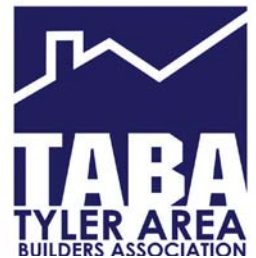


# marketing guide



Tyler Area Builders Association



*Maximize your Investment*

[www.tylerareabuilders.com](http://www.tylerareabuilders.com)  
1504 West Grande Blvd  
Tyler, Texas 75703

# 2013

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Phone: 903-561-3964  
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CARLTON EDWARDS, TABA PRESIDENT

*Dear Members:*

How far does your sponsorship dollar reach? Are you looking for a way to target consumers who are interested in your product or service? This Marketing Guide can serve as your roadmap to add value to your advertising dollars by generating recognition for your company in front of industry consumers and peers.

In today's market, it is critical that you maximize every dollar spent. The Tyler Area Builders Association provides an abundance of opportunities for professional development and recognition directed specifically at builders, developers, remodelers and customers who look to us when they are ready to buy.

The following pages provide information about a wide range of events and publications that will allow you to tailor your sponsorship program to suit your best interests.

The Association would like to extend a special thank you to our 2012 TABA Partners listed below. Our partners are the lifeblood of our Association. For information on how you can become a partner in 2013 and add to the value of your sponsorship dollars at no additional cost, see page 4.

Our objective is to help you increase your sphere of influence. If you have questions regarding an opportunity published in this guide, please contact us at (903) 561-3964. Thank you for your support of the Tyler Area Builders Association.



*Sincerely,*  
*Carlton Edwards, 2013 President*

**A Big Thank-You to our 2012 Partners!**

**Platinum Partners:**



**Gold Partners:**



**Silver Partners:**

All Natural Stone & Grass | Altra Federal Credit Union | American State Bank  
Campbell Custom Homes | Carlyle Homes | Citizens 1st Bank | East Texas Title Company  
| Fixture This, Inc. | Kilgore National Bank | Panel Truss Texas, Inc.

# Contents

## Table of Contents

From the 2013 President, Carlton Edwards	2
Maximize Your Investment!	4
<b><u>TRADE SHOW &amp; EXPOS</u></b>	
Parade of Homes™ - 60 <sup>th</sup> Year!	5
Home Products Show - 33rd Annual	6
<b><u>GOVERNMENT RELATIONS</u></b>	
Bowling with Builders & Sporting Clay Shoot	7
<b><u>MEMBERSHIP - the Heart of TABA</u></b>	
Membership Drive, Orientation & Retention	8
Membership Celebration & Fall Family Festival	9
General Membership Meetings	10
<b><u>Golf Tournaments</u></b>	
Spring Golf Tournament & Putt-Putt	11
<b><u>NETWORKING EVENTS &amp; CLASSES</u></b>	
Builders' Luncheons & After Hours	12
Education	13
<b><u>CHRISTMAS PARTY</u></b>	14
<b><u>PUBLICATIONS &amp; WEB ADVERTISING</u></b>	
TABA News (Newsletter)	15
Professional Services Guide	15
tylerareabuilders.com	15



Get even more from your sponsorship dollars by becoming a “TABA PARTNER.” Companies who spend a combined total of \$1,000 or more on sponsorships and advertising during the 2013 calendar year (exclusions apply as noted) will receive special value-added bonuses – free!

To become a TABA Partner, your company must commit to the total sponsorship amount, and down payment must be received by TABA prior to December 14, 2012. (Due to print deadlines, sponsorship commitments made after December 14, 2012 will not be listed in the January edition of *TABA News*.) See the following pages to make your commitment.

Invest \$5,000 and become a **PLATINUM PARTNER:**

Down payment of \$2,000 must be received by December 14, 2012. Platinum Partners will receive the following during the 2013 calendar year:

- Your company name and logo listed as a Platinum Partner on the front page of each 2013 edition of *TABA News*
- Your company logo with link to your website posted as a Platinum Partner on the TABA web site
- Your company featured on TABA’s Facebook page
- TABA mailing list upon request
- Reserved seating for up to four at all General Membership Meetings
- Logo recognition in the **2014 Marketing Guide**
- 50% off any web or newsletter ad secured with Partner commitment.

