

One Ad = Exposure All Year Long!



Liven up your B2B marketing with innovative ideas from GHBA.



(Last year's cover)

New! Check out our new digital edition, available at:
www.ghba.org/membership/sponsorship

All 2012 advertisers will receive a free ad in the digital edition, with a live link to your Web site!



GHBA's 2012 MARKETING GUIDE

Want to put your company front-and-center to every member of the association for the next year? Consider advertising in GHBA's "2012 Marketing Guide."

Now in its sixth 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 2012 Marketing Guide will hit the streets on September 1, 2011. With a distribution of 3,500, 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!

AD PRICES:

Covers & Premium Positions:

Back cover: \$1,900
Inside front cover: \$1,750
Inside back cover: \$1,550
Centerfold (2 pgs): ~~\$2,150~~ **SOLD!**

Interior Pages:

Full page: \$1,200
1/2 page: \$725
1/4 page: \$425

All ads are four-color.
Free design service available.

ADVERTISING CONTACT:

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ADVERTISING SPECS:

Art Deadline: Friday, July 29
Circulation 3,500
Printing: Sheet-fed offset,
saddle-stitched

FULL PAGE

Trim Size: 5.5"w x 8.5"h
Bleed Size: 6"w x 9"h
Ad Live area: 3/8" from final trim

1/2 PAGE

5.125"w x 4"h

1/4 PAGE

2.5"w x 4"h

Accepted formats: PDF, TIFF
Resolution: 300+ dpi, CMYK format

www.ghba.org