

ANCHORAGE HOME BUILDERS ASSOCIATION PRESENTS



Anchorage's Only Real Estate Magazine

AHBA's official biannual publication, is the only Real Estate focused magazine in Anchorage. Targeting homeowners, homebuyers and industry professionals; this publication is distributed in the Anchorage Daily News, and available for pick up at the Anchorage Home Show, during our home tour events and at select member locations. *Building Alaska* has a distribution of 13,500+ and is sought out by consumers ready to make investments in their homes.

SPRING ISSUE:

- Cover Sponsor Due: February 1, 2023**
- Sponsored Articles Due: February 24, 2023**
- Ad Reservation Due: March 13, 2023**
- Available for pick up: April 1, 2023**
- Insertion in ADN: April 14, 2023**

FALL ISSUE:

- Cover Sponsor Due: July 7, 2023**
- Sponsored Articles Due: July 24, 2023**
- Ad Reservation Due: August 8, 2023**
- Available for pick up: September 1, 2023**
- Insertion in ADN: September 8, 2023**

Sponsorships

COVER SPONSORSHIP (LIMIT ONE) \$5,000 (VALUE: \$7,550)

- Image of your choice (must be approved by committee) will be displayed on front cover of sponsored issue of *Building Alaska* magazine (\$3,000 value)
- Two pages dedicated to your company in sponsored issue of *Building Alaska* magazine (article and/or ad) (\$2,500 value)
- Article or other provided material shared on AHBA News and social media platforms (\$500 value)
- Cover image will be on all advertising materials for sponsored issue
- Minimum 10 mentions/tags on the AHBA social media platforms (\$350 value)

ARTICLE SPONSORSHIP \$1,250 (VALUE: \$2,400)

- Full-page article in the *Building Alaska* magazine (\$1,500 value)
- Half-page ad in the *Building Alaska* magazine (\$900 value)
- Article or other provided material shared on AHBA News and social media platforms (\$500 value)

To reserve your ad space or for more information visit www.ahba.net or contact AHBA at 907-522-3605 or njohnson@ahba.net

Ads

2023 ADVERTISING RATES*

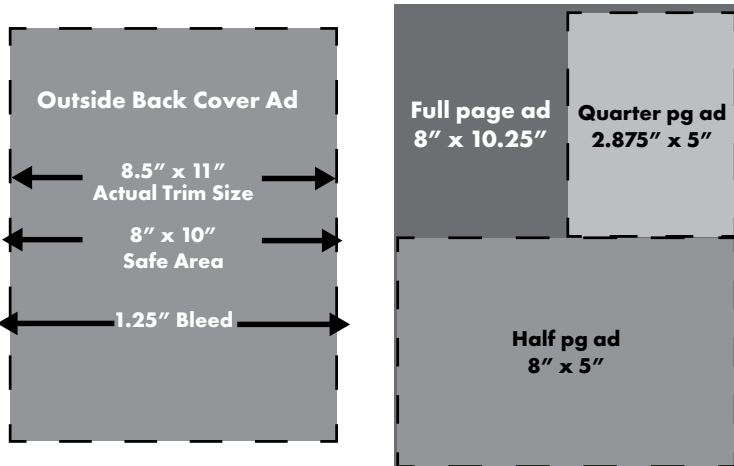
Back Cover	\$2,500	Two-Page Spread	\$2,500
Premium Placement**	\$1,850	Full-Page	\$1,500
Half-Page	\$950	Quarter-Page	\$750

*Rates listed are for camera ready ads. Design services are available for a minimum fee of \$200; be prepared to provide all images, logos and text that should appear in the ad.

**Premium placements include inside front cover, page 3 and inside back cover

Camera Ready Ad Specs

Full page: 8" x 10.25" | Half Page: 8" x 5" | Quarter Page: 2.875" x 5"



Reserve Now & Save!
 Take 10% off when you reserve your sponsorship or ad in the Spring and Fall issues.
 To reserve your ad space or for more information visit www.ahba.net or contact AHBA at 907-522-3605 or njohnson@ahba.net



SPRING

CONSTRUCTION

showcase

APRIL 15-16, 2023

SPEND AN ENTIRE WEEKEND TOURING NEW CONSTRUCTION HOMES AT ALL STAGES OF CONSTRUCTION.

Even if you aren't a home builder you can participate in this wonderful event through sponsorships or purchasing ads in our *Building Alaska* magazine! AHBA's bi-annual tour magazines are Anchorage's only new-construction publications. Don't miss the opportunity to reach homeowners and home buyers!

