

MEDIA KIT 2021

CONTACT 2021
MEMBERSHIP DIRECTORY



THE **ONLY** HOME BUILDERS ASSOCIATION
DIRECTORY DISTRIBUTED DIRECTLY TO CONSUMERS

DON'T MISS OUT! BOOKING DEADLINE: NOVEMBER 30, 2020

THE VOICE OF RESIDENTIAL CONSTRUCTION IN THE GREATER VANCOUVER AREA
CONTACT HARRY VAN HEMMEN FOR DETAILS • HARRYVH@BLACKPRESS.CA • 604-649-1707



HAVAN

Homebuilders Association Vancouver

HOME BUILDERS ASSOCIATION OF
VANCOUVER IS EXCITED TO ANNOUNCE
THE THIRD ANNIVERSARY OF THE
NEWLY DESIGNED

CONTACT 2021

MEMBERSHIP DIRECTORY

BOOK YOUR SPACE TODAY IN THE HAVAN 2021 MEMBERSHIP DIRECTORY – the most comprehensive resource for home buyers, builders, renovators and suppliers. Packed with the contact details of every HAVAN member along with informative editorial advice, this compact directory is the resource that industry members reference again and again.

HAVAN members and the public alike look forward to this invaluable publication each year. Many members use this hard copy reference on-the-go to find the suppliers they need.

The HAVAN 2021 Membership Directory is also the **ONLY** home builders' association directory distributed directly to consumers.

▶ With 89 per cent of members renewing their ads in the directory year after year, you can reach the same individuals multiple times over multiple years, reinforcing your role as a top industry business

▶ Since the directory is focused around our specific industry, you'll continuously reach the targeted audiences you seek - consumers, home builders and contractors – when and where they're looking for services

▶ Industry and the public alike trust the HAVAN to provide the right information. In our directory, consumers and members will perceive your ads more positively

▶ By using different engagement channels, your message is delivered more often to the right audience at the right time





HAVAN

Homebuilders Association Vancouver

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MEMBERSHIP DIRECTORY

NEWLY DESIGNED WIDER & MORE CONVENIENT

**DON'T MISS THIS OPPORTUNITY TO
RAISE YOUR PROFILE AMONG BUILDERS,
RENOVATORS, SUPPLIERS AND CONSUMERS,
ALL WHILE SUPPORTING YOUR ASSOCIATION!**

The **2021 HAVAN Directory** will be published by The Boulevard Magazine Group; Boulevard Magazine's parent company, Black Press is the largest local newspaper and magazine publisher in Western Canada. **12,000 Directories** will be published reaching the very important active building community for economy and luxury homes in Metro Vancouver. Also reach all 1100 plus fellow members of Canada's most successful home builders' association, the Greater Vancouver Home Builders' Association, HAVAN.

**DON'T MISS OUT!
BOOKING DEADLINE:
NOVEMBER 30, 2020**

DISTRIBUTION STRATEGY

- ▶ Architectural community
- ▶ Building Supply Outlets
- ▶ Prominent Hardware Stores in Metro Vancouver
- ▶ Renovators
- ▶ Suppliers Retail Locations
- ▶ BC Home and Garden Show, drawing 55,000 visitors, 90% of whom own their own homes
- ▶ Vancouver Fall Home Show, Vancouver's original event for design, renovation, and lifestyle, bringing 37,000 visitors, 90% of whom are home owners
- ▶ BUILDEX Vancouver, Western Canada's largest tradeshow and conference for the construction, renovation, architecture, interior design and property management industries, attracting over 14,000 attendees annually
- ▶ HAVAN Home Buyer Forum and Home Reno Shows
- ▶ Greater Vancouver municipalities building supply locations





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RATES

GLOSSY COLOUR PAGES RATES

Full Page Colour Ad	\$1,595.00
Inside Back Cover	\$1,895.00
Outside Back Cover	(sold) \$2,425.00
Double Spread Ad	\$2,495.00
Double Spread Profile	\$2,495.00
Inside Front Cover Double Spread	\$2,795.00

QUALITY COLOUR NEWSPRINT

Half Page Quality Newsprint	\$795.00
Full Page Quality Newsprint	\$1045.00
Double Spread Category Intro	\$2095.00

VIDEO OPTION

Add 45-60 Second Video	\$895
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All contracts based on HAVAN approval.
Payment for 2021 Directory due by November 30, 2020.

