

NORTHERN LIGHTS

2008 Advertising Rates

NIHBA's monthly newsletter, *Northern Lights*, is a 24-28 page, 8 ½ x 11, magazine-style publication with a full-color, glossy cover distributed to all NIHBA members and select non-members – almost 450 contacts! Advertising prices and sizes are listed below:

Black and White:

Type of Ad	Member Rate	Non-Member Rate	Size
Business Card	\$50	\$75	3 ½ x 2
Quarter Page	\$125	\$195	3 ½ x 5 ¼
Half Page	\$225	\$395	8 x 5 ¼
Full Page	\$325	\$595	8 x 10 ½

Full Color Glossy – INTERIOR: (Filled on a first come first serve basis.)

Type of Ad	Member Rate	Non-Member Rate	Size
Half Page	\$375	\$625	8 x 5 ¼
Full Page	\$450	\$695	8 x 10 ½

Full Color Glossy – Back OUTSIDE Cover: (Filled on a first come first serve basis.)

Type of Ad	Member Rate	Non-Member Rate	Size
Half Page	\$575	\$795	8 x 5 ¼

Full Color Glossy – Front and Back INSIDE Cover: (Filled on a first come first serve basis.)

Type of Ad	Member Rate	Non-Member Rate	Size
Full Page	\$575	\$795	8 x 10 ½

- The above ad rates are per monthly issue.
- Submission deadline is the 10th of the previous month. (ie: April deadline is March 10th)
- Pre-pay for 5 months of advertising and receive the 6th month free!
- Pre-pay for 10 months of advertising and receive the 11th & 12 month free!

Please send all artwork and a completed contract via fax, email or mail to: Kim Higgins, NIHBA, 3695 Darlene Court, Suite 102, Aurora, IL 60504. Fax: (630) 978-9100. Email: khiggins@nihba.com

ADS ARE SOLD ON A FIRST COME FIRST SERVE BASIS SO GET YOURS TODAY!!!



2008 NORTHERN LIGHTS ADVERTISING CONTRACT

PLEASE COMPLETE ALL INFORMATION:

Member Name _____ Company _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

Ad Contact/Representative _____

Ad Contact Phone (if different than member name) _____

Billing Address (if different than above) _____

Check the months you would like your ad to run: (2008 Contracts Begin in March)

<input type="checkbox"/> March 2009	<input type="checkbox"/> June 2008	<input type="checkbox"/> September 2008	<input type="checkbox"/> December 2008
<input type="checkbox"/> April 2009	<input type="checkbox"/> July 2008	<input type="checkbox"/> October 2008	<input type="checkbox"/> January 2009
<input type="checkbox"/> May 2008	<input type="checkbox"/> August 2008	<input type="checkbox"/> November 2008	<input type="checkbox"/> February 2009

Size of ad: _____ B&W or Color: _____ Monthly Rate: _____

Prepay option: _____ 5 months upfront get 1 month free _____ 10 months upfront get 2 months free
Total Amount: \$ _____ Total Amount: \$ _____

AD SPECIFICATIONS AND REGULATIONS:

- In order to ensure the highest quality and service to our advertisers, a copy of this contract is required for all ads placed in *Northern Lights*.
- Ads can be in one of the following formats: .tiff, .eps, .jpg, or .pdf. Remember, for clarity of the ad, these should be high resolution files. NIHBA will also accept camera ready artwork. **Fax copies are not acceptable.**
- Artwork can be emailed to khiggins@nihba.com or mailed to the NIHBA office.
- Please mark any artwork to be returned. The Northern Illinois Home Builders Association is not responsible for materials not marked for return, or that have not been claimed 90 days after the run date.
- **All artwork must be submitted no later than the 10th of the previous month in which your ad runs.**
- NIHBA will furnish a tear sheet upon request only.

I have read and understand all of the terms of this contract and by my signature authorize NIHBA to run my ad under the provisions of this agreement.

Member Signature _____ Date _____

PAYMENT INFORMATION:

Name: _____ Company: _____

_____ A check is enclosed in the amount of \$ _____.

_____ Please bill my credit card in the amount of \$ _____.

VISA MC AMEX DISC. Card #: _____ exp: _____

Name on Card: _____ Signature: _____