



# 2024 HBA Membership Directory

The Membership Directory & Buyer’s Guide is an indispensable tool for all industry professionals.

## FILE FORMAT

Preferred file format:  
Press-ready PDF, with fonts embedded  
100% scale, no cropmarks  
Only full-page ads bleed .125% all round  
(Layout: 8.75" x 11.25")

## ACCEPTED

High-resolution JPG or flattened TIF  
100% scale, no cropmarks

## COLOR

Color = CMYK

## ARTWORK SUBMISSION INSTRUCTIONS

Artwork submitted to HBA  
Email: shirley@cshba.com

File Naming/Subject line:  
(advertisers name) – 2024 Membership Directory

**DEADLINE: Friday, January 5, 2024**

Need help designing your ad? Contact a HBA Member company. CSHBA.com/directory

## AD SIZES

Page Size (Trim): 8.375" x 10.875"  
Full Page Ad: 7.75" x 10.125" w/o bleed  
Full Page Ad: 8 .875 X 11.375" w/ bleed\*  
\*Live Area: 7.75" x 10.125" w/bleed  
Half Page Horizontal: 7.75" X 5"  
Half Page Vertical: 3.75" X 10.125"  
Quarter Page: 3.75" X 5"  
Business Card: 3.5" X 2"

## AD COSTS:

### EXCLUSIVE LOCATIONS

Back Cover	\$1,899
Inside Front Cover	\$1,599
Inside Back Cover	\$1,599
Page facing inside front cover	\$1,399
Page facing inside back cover	\$1,399

### LOCATIONS AVAILABLE THROUGHOUT THE DIRECTORY

Full Page (Full color)	\$949
Half Page (full color)	\$799
Quarter Page (full color)	\$599
Business card (full color)	\$499
Boxed Listing	\$99
Boxed Listing with Logo	\$149
Boxed Listing with log & 50 word bio	\$199

