

One Ad = Exposure All Year Long!

GHBA's 2024 MARKETING GUIDE



Put your company front-and-center to every member of the association -- all year long! How? Advertise in GHBA's "2024 Marketing Guide."

Now in its 18th year of distribution, members have come to rely on this tool to set their marketing budgets, and use it as a reference throughout the year. It has also proven to be a great prospecting tool, and a big hit with new members looking for the best way to get more involved.

This book serves as a valuable "road map" to association events and activities, and includes a comprehensive and detailed list of all the GHBA events and sponsorship opportunities throughout the year.

The 2024 Marketing Guide will hit the streets in Fall 2023. With a distribution of 3,000, it's one of the best vehicles to reach your target audience.

The guide (and your ad!) will also be available online at www.ghba.org on the member home page for 12 months. So with one ad, you'll get exposure all year long!

All 2024 advertisers will receive a free ad in the digital edition, with a live link to your website.
www.ghba.org/sponsorships

AD DEADLINE: TUESDAY, AUGUST 1, 2023

RELEASE DATE: SEPTEMBER 2023

ADVERTISING CONTACT:

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(832) 604-4692



AD SPECS:

2024 MARKETING GUIDE

Covers & Premium Positions:

Back cover: \$2,000 (SOLD)

Inside front cover: \$1,750 (SOLD)

Page 3: \$1,650 (SOLD)

Page 4 or 5: \$1,450

Inside back cover: \$1,500

Centerfold (2 pgs): \$2,500 (SOLD)

Interior Pages:

Full page: \$1,200

2/3 page: \$950

1/2 page: \$725

1/3 page: \$575

1/4 page: \$425

ADVERTISING SPECS:

Final Size: 9"w x 8.5"h

Bleed: 1/8" outside trim

Art Deadline: Tuesday, August 1, 2023

Circulation 3,000

Printing: Sheet-fed offset,
saddle-stitched

Accepted formats: PDF, JPG, TIFF

Resolution: 300+ dpi, CMYK format

All ads are four-color.

Design service available.

FULL PAGE

Trim: 9"w x 8.5"h

Bleed: 1/8" outside trim

Ad Live Area: 3/8" inside final trim

2/3 PG VERT

5.25"w x 7.5"h

1/2 PG HORIZ

8"w x 3.625"h

1/2 PG VERT

3.875"w x 7.5"h

1/3 PG VERT

2.5"w x 7.5"h

1/4 PG

3.875"w x 3.625"h

