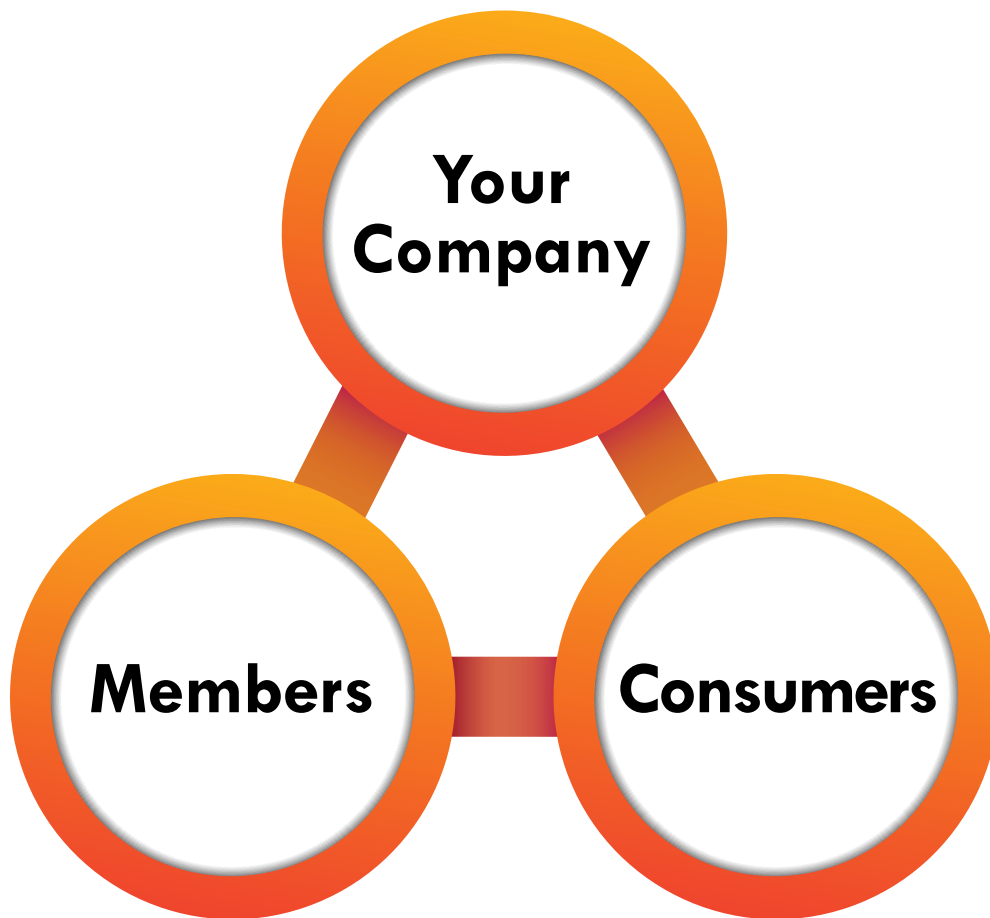




2013 MARKETING GUIDE



STAY CONNECTED

to Members you want to reach &
to Consumers who want to reach you
through Sponsorships & Advertising



Association Staff:

Steve Lains

Chief Executive Officer
stevel@bagi.com

Rosemary Manifold

Chief Financial Officer
rosemarym@bagi.com

Barbara Zoderer

Director of Councils, Membership & Events
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Steve Harris

Director of Communications
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Administrative Assistant
rhondam@bagi.com

Dear BAGI member,

Thank you for considering ways your company can support the industry and the association in 2013 through sponsorship of a BAGI event or through advertising in an association communication.

As you can see, there are quite a few events and publications reaching a broad range of audiences. BAGI membership events and publications, whether specific to the entire membership, or the specific market segment of a council, provide you the opportunity to gain recognition among fellow members, both builders and associates.

Advertising in the Homebuilding & Remodeling Directory, Sites Magazine, the BAGI E-Newsletter, Government E-News, or on the BAGI website, is going to reach both consumers and members.

Contact a member of our staff to learn more about each event. We would be happy to meet with you to discuss the recognition your company will receive through sponsorship and how this level of involvement with the association fits your business goals.

In closing, I want to thank the many BAGI members who continue to support the association through advertising and sponsorship. They are an integral part of our success just as I know we've been a piece of their business growth as well.

Sincerely,

Steve Lains
Chief Executive Officer

Builders Association of Greater Indianapolis
1011 Dr. Martin Luther King Jr. St.
Indianapolis, IN 46202
Phone: 317-236-6330
Fax: 317-236-6340
www.BAGI.com

P.O. Box 44670
Indianapolis, IN 46224

www.BAGIMemberDiscounts.com
www.ParadeofHomesIndy.com
www.SitesMagazineOnline.com

2013 Industry Awards Gala



When: February

Location: TBD

Anticipated Attendance: 200

This annual event is a combination of the Association's Janus Ball and the Sales & Marketing Council's MAME Awards. During the event, many members will be recognized for their accomplishments and for their dedication to the Association, its Councils and the Industry. The event is also the backdrop for the introduction of the new BAGI President. A portion of the proceeds from the event will benefit the BAGI Scholarship Fund.