Invest \$2,500 and become a **GOLD PARTNER:**

Down payment of \$1,000 must be received by December 14, 2012. Gold Partners will receive the following during the 2013 calendar year:

- Your company name listed as a Gold Partner on the front page of each 2013 edition of *TABA News*
- Your company logo with link to your website posted as a Gold Partner on the TABA web site
- Your company featured on TABA’s Facebook page
- Reserved seating for two at all General Membership Meetings
- TABA mailing list upon request
- Logo recognition in the **2014 Marketing Guide**
- 25% off any web or newsletter ad secured with Partner commitment.

Invest \$1,000 and become a **SILVER PARTNER:**

Down payment of \$500 must be received by December 14, 2012. Silver Partners will receive the following during the 2013 calendar year:

- Your company name listed as a Silver Partner on the front page of each 2013 edition of *TABA News*
- Your company name posted as a Silver Partner on the TABA web site
- Your company featured on TABA’s Facebook page
- Reserved seating for one at all General Membership Meetings
- Name recognition in the **2014 Marketing Guide**
- 10% off any web or newsletter ad secured with Partner commitment.

# Parade of Homes <sup>TABA</sup>

In its 60<sup>th</sup> year, the Parade of Homes<sup>™</sup> showcases new home construction throughout the Tyler and surrounding areas encompassing homes in all price ranges. The Parade is the largest annual event produced by TABA. Potential home buyers can tour their choice of homes from simple starters to stately mansions.

With the beautiful, full-color magazine, web site, radio, television and print advertising, this event is an integrated marketing campaign few builders could afford on their own. Both consumers and industry professionals alike are exposed to homes, products and services unprecedented in the Tyler area.

## Parade of Homes<sup>™</sup>

**Dates:** June 1-9, 2013

**Grand Tour Presenting Sponsor** — \$3,000 (limit 1)

- Logo listed in *TABA News* prior to event
- Website, Facebook and Week-at-a-Glance recognition
- Listing in Parade magazine
- Listing on major event signage and advertising
- 20 event tickets to share with clients
- Thank you notice in *TABA News* following event



**Ticket Sponsor** — \$1,500 (Exclusive)

- Logo listed in *TABA News* prior to event
- Your company's logo on each ticket sold
- Website, Facebook and Week-at-a-Glance recognition
- Listing in Parade magazine
- 10 event tickets to share with clients
- Thank you notice in *TABA News* following event



**Rooftop Sponsor** — \$1,000

- Logo listed in *TABA News* prior to event
- Website, Facebook and Week-at-a-Glance recognition
- Listing in Parade Magazine
- 10 event tickets to share with clients
- Thank you notice in *TABA News* following event



# Home Products Show

Join TABA's Associate Council at Harvey Convention Center for ideas and products for all your home needs. Enjoy a great atmosphere and win prizes as you explore all the latest products provided by exhibitors and craftsmen! Exhibitors, enhance your visibility at the show by participating in the HPS "Blue Print for Prizes" contest.

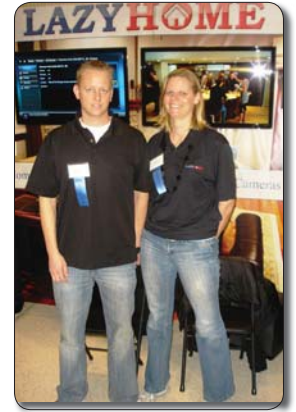
**Dates:** February 22-24, 2013  
**Place:** Harvey Convention Center



**Member Booth Fees**

**\*NOTE:** Booth fees do not count towards TABA Partner Status. Some booth sizes and costs may vary. Consult TABA staff for more complete booth fee information.

10' x 10' . . . . .	. . . . .	\$425-475
10' x 18' . . . . .	. . . . .	\$1,000
3-Booth Corner Wrap . . . . .	. . . . .	\$1,200
Lobby . . . . .	. . . . .	\$2,300
Outside Booth . . . . .	. . . . .	\$375



**PRODUCT EXPO SPONSORS:**

**Grand Staircase Sponsor** — \$2,500 (Exclusive)

- Logo listed in *TABA News* prior to event
- Website, Facebook and Week-at-a-Glance recognition
- Logo in HPS magazine
- Event signage
- 20 event tickets to share with clients
- Thank you notice in *TABA News* following event

