



Market Your Homes, Services or Products!

Reach Your Highly Targeted Market: Home Builders, Remodelers & Consumers!

All in one place

HBA of CT's New Online Marketplace

Live at www.hbact.org – Is your company listed?

Use of the HBACT web site (www.hbact.org) is growing tremendously. The site's pageviews* and unique visitors are increasing every month. The HBACT web site is our primary communication tool for both members and the public. We're driving more users to it all the time; adding and updating the content regularly.

Inexpensive, Cost-Effective, 24/7 Exposure to Quality Buyers!

Visitors to our Online Marketplace are high-quality contacts, actively searching for home builders, remodelers and industry products and services.

Be sure they can find your company!

The HBA of CT Online Marketplace is one more reason to visit this dynamic web site. Buyers can find all the products and services they want in one location.

65+ categories for the residential construction industry.

Visit us online at www.hbact.org!

Ad benefits and requirements:

For each ad purchased, choose up to three (3) Marketplace Headings for placement (see reverse). *Include a web link to your web site for no additional charge.*

Place the same add under additional Marketplace Heading placements (i.e., more than 3) for a nominal additional fee. Different ads (e.g., any changes in either graphics, logos or text) require a separate ad purchase – please copy form on reverse & fill out for different ads. The term for all ad placements is six (6) months. Ads will appear in alphabetical order of company or firm name under the Marketplace Heading(s) you choose.

* Pageviews is a much better indicator of real web site usage than hits. Our hits were over 111,000 per month in early 2008, but pageviews tells you how many pages visitors are actually viewing and does not include hits (mouse clicks or mouse-overs) on graphics, flash files, .pdf files, javascripts, etc. embedded in a web page. Based on our late 2007 web statistics, pageviews on www.hbact.org exceeded 16,000/month. Early 2008 numbers showed over 25,000 pageviews/month and we were getting over 100 unique visitors per day. April 2008 saw 36,000 pageviews.

YES, I'd like to place the following ad in the Online Marketplace at www.hbact.org:

- | | | |
|--|----------------------|-----------------------|
| | <i>Member</i> | <i>Non-Member</i> |
| | <u>Discount Rate</u> | <u>Full Rate</u> |
| <input type="checkbox"/> Placement of a graphic or logo ad: | \$100 | \$200 |
| Placed in up to 3 Marketplace Headings for SIX Months** – please choose below \$ _____ | | |
| All graphics, photos or logos must be emailed to jhoerner@hbact.org in either .jpg or .gif format; maximum size is 200 pixels wide x 130 pixels height; resolution = 72 pixels/inch. | | |
| <input type="checkbox"/> Placement of standard text ad: | \$75 | \$150 |
| Placed in up to 3 Marketplace Headings for SIX Months** – please choose below \$ _____ | | |
| Standard text ad = up to 75 words maximum, including company name, address and telephone number. | | |
| Standard text ad will appear in arial type at size 2 (equivalent to font 10) on our web pages. | | |
| All text ads must be e-mailed to jhoerner@hbact.org . | | |
| ** If you purchase both a graphic/logo ad and a text ad, they will be placed together under the Marketplace Heading(s) you choose below. | | |
| <input type="checkbox"/> Text ad enhancements (see sample ads online at www.hbact.org – click on Online Marketplace): | | |
| <input type="checkbox"/> Bold Text – standard text ad above in bold: | Add: \$50 | \$100 \$ _____ |
| <input type="checkbox"/> Larger Text – standard text ad above in size 3 (equiv. to font 12): | Add: \$100 | \$175 \$ _____ |
| <input type="checkbox"/> Embed the following web address link in graphic, logo or co. name in text ad: | \$FREE | |
| WWW. _____ | | |

Place the above ad under the following Marketplace Heading(s) – up to 3 included with ad purchase.