ENTRY FEES AND DEADLINES

Entry Fees & Add Ons

First Entry (Home or Subdivision)– \$1,100

Additional Entry (Home or Subdivision) – \$1,000

Full-Page Entry Upgrade* – \$300

Late Fee** – \$250

* Upgrade entries will allow for additional images and builder description in the magazine listing.

** Late Fee will be applied to any entries that are submitted late, this includes photos and other revisions that are submitted after the specified deadlines. A detailed timeline for submissions will be provided upon entry submission.

DEADLINES

Entry Close: March 7, 2023

Sponsored Article Sales Close: February 15, 2023

Sponsored Article Materials Due: February 24, 2023

Ad Reservations Close: March 13, 2023

Sponsorships Close: March 13, 2023 (for magazine inclusion)

Ad Artwork Due: March 16, 2023

**SPRING MAGAZINE AD RESERVATIONS
SEE BUILDING ALASKA SALES SHEET**

SPONSORSHIPS

PRESENTING SPONSOR (LIMIT ONE)

\$5,000 + \$2,500 CASH OR PROVIDE PRIZE VALUED AT \$2,500 (VALUE \$15,000)

- Designation as "Presenting Sponsor" of the The Spring Construction Showcase
- Company mentioned in radio ad and prominent in on-air DJ chatter
- Company logo recognition in all forms of advertising
- 1-hour live radio remote the The Spring Construction Showcase location of your choice
- Minimum 20 mentions/tags on the AHBA social media platforms
- Company logo placement on the following: front cover of *Building Alaska* magazine, AHBA.net and AHBANews
- Two pages dedicated to your company in the *Building Alaska* magazine (article and/or ad)
 - Article will be shared on AHBANews and shared on social media platforms
 - Full-page dedicated to the contest info in the *Building Alaska* magazine
 - Company mentioned in Letter from leadership and Table of Contents
 - Company logo and contest poster displayed in all entries/showroom
 - Opportunity to display advertisement in all entries
- One free entry into the showcase

PLATINUM SPONSOR \$5,000 (LIMIT ONE)

\$5,000 (VALUE: \$8,500)

- Company mentioned on-air DJ chatter
- Company logo recognition in all forms of advertising
- 1-hour live radio remote the The Spring Construction Showcase location of your choice
- Minimum 15 mentions/tags on the AHBA social media platforms
- Company logo placement on the following: front cover of *Building Alaska* magazine, AHBA.net and AHBANews
- One and a half pages dedicated to your company in the *Building Alaska* magazine (article and/or ad)
 - Article will be shared on AHBANews and shared on social media platforms
 - Company mentioned in Letter from leadership and Table of Contents

SPRING ISSUE OF BUILDING ALASKA COVER SPONSOR (LIMIT ONE)

\$5,000 (VALUE: \$7,000)

- Image of your choice (must be approved by committee) will be displayed on front cover of sponsored issue of *Building Alaska* magazine (\$3,000 value)
- Two pages dedicated to your company in sponsored issue of *Building Alaska* magazine (article and/or ad) (\$2,500 value)
- Article or other provided material shared on AHBA News and social media platforms (\$500 value)
- Cover image will be on all advertising materials for sponsored issue
- Minimum 10 mentions/tags on the AHBA social media platforms (\$350 value)

YARD SIGN SPONSOR (LIMIT ONE)

\$3,500 (VALUE: \$4,500)

- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.com and AHBANews
- Company logo decal on event yard signs
- Half-page ad in the *Building Alaska* magazine
- Minimum 8 mentions/tags on the AHBA social media platforms

GOLD SPONSOR

\$2,500 (VALUE: \$3,200)

- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.com and AHBA News
- Company mentioned in on-air DJ chatter
- Half-page ad in the *Building Alaska* magazine
- Minimum 8 mentions/tags on the AHBA social media platform

SILVER SPONSOR

\$2,000 (VALUE: \$2,800)

- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.com and AHBA News
- Half-page ad in the *Building Alaska* magazine
- Minimum 5 mentions/tags on the AHBA social media platform

BRONZE SPONSOR

\$1,500 (VALUE: \$2,600)

- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.com and AHBA News
- Quarter-page ad in the *Building Alaska* magazine
- Minimum 2 mentions/tags on the AHBA social media platform

ARTICLE SPONSOR

\$1,250 (VALUE: \$2,400)

- Full-page article in the *Building Alaska* magazine (\$1,500 value)
- Half-page ad in the *Building Alaska* magazine (\$900 value)
- Article or other provided material shared on AHBA News and social media platforms (\$500 value)

