



HBA PUBLICATION PRICING GUIDE

2026

The Greater Iowa City Area
Home Builders Association
2026 HBA
Advertising Contract

OUR PUBLICATIONS



01

Membership
Directory

January

Year-long shelf life, member-to-member trusted resource.



02

Home & Garden
Show

February

First impression, 1000+ visitors + local business distribution.



03

Parade of Homes June

High visibility, 2,000+ copies to targeted homebuyers.

Digital + Print:

*Your ad will appear
not only in print,
but also in our
interactive digital
flipbooks —
complete with
clickable links —
hosted on the HBA
website for an
entire year,
maximizing your
exposure.*



Ads are limited to Iowa City Area HBA members only.

Advertising rates – available first come-first serve.

MEMBERSHIP DIRECTORY



An annual reference guide that lists all active Iowa City Area HBA members by category and company. Distributed to members and the public in print and digital formats, it's a trusted resource for connecting with industry professionals and promoting member businesses throughout the year.

Print Deadline: November 12th, 2025

Ad Size	Price
Full Color Back Cover, Trim: 8.375 X 10.875" Bleed: 0.125"	\$1500
Full Color Inside Front Cover, Trim: 8.375 X 10.875" Bleed: 0.125"	\$1100
Full Color Inside Back Cover Trim: 8.375 X 10.875" Bleed: 0.125"	\$1100
Full Page, Trim: 8.375 X 10.875" Bleed: 0.125"	\$900
Half Page, Horizontal Trim: 7.625 x 5" or Vertical Trim: 3.75 x 10.125"	\$650
1/3 Page, Vertical 2.5" W x 7.5" H or Horizontal 7.5" W x 2.5" H	\$450
Quarter Page, 3.75 x 5	\$350
Eighth, 4.8875 x 2.5	\$250

HOME & GARDEN SHOW



The official event program for the annual Home & Garden Show, handed out to attendees and promoted digitally. It highlights exhibitors, sponsors, stage presentations, and floor maps, making it an essential resource for navigating the show while spotlighting member businesses.

Deadline: December 15th, 2025

Ad Size	Price
Full Color Back Cover, Trim: 8.375 X 10.875" Bleed: 0.125"	\$2000
Full Color Inside Front Cover, Trim: 8.375 X 10.875" Bleed: 0.125"	\$1600
Full Color Inside Back Cover Trim: 8.375 X 10.875" Bleed: 0.125"	\$1600
Full Page, Trim: 8.375 X 10.875" Bleed: 0.125"	\$1200
Half Page, Horizontal Trim: 7.625 x 5" or Vertical Trim: 3.75 x 10.125"	\$850
1/3 Page, Vertical 2.5" W x 7.5" H or Horizontal 7.5" W x 2.5" H	\$650
Quarter Page, 3.75 x 5	\$500
Eighth, 4.8875 x 2.5	\$300

PARADE OF HOMES



A full-color magazine distributed to thousands of attendees during the annual Parade of Homes event in June. It showcases featured homes, builders, floorplans, and subcontractors, serving as a key guide for visitors while providing year-round visibility in its digital flipbook version.

Deadline: April 17th, 2026

Ad Size	Price
Full Color Back Cover, Trim: 8.375 X 10.875" Bleed: 0.125"	\$2000
Full Color Inside Front Cover, Trim: 8.375 X 10.875" Bleed: 0.125"	\$1600
Full Color Inside Back Cover Trim: 8.375 X 10.875" Bleed: 0.125"	\$1600
Full Page, Trim: 8.375 X 10.875" Bleed: 0.125"	\$1200
Half Page, Horizontal Trim: 7.625 x 5" or Vertical Trim: 3.75 x 10.125"	\$850
1/3 Page, Vertical 2.5" W x 7.5" H or Horizontal 7.5" W x 2.5" H	\$650
Quarter Page, 3.75 x 5	\$500
Eighth, 4.8875 x 2.5	\$300





BUNDLE & SAVE

Advertise Smarter in 2026:

Three Books.

One Investment.

Maximum Impact.