**Ticket Sponsor** — \$1,500 (Exclusive)

- Logo listed in *TABA News* prior to event
- Your company's logo on each ticket sold
- Website and Week-at-a-Glance recognition
- Recognition in HPS magazine
- 10 event tickets to share with clients
- Thank you notice in *TABA News* following event

**Welcome Home Sponsor** — \$1,000

- Logo listed in *TABA News* prior to event
- Website and Week-at-a-Glance recognition
- Recognition in HPS magazine
- Event signage
- 10 event tickets to share with clients
- Thank you notice in *TABA News* following event

event

**Friday Night Bar Sponsor** — \$750

- Logo listed in *TABA News* prior to event
- Website and Week-at-a-Glance recognition
- Recognition in HPS magazine
- Event signage
- Thank you notice in *TABA News* following event

**Seminar Sponsor** — \$500

- Logo listed in *TABA News* prior to event
- Website and Week-at-a-Glance recognition
- Recognition in HPS magazine
- Event signage
- Thank you notice in *TABA News* following event

**Blue Print for Prizes Partner** — \$250  
**(Must have HPS booth)**

Exhibitor's business name and booth location will be included on the "Blue Print" that is given with each entry ticket. Attendees who visit each booth on the Blue Print are eligible for the grand prize drawing.

- Listing on HPS Blue Print
- Increased visibility and booth attendance
- Thank you notice in *TABA News* following event

# Government Relations

**HOME PAC**, the Texas Association of Builders' (TAB) political action committee, is an essential part of the advocacy program at TAB. HOME PAC provides contributions in support of pro-housing candidates for both statewide offices and the Texas Legislature. As state and local laws and regulations become an ever-increasing presence in your day-to-day business, HOME PAC works to ensure that the voice of the home building and development industry is heard by lawmakers. The strength and ability of our industry to impact public policy decisions affecting your business depends solely on your participation and contributions.

## BOWLING WITH BUILDERS TOURNAMENT

Hosted by the Associate Council, this annual tournament is one of TABA's most popular events. With ardent bowlers on all levels participating, your sponsorship is sure to be appreciated and remembered. Bowling with Builders is a HOME PAC event.

Pizza and beer, awards and memorable moments are always a part of this fun-filled evening. Be sure your business' name is associated with this wildly enjoyable event!

**Date:** March 13, 2013

**Dinner Sponsor** — \$250 (limit 2)

- Website and Week-at-a-Glance recognition
- Recognition at food area
- Signage at the event
- Thank you notice in *TABA News* following event

**Beverage Sponsor** — \$250 (limit 2)

- Website and Week-at-a-Glance recognition
- Recognition at refreshment area
- Signage at the event
- Thank you notice in *TABA News* following event

**Lane Sponsor** — \$100

- Signage at the event
- Thank you notice in *TABA News* following event

## SPORTING CLAY SHOOT

You'll have a blast while supporting HOME PAC, TAB's political action committee.

**Date:** October 2013

**Big Shot Sponsor** — \$2,000 (Exclusive)

- Logo placement in *TABA News* and recognition on all promotions
- Signage at the event
- Enjoy networking with builders during dinner
- Website, Facebook and Week-at-a-Glance recognition
- Thank you notice in *TABA News* following event

**Side-by-Side Sponsor** — \$1,000 (limit 2)

- Logo placement in *TABA News* and recognition on all promotions
- Signage at the event
- Enjoy networking with builders during dinner
- Website, Facebook and Week-at-a-Glance recognition
- Thank you notice in *TABA News* following event



# Membership Events & Programs

## TABA MEMBERSHIP DRIVE DAY

Spikes, potential members, unite! Each year TABA joins home builders associations across the nation to celebrate Membership Day, the most visible event of the year for membership growth and recruitment. Prizes are awarded by TABA and NAHB to members who bring in three or more members during October. And remember, Spikes earn double points during May, so this is a great chance to move closer to becoming a Life Spike.

**Date:** October 2 & 3, 2013

**Membership Drive Sponsor** — \$1,000 (limit 2)

- Logo placement in *TABA News* on all Membership Event promotions
- Membership Day signage
- Website, Facebook and Week-at-a-Glance recognition
- Thank you notice in *TABA News* following membership event



## MEMBER ORIENTATIONS

Remember when you wondered what membership in TABA, TAB and NAHB meant? And when you weren't sure who could attend a Builders' Luncheon or a General Membership Meeting? Help TABA welcome its new members and learn about the many rewards of association membership.