AD SIZES

SINGLE PAGE

bleed size = 6.5" x 8.5"
trim size = 6" x 8"
live area = 5.5" x 7.5"

DOUBLE SPREAD

bleed size = 12.5" x 8.5"
trim size = 12" x 8"
live area = 11.5" x 7.5"

FILE FORMATS

PREFERRED FORMAT IS PDF

- ▶ Press-ready PDF/X1a with Acrobat PDF 1.4 Compatibility
- ▶ All images are high resolution (min. 300 dpi) in the final output
- ▶ All fonts are embedded within the PDF
- ▶ All colours are converted to CMYK
- ▶ NO Pantone Spot colours, please

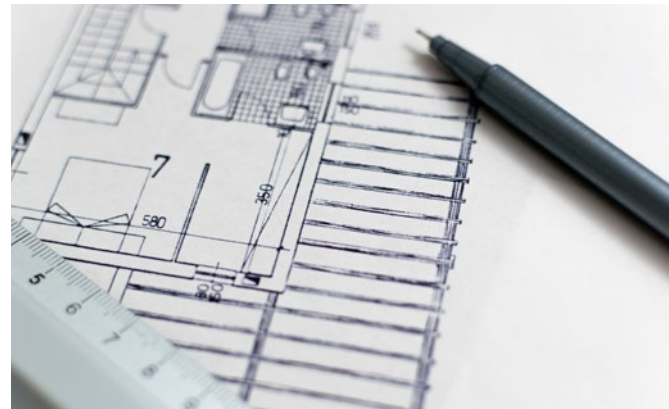
AD SUBMISSION

EMAIL

- ▶ creative@blvdmag.ca

LARGE FILES

- ▶ Please use a file transfer service (i.e. Dropbox, WeTransfer)



CONTACT

HARRY VAN HEMMEN
HARRYVH@BLACKPRESS.CA
604-649-1707



CLIENT _____ DATE _____

ACCOUNT NUMBER _____ PREPAID NUMBER _____ PO# _____

CONTACT _____ E MAIL _____

ADDRESS _____ PHONE _____

CONTRACT SUBJECT TO HAVAN APPROVAL

GLOSSY AD SIZE	Frequency	Rate	Total
Full Page, Colour			
Inside Back Cover Double Spread, Colour			
Inside Back Cover Single Page, Colour			
Outside Back Cover, Colour			
Inside Front Cover Double Spread, Colour			
Inside Front Cover Single Page, Colour			
Double Spread Ad, Colour			
Double Spread Profile, Colour			
NEWSPRINT AD SIZE	Frequency	Rate	Total
Full Page, Colour			
Half Page, Colour			
1. Category Intro, Double Spread, Colour			
2. Category Intro, Double Spread, Colour			
3. Category Intro, Double Spread, Colour			
4. Category Intro, Double Spread, Colour			
5. Category Intro, Double Spread, Colour			
VIDEO			

NOTES _____

NET RATE + GST

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CAMERA READY YES NO ARTWORK CONTACT _____

PHONE _____ EMAIL _____

CLIENT NAME _____ CLIENT SIGNATURE _____ REP SIGNATURE _____

CREDIT CARD INFORMATION

CARDHOLDER NAME: _____ CARD NUMBER: _____ EXPIRY: _____

Black Press accepts: VISA, MasterCard, Discover, and Diners Club International CVV: _____