SPONSORSHIPS:

Platinum Package - (\$6,000)

- Dinner for 8 Persons with Reserved Priority Seating
- Recognition in e-Sites Magazine
- Company logo to appear on event invitations and communications
- Company logo to appear in the event program
- Company logo to appear on screen during the event presentation
- Logo recognition on the BAGI Website with a click through
- Recognition onstage during the event presentation
- Opportunity to host and event keepsake
- Four complimentary parking passes for the event
- A complimentary hotel room downtown on the night of the event

Gold Package - (\$2,500)

- Dinner for 8 Persons with Reserved Priority Seating
- Recognition in Sites e-Magazine
- Company logo to appear on event invitations and communications
- Company logo to appear in the event program
- Company logo to appear on screen during the event presentation
- Logo recognition on the BAGI Website
- Recognition onstage during the event presentation
- Opportunity to host and event keepsake

Silver Package - (\$1,500)

- Dinner for 4 with Reserved Seating
- Recognition in Sites e-Magazine
- Recognition onscreen during the event presentation
- Recognition on the BAGI Website

Bronze Package - (\$1,000)

- Dinner for 2 with Reserved Seating
- Recognition in Sites e-Magazine
- Recognition onscreen during the event presentation
- Recognition on the BAGI Website

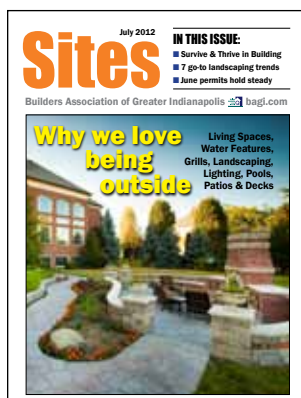
Friends of the Event - (\$500)

- Recognition in Sites e-Magazine
- Recognition onscreen during the event presentation
- Recognition on the BAGI Website

CONTACT:

Barbara Zoderer
Barbaraz@bagi.com
317-236-6330

Sites Magazine Advertising



Publication Date: First of the month, every month

The official monthly publication of the Builders Association of Greater Indianapolis - a digital magazine online at www.SitesMagazineOnline.com.

Each month Sites reaches members and other industry professionals. These business owners and other key employees represent the top building, remodeling, development companies in Central Indiana plus the firms that supply services and materials to the residential construction industry.

Ad Sizes & Rates for Members

(cost per issue / net rates)

	1x	3x	6x	12x
Full Page (8 1/2 x 11)	\$400	\$350	\$327	\$300
Half Page (7 1/2 x 5 or 5 x 7 1/2)	\$215	\$200	\$175	\$160
One Third (4 x 5)	\$150	\$140	\$125	\$110
One Sixth (5 x 2 1/2 or 2 1/2 x 5)	\$80	\$70	\$60	\$50

Non-member rates are available upon request.

E-magazine features:

- Live links to websites and email address to create immediate call to action.
- Ability to embed video (upon request)

Space & Artwork Deadline: 20th of month preceeding the month of publication.

Artwork: High resolution file (.jpg, .pdf, .ai, etc.). High resolution files are required so that members printing the magazine obtain a quality reproduction.

Cancellations: Cancellations or change orders will not be accepted after the issue's closing date of the 20th of the month.

Website: Sites magazine is online at www.SitesMagazineOnline.com. Email notification of each new issue is sent to all BAGI members as well as complimentary subscribers on the first of each month. Past issues are archived.

CONTACT:

Barbara Zoderer
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 317-236-6330

2013 Sites Magazine Editorial Calendar

JANUARY

Preparing for the spring home-shopping
& remodeling season

FEBRUARY

Favorite Floor Plans
Indianapolis Home Show recap
NAHB Int. Builders Show Recap
Builder & Associate Profiles
Emailed to members: February 6

MARCH

Industry Awards Gala Recap
Hot New Products & Technology
Builder & Associate Profiles
Emailed to members: March 6

APRIL

Interior Design Trends
Builder & Associate Profiles
Emailed to members: April 3

MAY

Remodeling
Builder & Associate Profiles
Emailed to members: May 1

JUNE

Custom Builders
National Homeownership Month
Builder & Associate Profiles
Emailed to members: June 5

JULY

Outdoor Living and Landscape Trends
Builder & Associate Profiles
Emailed to members: July 3

AUGUST

Green Building, Remodeling & Development
Builder & Associate Profiles
Emailed to members: July 31

