

One Ad = Exposure All Year Long!



2010 marketing guide

your handbook of association events & opportunities

GHBA
Building a GREATER Houston



(Last year's cover)

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

All 2011 advertisers will receive a free ad in the digital edition, with a live link to your Web site!

GHBA
Building a GREATER Houston

GHBA's 2011 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 "2011 Marketing Guide."

Now in its fifth 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 2011 Marketing Guide will hit the streets on September 1, 2010. With a distribution of 5,000, 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!

AD PRICES:

Covers & Premium Positions:

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

Interior Pages:

Full page: \$1,200
1/2 page: \$700
1/4 page: \$375

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

ADVERTISING CONTACT:

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ADVERTISING SPECS:

Art Deadline: Monday, August 16
Circulation 5,000
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, JPG,
EPS, InDesign with fonts & images
Resolution: 300+ dpi, CMYK format

www.ghba.org