

# One Ad = Exposure All Year Long!

## GHBA's 2021 MARKETING GUIDE



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

Want to put your company front-and-center to every member of the association for the next year? Consider advertising in GHBA's "2021 Marketing Guide."

Now in its 15th 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 2021 Marketing Guide will hit the streets in Fall 2020. 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](http://www.ghba.org) on the member home page for 12 months. So with one ad, you'll get exposure all year long!

All 2021 advertisers will receive a free ad in the digital edition, with a live link to your Web site.

[ghba.org/sponsorships](http://ghba.org/sponsorships)

### ADVERTISING DEADLINE: MONDAY, AUGUST 24, 2020

RELEASE DATE: OCTOBER 1, 2020

#### Covers & Premium Positions:

Back cover: \$2,000  
Inside front cover: \$1,750  
Inside back cover: \$1,500  
Centerfold (2 pgs): \$2,500

#### Interior Pages:

Full page: \$1,200  
2/3 page: \$950  
1/2 page: \$725  
1/3 page: \$575  
1/4 page: \$425

#### ADVERTISING CONTACT:

Brittany Feldmann  
[bfeldmann@ghba.org](mailto:bfeldmann@ghba.org)  
(832) 215-7232



# AD SPECS:

## 2021 MARKETING GUIDE

### Covers & Premium Positions:

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### ADVERTISING SPECS:

Final Size: 9"w x 8.5"h  
Bleed: 1/8" outside trim

Art Deadline: Monday, August 24, 2020  
Circulation 3,500  
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

