

### Reserve Your Space Today!

Return this commitment form to HBAMT, 9007 Overlook Blvd., Brentwood, TN 37027, or fax, (615) 377-1077.

Company Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Contact \_\_\_\_\_ Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Ad Size \_\_\_\_\_ @ 1x  6x  12x  Member: Yes  No  Payment: Check enclosed  Bill Me   
Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Please call 377-1055 with questions or special instructions regarding ads and ad placement.

\*\*HBAMT does not allow subletting of any of services, products, promotional opportunities or memberships.\*\*

## ABOUT THE NAIL

The NAIL is published monthly by the Home Builders Association of Middle Tennessee and is distributed to members and prospective members. Issues contain industry news, updates on recent HBAMT activity, and information on upcoming association meetings and events.

When you advertise in The NAIL you are guaranteed to reach the top industry professionals and home builders in Middle Tennessee, including...



Let everyone know that you support the association and the home building profession while reaching these and many other industry leaders.



Home Builders Association  
of Middle Tennessee

# THE NAIL

The ideal way to reach home building professionals in Middle Tennessee!



ADVERTISING OPPORTUNITIES  
Rates, Dimensions, and Specifications

# SUBMISSIONS

The NAIL is a 8.5" X 11", full-color magazine printed monthly by HBAMT. Advertising materials are required by the first Friday of each month for their insertion in the following month's issue (for example, a July insertion would need to be submitted by the first Friday in June).



Ads are preferred on either a PC or MAC formatted disk or can be emailed to [jargo@hbamt.net](mailto:jargo@hbamt.net). See the breakdown to the right and the examples illustrated below for ad sizes, dimensions and pricing. Please call HBAMT if you need additional information about your submission or if you will require assistance creating your ad\*.

\*An additional \$25 will be added to your initial bill for ad service

# ADVERTISING BREAKDOWN

Ad Dimensions		Member Rate			Non Member Rate		
AD SIZE	AD SPECS	1x	6x	12x	1x	6x	12x
Display Ad	2.5" x 2.5"	\$227	\$199	\$170	\$333	\$305	\$277
1/3 Page	4.75" x 4.75" or 2.5" x 10" (vertical)	\$341	\$313	\$284	\$555	\$528	\$472
1/2 Page	4.75" x 7.5"	\$455	\$426	\$398	\$667	\$638	\$611
3/4 Page	4.75" x 10"	\$629	\$598	\$567	\$791	\$754	\$717
Full Page	7.5" x 10" or 8.75" x 11.25**	\$682	\$653	\$625	\$861	\$805	\$750
Inside Front Cover	7.5" x 10" or 8.75" x 11.25**	\$903	\$856	\$810	\$1,083	\$1,027	\$972
Inside Back Cover	7.5" x 10" or 8.75" x 11.25**	\$903	\$856	\$810	\$1,083	\$1,027	\$972
Back Cover	7.5" x 10" or 8.75" x 11.25**	\$949	\$903	\$856	\$1,138	\$1,083	\$1,027

\*\*Bleed size; trimmed to 8.5" x 11"

Display Ad	1/3 page	1/3 page (vertical)	1/2 page	3/4 page	Full Page
2.5" X 2.5"	4.75" X 4.75"	2.5" X 10"	4.75" X 7.5"	4.75" X 10"	7.5" X 10" For bleed: 8.75" x 11.25" (will trim to 8.5" x 11")