Additional directory headings (4 or more) are \$50 per heading: _____ x\$50 \$ _____
Total: \$ _____

- | | | |
|---|---|---|
| <input type="checkbox"/> Accountants
<input type="checkbox"/> Appliances: wholesale, retail
<input type="checkbox"/> Architects, Architectural Design
<input type="checkbox"/> Attorneys
<input type="checkbox"/> Awards, Apparel, Gifts, Promotions
<input type="checkbox"/> Baths: new & remodeling, fixtures, design
<input type="checkbox"/> Builders: custom single family homes
<input type="checkbox"/> Builders: spec single family homes
<input type="checkbox"/> Builders: multifamily
<input type="checkbox"/> Building Inspections: commercial, residential
<input type="checkbox"/> Building Materials, Lumber
<input type="checkbox"/> Building Systems: log, modular homes
<input type="checkbox"/> Central Vacuums
<input type="checkbox"/> Closets: systems, organization
<input type="checkbox"/> Concrete, Cement, Brick, Masonry, Stone
<input type="checkbox"/> Decks, Sheds, Gazebos, Fencing
<input type="checkbox"/> Drywall Contractors & Supply
<input type="checkbox"/> Electrical Contractors & Supply
<input type="checkbox"/> Engineers
<input type="checkbox"/> Environmental Services: site, soils, wildlife, wetland assessments
<input type="checkbox"/> Financial & Retirement Planning
<input type="checkbox"/> Fireplaces | <input type="checkbox"/> Fire Sprinklers
<input type="checkbox"/> Flooring: carpet, vinyl, laminate, hardwood, ceramic tile
<input type="checkbox"/> Foundations, incl. waterproofing
<input type="checkbox"/> Geothermal
<input type="checkbox"/> Gutters
<input type="checkbox"/> Heating & Air Conditioning
<input type="checkbox"/> Heating Oil
<input type="checkbox"/> Home Electronics, Theatre, Technology
<input type="checkbox"/> Home Improvement Contractors (General Contractor Remodelers)
<input type="checkbox"/> Insulation
<input type="checkbox"/> Insurance
<input type="checkbox"/> Interior Designers
<input type="checkbox"/> Kitchens: new & remodeling, cabinets, countertops, design
<input type="checkbox"/> Land Developers
<input type="checkbox"/> Land Use Planners
<input type="checkbox"/> Landscaping Contractors & Supply
<input type="checkbox"/> Lighting
<input type="checkbox"/> Marketing, Advertising, Branding
<input type="checkbox"/> Millwork, Finish Carpentry
<input type="checkbox"/> Mortgage Lending & Banking (incl. ADC Financing)
<input type="checkbox"/> Natural Gas
<input type="checkbox"/> Overhead & Garage Doors
<input type="checkbox"/> Plumbing Contractors & Supply | <input type="checkbox"/> Pools
<input type="checkbox"/> Portable Restrooms
<input type="checkbox"/> Printing, Copying, Graphic Design
<input type="checkbox"/> Propane Gas
<input type="checkbox"/> Public Relations, Media Services
<input type="checkbox"/> Real Estate Brokers, Sales
<input type="checkbox"/> Roofing & Siding Contractors & Supply
<input type="checkbox"/> Security Systems, Alarms
<input type="checkbox"/> Site Work: roads, utilities, grading
<input type="checkbox"/> Stairways
<input type="checkbox"/> Surveyors
<input type="checkbox"/> Telecommunications, TV, Internet
<input type="checkbox"/> Tile: ceramic, accessories
<input type="checkbox"/> Trailers: job site, storage, security
<input type="checkbox"/> Trucks, Heavy Equipment
<input type="checkbox"/> Utilities: public & private companies (electric, cable, telcomm, water)
<input type="checkbox"/> Warranty Services
<input type="checkbox"/> Waste Disposal: trash, solid waste
<input type="checkbox"/> Waste Water: sewers, septic systems, AT systems
<input type="checkbox"/> Web Site Design
<input type="checkbox"/> Well Water: drilling, pumps, testing
<input type="checkbox"/> Windows & Doors
<input type="checkbox"/> Window & Wall Treatments
<input type="checkbox"/> Other: _____ |
|---|---|---|

Method of Payment:

- Check (Made out to HBA of CT)
 Visa
 MasterCard

VISA or MC ONLY: We cannot accept other credit cards.

Please print:

Mail form and payment to: HBA of Connecticut, Inc. 1245 Farmington Avenue, 2 nd Fl. West Hartford, CT 06107 Attn: Online Marketplace	or fax form and credit card information to: Fax: 860-521-3107 Tel: 860-521-1905 email: jhoerner@hbact.org
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_____ \$ _____
 Credit Card Number Exp. Date Signature Amount

_____ _____ _____ _____
 Name on Card Address associated with Card City/town & State Zip Code

Contact Name: _____ Date: _____

Company: _____

Address: _____

Tel: _____ Fax: _____ E-mail: _____