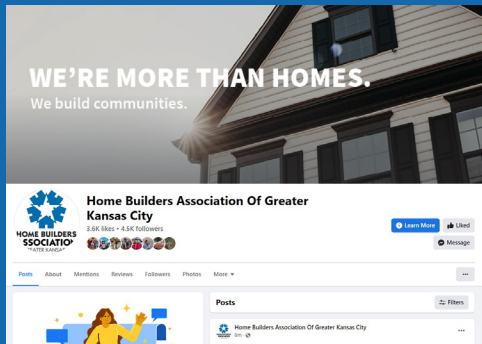
- KCHBA's Professional Women in Building council is dedicated to promoting industry professionalism and supporting our members. Members are engaged in all aspects of the building industry including builders, remodelers, architects, suppliers, marketers, designers, realtors and mortgage lenders. Any person working for a KCHBA member company is eligible to join.
- Opportunities to build brand recognition, network and cultivate relationships within the industry.
- **Host and Sponsor an Event, Happy Hour or Meeting of the Council**
Help the Council by volunteering to host a meeting, education event or happy hour! Host the Council at you showroom / office / KCHBA and provide drinks and light appetizers. Benefits include:
 - Opportunity to speak during the event announcements
 - Logo on event marketing
 - Exposure for business and product
- **Meeting of the Council**
The Council holds four annual business meetings throughout the year, all Council members are encouraged to participate.
- **KCPWB Connection Playdates**
Donate two \$25 gift cards to a coffee shop or place of your choice, your company will be recognized as the playdate sponsor during the event in which they are given away. This is an opportunity for Council members to network and build relationships.
- **Other Events and Opportunities**
Cocktails or Coffee with the Chairwoman - buy attendees their first drink! These events take place the first Friday of every month, exception in July.
- **2024 KCPWB Bottle & Barrel Bash Fundraiser - Opportunities will be made available in May 2024!**

HOSTED EVENTS

Young Professionals



- Want to get in front of tomorrow's building industry leaders today? Build brand recognition and business relationships with young minds looking to grow their own building industry careers and better their businesses.
- The mission of the KCHBA's Young Professionals group is to provide career-minded individuals with opportunities to develop professionally, civically and socially through activities that support the future of the home-building industry. Any KCHBA member under the age of 45 is eligible to join.
- Yearly YP events include monthly meetings, happy hours, the annual Christmas Social and Bus Tours during the Spring and Fall Parade of Homes. As a sponsor, you will receive:
 - Recognition by YP chair during the event
 - Company logo with link in weekly e-newsletter, This Week at the HBA, as it relates to event
 - Company mention in invitation to event
 - Complimentary tickets to event



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ADVERTISING OPPORTUNITIES

Building Business News

The official publication of the Home Builders Association of Greater Kansas City Building Business News, or BBN for short, keeps readers up-to-date on KCHBA programs, events and services in addition to industry news, events and issues. *BBN* also is the only local monthly trade publication specializing in the greater Kansas City new-home building and remodeling industry.

Print Reach

CIRCULATION

600+ per issue

DISTRIBUTION

Direct mail to primaries of all member companies
every other month + public officials

Digital Reach

CIRCULATION

1,000+
every month

AUDIENCE

240+ Builder Companies
300+ Associate Companies

BUILDER BREAKDOWN

6% Large Volume (100+ homes annually)
16% Mid-volume (30-99 homes annually)
77% Small Volume / Custom (1-29 homes annually)

2024 Editorial Calendar

January | No Issue

February | Economic Outlook for 2024

March | Top Products from the International Builders Show

April | New Communities / Spring Parade of Homes

May | BuilderTrend

June | SEO

July | HR

August | Artisan Home Tour

September | Fall Parade of Homes (Last issue)

In Every Issue

Calendar of Events

New Members

Member Anniversaries

Elite Partners

Member News



ADVERTISING OPPORTUNITIES

Building Business News

Advertising Rates

KCHBA Member Rates per issue

4-color	11x	6x	3x	1x
Back Cover	\$1,430	\$1,650	\$1,870	\$2,090
Full Page	\$880	\$1,100	\$1,320	\$1,540
1/2 Page	\$490	\$715	\$935	\$1,155
1/4 Page	\$305	\$475	\$745	\$970

Non-Member Rates per issue

4-color	11x	6x	3x	1x
Back Cover	\$1,650	\$1,870	\$2,090	\$2,310
Full Page	\$1,100	\$1,325	\$1,540	\$1,760
1/2 Page	\$714	\$935	\$1,155	\$1,380
1/4 Page	\$475	\$745	\$1,600	\$1,710

