



2025 Home & Garden Expo Show Guide

The Official HBA Home & Garden Expo Show Guide will be direct mailed to 50,000 targeted homeowners throughout Kalamazoo County two weeks before the show. If you want to reach this select group of homeowners prior to the Home & Garden Expo, March 7-9, then this is the publication for you! Whether you are in the Expo or not, an advertisement will promote your business to a very targeted group looking for your products and services. Use this opportunity to offer a show discount, promote a give-away, or invite them to see you at the 2025 Home & Garden Expo.

Don't Have an Ad? We can help.

Full Page (Premium) Design - \$100 • 1/2 Page - \$75 • 1/4 Page - \$50
Ad design pricing includes one (1) edit. Additional changes are \$25/edit.



Standard Positions - (Full Color)

	MEMBER	NON MEMBER
Highlighted Map Listing (FREE w/all ads)	\$79	\$100
1/4 page 3 5/8" (w) x 4 7/8" (h)	\$675	\$900
1/2 page 7 1/2" (w) x 4 7/8" (h)	\$950	\$1250
1/2 page 3 5/8" (w) x 10" (h)	\$950	\$1250

*Premium Positions - (Full Color)

	MEMBER	NON MEMBER
Outside back cover 8 1/2" (w) x 11" (h)	\$2800	\$3200
Inside back cover	\$1850	\$2500
Inside Front Cover	\$1850	\$2500

* All premium ads include a banner ad on the Expo Website, A \$200 Value!

For advertising information or
to secure your spot in the
2025 Expo Show Guide contact
Marie at marief@HBAWMI.com
or call the HBA office
269.375.4224

Ads MUST be submitted no later than January 27, 2025