2026 Multi-Book Ad Bundle Contract

Want to maximize your exposure and save money?
Bundle and Save — Advertise in all three and receive up to \$500 in savings!
Applies only when purchasing the same ad size in all three publications.
Camera-ready artwork rules remain the same as listed in individual contracts.

Deadline: November 12th 2025

Ad Size	Regular Price	Bundle Price	Savings
Full Color Back Cover, Trim: 8.375 X 10.875" Bleed: 0.125"	\$5500	\$5000	\$500
Full Color Inside Front Cover, Trim: 8.375 X 10.875" Bleed: 0.125"	\$4300	\$3900	\$400
Full Color Inside Back Cover Trim: 8.375 X 10.875" Bleed: 0.125"	\$4300	\$3900	\$400
Full Page, Trim: 8.375 X 10.875" Bleed: 0.125"	\$3300	\$3000	\$300
Half Page, Horizontal Trim: 7.625 x 5" or Vertical Trim: 3.75 x 10.125"	\$2350	\$2150	\$200
1/3 Page, Vertical 2.5" W x 7.5" H or Horizontal 7.5" W x 2.5" H	\$1750	\$1575	\$175
Quarter Page, 3.75 x 5	\$1350	\$1200	\$150
Eighth, 4.8875 x 2.5	\$850	\$800	\$50



Ads are limited to Iowa City Area HBA members only.



Eo@hbaof.org
319-351-5333

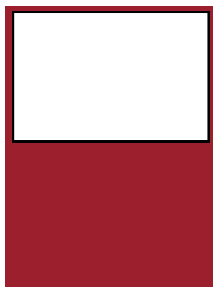
AD DIMENSIONS:

FULL PAGE



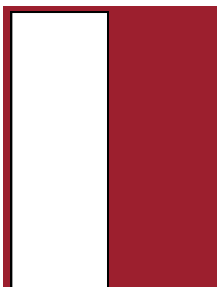
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Bleed: 0.125"

1/2 HORIZONTAL



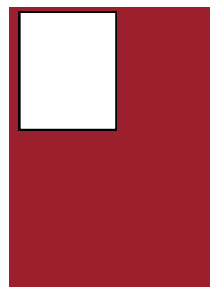
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Bleed: N/A

1/2 VERTICAL



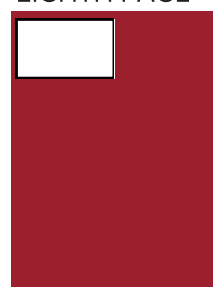
Trim: 3.75 x 10.125"
Bleed: N/A

QUARTER PAGE



Trim: 3.75 x 5"

EIGHTH PAGE



Trim: 4.8875 x 2.5

Membership Directory _____ Price _____

Home & Garden Show _____ Price _____

Parade of Homes _____ Price _____

Bundle Price _____ Price _____

TOTAL: \$ _____

Questions? Call 319-351-5333 or email eo@hbaofic.org, attn: HBA Advertising.

Iowa City Area HBA Contract Authorization

The Iowa City HBA is authorized to place our advertisement in the 2026 publications indicated above. I will provide camera-ready artwork* to eo@hbaofic.org, by the deadline for each publication.

*Camera-ready artwork must be an Illustrator, Photoshop, or InDesign file (with embedded images/fonts) or a high-resolution PDF in the exact ad size at 300 dpi or higher.

I agree to pay all invoices within 30 days of receipt. I understand that my advertisement will not run if payment is more than 30 days in arrears. I understand that a small black border may be added to my ad by the designer to comply with production standards.

Advertisements in our publications and online may include brands your company sells, headshots, names, and NMLS numbers of individuals who work for an Iowa City Area HBA member company, as well as towns where the company is located. The only contact information permitted in the ad must be that of the Primary Member and/or an Affiliate Member of the Iowa City Area HBA. This includes all phone numbers, websites, email addresses, and business locations.

Signature _____ Date _____

Name (Print) _____

Company _____

E-mail _____ Phone _____

☐ An invoice by the Iowa City Area HBA will be sent through QuickBooks to the email listed above and may be paid by check or credit card.