**Dates:** February, July and September

**Welcome Aboard Sponsor** — \$250 (two per luncheon)

- Website and Week-at-a-Glance recognition
- Sponsorship recognition at luncheon
- Signage at luncheon
- Enjoy networking with new members during lunch
- Thank you notice in *TABA News* following each event

## MEMBER RETENTION - THE TOUCH SYSTEM

Offered by the National Association of Home Builders to its local associations, the Touch System is designed to provide TABA members with a variety of communications throughout the year. All communications will be co-branded with TAB and NAHB, incorporating the value of the 3-in-1 membership and the strength of our connected federation.

**Dates:** Nine "Touches" Throughout the Year

**Exposure:** Entire Membership

**Touch System Sponsor** — \$2,000

- Your logo on each Touch-piece



# Membership Events & Programs

## MEMBERSHIP CELEBRATION

Each year, TABA hosts a celebration to welcome new members and to thank those who have recruited them. This is an exclusive event, attended only by members who qualify. It is always a lively, fun-filled party and a great opportunity to network with established and new members. The evening includes heavy hors d'oeuvres and drinks.

**Date:** Early Fall 2013



### Top Recruiter Sponsor - \$1000

- Logo placement in *TABA News* on all Membership Event promotions
- Membership Celebration signage
- Website and Week-at-a-Glance recognition
- Thank you notice in *TABA News* following Membership Celebration

### Welcoming Warrior - \$500

- Logo placement in *TABA News* on all Membership Celebration promotions
- Membership Celebration signage
- Website, Facebook and Week-at-a-Glance recognition
- Thank you notice in *TABA News* following Membership Celebration

### Happy Hostess - \$500

- Logo placement in *TABA News* on all Membership Celebration promotions
- Membership Celebration signage
- Website and Week-at-a-Glance recognition
- Thank you notice in *TABA News* following membership event

## FALL FAMILY FESTIVAL

Open to all members and their families, the Fall Family Festival is a hit with the kids. Whether it's face-painting, trains, firetrucks, cake walks, or bounce houses, there is fun for everyone at our Fall Family Festival.

**Date:** October 2013

### Great Pumpkin Sponsor - \$250

- Logo placement in *TABA News* on all Fall Family Festival promotions
- Fall Family Festival signage
- Website and Week-at-a-Glance recognition
- Thank you notice in *TABA News* following event

### Happy Harvest Sponsor - \$250

- Logo placement in *TABA News* on all Fall Family Festival promotions
- Fall Festival signage
- Website and Week-at-a-Glance recognition
- Thank you notice in *TABA News* following event

# General Membership Meetings

Enjoy an opportunity to target the entire membership, discuss industry concerns, garner new ideas and re-connect with colleagues. Join TABA as we celebrate the installation of Incoming President Carlton Edwards and his 2013 Board of Directors in January. In November the 2014 Board slate will be approved.

**Dates:** January, April, August & November

## OFFICER INSTALLATION - JANUARY

Join TABA as we celebrate the installation of Incoming President Carlton Edwards and his 2013 Board of Directors. This annual event is one of the highlights of the new year and provides an opportunity to show your support of the newly inducted Officers and Board of Directors.

## SPRING MEETING - APRIL

Spring means recognition for our members. In the past we have recognized long-time members and those who have completed NAHB designation classes.

## GOVERNMENT OFFICIALS

### APPRECIATION - AUGUST

The most-attended meeting of the year, join us as we recognize the public service of our state and municipal elected officials. A guest speaker or special presentation is on the agenda.

## FALL MEETING - NOVEMBER

Fall is the traditional time for harvest-season gatherings and celebrations. Join us as we look back over the year and prepare for 2014 by voting on the board slate.

