



Reach 50,000 Targeted Homeowners Before the Show!

Put your business directly in front of 50,000 highly targeted homeowner households with annual incomes of \$60,000+ through the Official Home & Garden Expo Show Guide. Whether you're exhibiting at the Expo or simply want to reach homeowners looking for products and services for their homes, this is a powerful opportunity to get your business noticed before the show even begins. Promote a special offer, showcase your products and services, advertise a giveaway, or invite attendees to visit your booth at the 2027 Home & Garden Expo, March 12–14.

2027 Show Guide Rate Sheet & Order Form

12 page, Full Color, Direct Mail Publication. Space is limited.

Standard Positions

Highlighted Map Listing
(FREE w/ad purchase)

Web Banner Ad

1/4 page

1/2 page

MEMBER

☐ \$75

☐ \$225

☐ \$675

☐ \$975

NON MEMBER

☐ \$100

☐ \$300

☐ \$900

☐ \$1300

Sizes

Web Banner 1445 px x 180 px

¼ page 4.875" W x 3.625" H

½ page 4.875" W x 7.5" H

Full page 11" W x 8.5" H
(with bleeds: 11.125 x 8.625)

Full Page Premium Positions*

Outside Back Cover

☐ \$2800

☐ \$3500

Inside Back Cover

☐ \$1875

☐ \$2500

Inside Front Cover

☐ \$1875

☐ \$2500

Inside Front Facing

☐ \$1875

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Inside Back Facing

☐ \$1875

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

TOTAL:

\$ _____

Company: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Web Banner Link: _____

SIGNATURE: _____

PAYMENT:

☐ CREDIT**

☐ ACH

☐ CHECK

Payable to Home Builders Association of Western Michigan or HBAWMI

Credit Card Terms: Visa/MasterCard/American Express/Discover accepted. ****Credit card payments are subject to a 5% platform service fee charged by GrowthZone, our CRM and payment platform. This fee is added at checkout and is not retained by the HBA.**

Number: |

Expiration Date: ____/____ CSV: | | | | | |

Name on Card: _____

Billing Zip: _____

By signing below, I authorize the HBAWMI to process the payment amount indicated on the credit card above and acknowledge that all sales are final and non-refundable.

AUTHORIZED SIGNATURE: _____ Date: ____/____/____

AD DEADLINE: January 22, 2027. Submit a PDF file to expo@hbawmi.com