

One Ad = Exposure All Year Long!

GHBA's 2023 MARKETING GUIDE



Build a customized marketing plan with this complete guide to GHBA sponsorships, events and activities.

All 2023 advertisers will receive a free ad in the digital edition, with a live link to your Web site.

ghba.org/sponsorships

Want to put your company front-and-center to every member of the association for the next year? Consider advertising in GHBA's "2023 Marketing Guide."

Now in its 17th 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 2023 Marketing Guide will hit the streets in Fall 2022. 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!

ADVERTISING DEADLINE: FRIDAY, JULY 29, 2022

RELEASE DATE: SEPTEMBER 2022

ADVERTISING CONTACT:

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(832) 604-4692



AD SPECS:

2023 MARKETING GUIDE

Covers & Premium Positions:

Back cover: \$2,000

Inside front cover: \$1,750

Inside back cover: \$1,500

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

Page 3: \$1,650

Page 4 or 5: \$1,450

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: Friday, July 29, 2022

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" from final trim

2/3 PG VERT

5.25"w x 7.5"h

1/2 PG HORIZ

8"w x 3.625"h

1/3 PG VERT

2.5"w x 7.5"h

1/2 PG VERT

3.875"w x 7.5"h

1/4 PG

3.875"w x 3.625"h