### **Title Sponsor** — \$500 (limit 2)

- Logo on event program
- Website and Week-at-a-Glance recognition
- Tickets for 4 with preferred seating
- Top billing in all event promotions including *TABA News*
- Recognition from the podium during the event
- Event signage
- Thank you notice in *TABA News* following event

### **Meeting Sponsor** — \$250

- Listing on program cover
- Website and Week-at-a-Glance recognition
- Tickets for 2 with preferred seating
- Recognition from the podium during the event
- Event signage
- Thank you notice in *TABA News* following event

### **General Sponsor** - \$100

- Listing inside program
- Website recognition
- Ticket for 1
- Event signage
- Thank you notice in *TABA News* following event



# Golf Tournament & Putt-Putt

## SPRING GOLF TOURNAMENT

The Associate Council hosts a Spring Golf Tournament each year. With many avid golfers participating, your sponsorship will be visible throughout the entire day of the event. Tournaments are organized as six-person scrambles, with awards presented during dinner to the winning teams. This is a can't-miss event!

**Date:** April 15, 2013

### Dinner Sponsor — \$750 (limit 2)

- Logo listed in *TABA News* prior to event
- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Signage at the event
- Thank you notice in *TABA News* following event

### Beverage Cart Sponsor — \$500 (limit 3)

- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Signage on the beverage cart
- Thank you notice in *TABA News* following event

### Team Prize Sponsor — \$500 (limit 3)

- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Thank you notice in *TABA News* following event

### Longest Drive Sponsor — \$250 (limit 2)

### Closest to Pin Sponsor — \$250 (limit 2)

### Five Iron Sponsor — \$250 (Exclusive)

### Gimmick Hole Sponsor — \$250 (Exclusive)

- Website and Week-at-a-Glance recognition
- Representatives of your company may spot the hole
- Table tent recognition on all dinner tables
- EXCLUSIVE signage on event hole
- Thank you notice in *TABA News* following event

### Hole Sponsor — \$100

- Website and Week-at-a-Glance recognition
- Signage at the event
- Table tent recognition on all dinner tables
- Thank you notice in *TABA News* following event



## COUPLES PUTT-PUTT

This year, TABA will host our first-ever Couples Putt-Putt Tournament. As summer winds down, TABA members can enjoy an evening of spirits, snacks and friendly competition on the putt-putt course.

**Date:** September 19, 2013

### Overall Event Partner — \$750 (Exclusive)

- Logo listed in *TABA News* prior to event
- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Signage at the event
- Thank you notice in *TABA News* following event

- Thank you notice in *TABA News* following event

### Putt-Putt Partner — \$250 (Exclusive)

- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- EXCLUSIVE signage at event
- Thank you notice in *TABA News* following event

### Bar Partner — \$500 (limit 2)

- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Signage at bar station
- Thank you notice in *TABA News* following event

### Hole Sponsor — \$50

- Website and Week-at-a-Glance recognition
- Signage at the event
- Table tent recognition on all dinner tables
- Thank you notice in *TABA News* following event

### Food Station Partner — \$500 (limit 2)

- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Signage at food station

# Builders' Luncheons & After Hours

### BUILDERS' LUNCHEONS

Builders' Luncheons provide a forum to share the most up-to-date and pertinent information about your products or services to TABA Builder members. You will be the only Associate company attending. This golden opportunity provides one-to-one face time with those busy builders you've been trying to reach for months.

**Dates:** Two Thursdays each month

**Associate Sponsor** (limit 1 per luncheon) \$125 administrative fee + luncheon costs - includes \$25 to be added to the all-new Builders' Luncheon Progressive Jackpot

- Luncheon notice in *TABA News*
- Website and Week-at-a-Glance recognition
- 5-10 minutes to speak at luncheon
- Exclusive time with TABA Builder members
- Thank you notice in *TABA News* following event



### AFTER HOURS

Take time to welcome the Association's newest members while you network with tried and true TABA members in a relaxed setting. And no one minds if you throw in a couple of door prizes.

**Dates:** Monthly following the TABA Board Meeting (except January, June & December) 5-7 p.m.

**After Hours Sponsor** (limit 1 per month) - \$125 + Additional Costs—includes \$50 to be added to the Builders' Progressive Jackpot.

- Notice in *TABA News*
- Website and Week-at-a-Glance recognition
- 5-10 minutes to speak at event
- Thank you notice in *TABA News* following event



# Education Programs

TABA continues to provide general interest, industry-focused seminars to builders, developers and remodelers. In 2009, TABA began offering national designation courses to all members. Your education sponsorship provides maximum company exposure at the courses and seminars offered throughout 2013.