Advertising Design Rates

Full Page	\$500
1/2 Page	\$250
1/4 Page	\$125
1/8 Page	\$75

Mechanical Requirements

Full Page	7.5" wide x 9.75" tall
1/2 Page Vertical	3.625" wide x 9.75" tall
1/2 Page Horizontal	7.5" wide x 4.75" tall
1/4 Page	3.625" wide x 4.75" tall
1/8 Page	2.25" wide x 3.625" tall

*Preferred format is Adobe PDF high resolution

*Create file in CMYK color mode

Monthly Deadline

Need by 15th of each month for next month's issue

Distribution

Printed copies of BBN are distributed to primary contact members in even-numbered months. Digital copies are emailed to all members each month. Every issue is posted on KCHBA.org for unrestricted online viewing.
NO January issue.



ADVERTISING OPPORTUNITIES

Parade Guide Advertising

The Parade of Homes guide is the consumer's ultimate resource for new home construction. The guide offers a list of every home on the Parade including floor plans, square footage and driving directions. This book has a long shelf life, with builders often commenting how consumers will bring them a guide with a home they want to build that's several years old.

Print Reach

CIRCULATION

12,000+ per issue

Digital Presence

Facebook Page Likes

14,000+

Instagram Followers

6,400+

Twitter Followers

900+

KCParadeofHomes.com Unique Users

50,000+

E-Newsletter Audience

11,000+

Mobile App Users

36,000+

Audience

GENDER

67%	33%
Female	Male

AGE

18%	34%	42%
25-34	35-54	55+

Marketing

PROMOTIONAL SPEND

\$200,000 Annual approximate



ADVERTISING OPPORTUNITIES

Parade Guide Advertising

Advertising Rates

Premium Spaces

Inside Front Cover	\$3,675
Page 1	\$2,985
Middle Insert Front	\$3,335
Middle Insert Back	\$2,990
Inside Back Cover	\$3,675
Back Cover	\$4,825

Non-Premium Spaces

	ONE PARADE	BOTH SPRING & FALL
Two-Page Spread	\$3,335	\$2,530
Full Page - Right	\$1,955	\$1,668
Full Page - Left	\$1,610	\$1,438

Mechanical Requirements

Page Size 8.375" x 10.625"

Bleed .125" minimum

Margins .3125"

CMYK

No crop marks

PDF's

Press quality 300 dpi

CMYK

No crop marks

TIFF or EPS Files

350 dpi

Photos

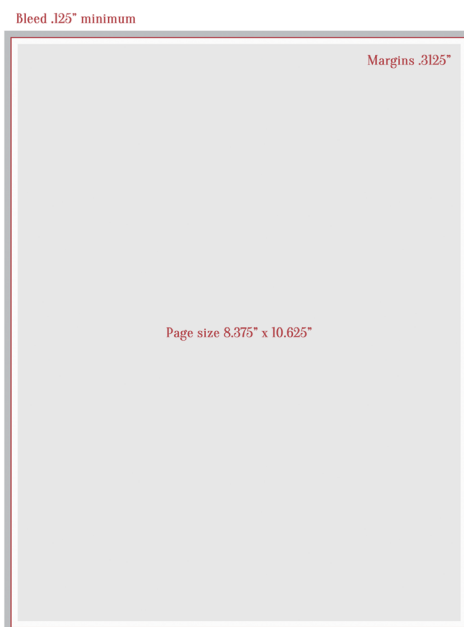
Preferred 350 dpi at 100%

CMYK or Grayscale

*No JPEG or PICT files

Printer Note

Recommend confining copy to the "live" area (7.75 x 10 inches) inside margins and cannot guarantee that copy outside of this area will not be trimmed.



ADVERTISING OPPORTUNITIES

Digital Advertising Opportunities

	MEMBER RATES	NON-MEMBER RATES
Dedicated Email to Membership (Approx. 1,200 subscribers)	\$400	\$800
Article Post on KCHBA.org (Approx. 1,500 visits per month to website)	\$350	\$700
Dedicated KCHBA Social Media Post with Link (Approx. 5,000 Followers)	\$250	\$500
Consumer Email (Approx. 11,000 subscribers)	\$550	\$1,100
Digital Branded Content Package Reach 18,700 (Includes all the above items)	\$1,200	\$2,400