## **Title Partner** — \$2,000/year (Exclusive)

- Logo placement in *TABA News* on all Education Event promotions
- Website and Week-at-a-Glance recognition
- Sponsorship recognition at education events
- Signage at each education event
- Opportunity to address the group for 3-5 minutes about your product or service
- Enjoy networking during lunch
- Thank you notice in *TABA News* following each event

## **Lunch Sponsor** — \$250/class (1 per class)

- Website and Week-at-a-Glance recognition
- Sponsorship recognition at education event
- Signage at education event
- Enjoy networking during lunch
- Thank you notice in *TABA News* following each event

## **Break Sponsor** — \$100/class (1 per class)

- Website and Week-at-a-Glance recognition
- Sponsorship recognition at education event
- Signage at education event
- Thank you notice in *TABA News* following each event



# Christmas Party

## Christmas Party

Celebrate the Christmas season with TABA friends. It's a great way to wrap up your year, show your support for the Association and make new contacts in a fun and relaxed atmosphere. The evening includes heavy hors d'oeuvres and drinks.

**Date:** December 13, 2013

**Place:** TABA Office

**Santa Sponsor** — \$1,000 (Exclusive)

- Logo on table tents
- Website and Week-at-a-Glance recognition
- Top billing in all event promotions including *TABA News*
- Event signage
- Thank you notice in *TABA News* following event

**Christmas Cheer Sponsor** — \$750 (limit 2)

- Listing on table tents
- Company name on beverage napkins
- Website and Week-at-a-Glance recognition
- Event signage at the bar
- The true gratitude of your friends and party guests
- Thank you notice in *TABA News* following event

**Dasher & Prancer** – \$500

- Listing on table tents
- Website and Week-at-a-Glance recognition
- Event signage
- Thank you notice in *TABA News* following event

**Donner & Blitzen** — \$250

- Website and Week-at-a-Glance recognition
- Event signage
- Thank you notice in *TABA News* following event



# Publications & Web Advertising

(Note: Publication and web site advertising do not apply toward Partner Status.)

## TABA NEWS

*TABA News* is the official newsletter of the Tyler Area Builders Association. Each month TABA members turn to this newsletter for the information they need to operate their businesses. If you want to do business with Tyler-area homebuilders, there is no better way to reach them than to advertise in *TABA News*. Issues are hard mailed and are available online for one year or longer.

### Discounts on any newsletter ads when secured with Partnership Commitment:

50% Platinum Partners; 25% Gold Partners; 10% Silver Partners

#### Business Card Ad Rates:

- Yearly — \$600
- Quarterly — \$250
- Monthly — \$100



**INSERT** — \$300 (limit one per issue; two per year per company)

Inserts are added into the center of the newsletter. Submissions are preprinted by the advertiser and may be either color or black and white. Inserts are contracted on a first-come, first-served basis. All content must be approved by TABA staff; extra cost for heavier inserts.

## ANNUAL Professional Services Guide

The essential reference on every member's desk and in every builder's truck, this spiral-bound book is mailed to the entire membership. In addition, each new member receives a Guide whenever they join the Association throughout the year. This useful Guide includes complete contact information for every TABA member in a convenient size and style as well as information on how to choose the right building professional for your project.

- Two Listings per member — FREE (includes 2 free listings on Online Directory)

The 2013 Professional Services Guide will be produced by E&M Consulting. Look for updates from TABA and expect contact from E&M Consulting regarding advertising opportunities.



## www.tylerebuilders.com

First launched in 2004, TABA's web site, [www.tylerebuilders.com](http://www.tylerebuilders.com) receives thousands of visits each month! This traffic increases dramatically prior to and during our major public events. Both members and the general public turn to our website to find the builders, products and services they use to get the job done each day.

### Discounts on any web site ads when secured with Partnership Commitment:

50% Platinum Partners; 25% Gold Partners; 10% Silver Partners

#### Featured Listing — \$100 per year

Bring your company logo to the top of search results and link customers directly to your web site. Additional advertising opportunities are available to all TABA members.

- Premium Banner Ad (home page top) — \$400 per quarter (Exclusive)
- Executive Placement Ad (home page bottom) — \$300 per quarter (limit 3 per quarter)
- Sidebar Ad (any inside page) — \$200 per quarter (limit 5 per quarter) on most-visited inside landing pages