SEPTEMBER

Building Products
Associate Appreciation Month
Builder & Associate Profiles
Emailed to members: September 4

OCTOBER

The Business of Building
Builder & Associate Profiles
Emailed to members: October 2

NOVEMBER

Advertising & Marketing
Multifamily Building
Builder & Associate Profiles
Emailed to members: October 30

DECEMBER

Builder Bash Recap
2013 Year in Review
2014 Forecast
Builder & Associate Profiles
Emailed to members: December 4

Website & Email Advertising



A banner ad is an image file that displays an online advertisement, typically sized for placement at the top or bottom of a Web page and linked to another page. Your banner ad will rotate with other monthly banner ads. For example, if 5 banner ads are running a certain month, your ad will be seen every five times the web page is viewed.

Banner ad on BAGI's website

Cost: \$50 per month / limited to 5 advertisers per month. Billed monthly.

Online at: www.BAGI.com

Audience: Members and consumers. Approximately 2,000 unique visitors per month.

Link: Click through to your website or to your email address.

Deadline: Artwork is due on the 20th each month for the following month.

Artwork: 316 x 99 pixels / full color, high resolution file / can be animated.

Banner ad on BAGI's mobile website

Cost: \$50 per month / limited to 1 advertisers per month. Billed monthly.

Online at: m.BAGI.com

Audience: Users of BAGI's mobile directory.

Link: Click through to your website or to your email address.

Deadline: Artwork is due on the 20th each month for the following month.

Artwork: 39 x 6 pixels / full color, high resolution file.

BAGI E-Newsletter
A bi-monthly update of opportunities to network, save money and stay informed

Week of July 30-August 3, 2012
Follow us on Twitter @IndyBuilders

Don't miss your chance to win 2 tickets to the BMW Championship
Purchase a full page ad in the 2012 Fall Edition of the Home Building & Remodeling News and you'll be eligible for a chance to win 2 tickets to the BMW Championship.

The 2012 BMW Championship is the final tournament in the FedEx Cup Playoffs. The BMW Championship will consist of the top 70 PGA TOUR FedEx Cup points leaders, based on their 2011 season performance in the FedEx Cup Playoffs.

Scheduled Broadcast: The BMW Championship will be broadcast on the Golf Channel on Sunday, August 5th, 8:00 PM ET/PT. The BMW Championship will be broadcast on the Golf Channel on Sunday, August 5th, 8:00 PM ET/PT. The BMW Championship will be broadcast on the Golf Channel on Sunday, August 5th, 8:00 PM ET/PT.

The information and advertising in this newsletter is for informational purposes only. It is not intended to be used as a substitute for professional advice. Please consult your attorney or accountant for more information.

Upcoming Meetings & Events

August 8: Johnson County Council Meeting (Public) 6:00 PM - 8:00 PM. Location: Johnson County Courthouse, 100 N. 1st St., Johnson, WI 54001. For more information, please call 920-825-5000.

August 10: Johnson County Council Meeting (Public) 6:00 PM - 8:00 PM. Location: Johnson County Courthouse, 100 N. 1st St., Johnson, WI 54001. For more information, please call 920-825-5000.

August 12: Johnson County Council Meeting (Public) 6:00 PM - 8:00 PM. Location: Johnson County Courthouse, 100 N. 1st St., Johnson, WI 54001. For more information, please call 920-825-5000.

August 14: Johnson County Council Meeting (Public) 6:00 PM - 8:00 PM. Location: Johnson County Courthouse, 100 N. 1st St., Johnson, WI 54001. For more information, please call 920-825-5000.

August 16: Johnson County Council Meeting (Public) 6:00 PM - 8:00 PM. Location: Johnson County Courthouse, 100 N. 1st St., Johnson, WI 54001. For more information, please call 920-825-5000.

August 18: Johnson County Council Meeting (Public) 6:00 PM - 8:00 PM. Location: Johnson County Courthouse, 100 N. 1st St., Johnson, WI 54001. For more information, please call 920-825-5000.

August 20: Johnson County Council Meeting (Public) 6:00 PM - 8:00 PM. Location: Johnson County Courthouse, 100 N. 1st St., Johnson, WI 54001. For more information, please call 920-825-5000.

Sponsors:

Custom Home Elevator & Linc Co.
Elevators • Stairlifts • Home Automation
Call us today for a free consultation!

Phone: (317) 663-8882
Fax: (317) 663-8888
Web: www.customhomeelevators.com

\$900 Discount on a Residential Elevator
\$200 Discount on a Stairlift
\$100 Discount on a Home Automation System
Call us about our Referral Program!

Banner ad on BAGI's general emails

Cost: \$75 per week or \$250 per month. Limited to 1 advertiser per week.

Audience: 850 members. Ad will appear in a minimum of four emails per month, which may include the Government e-News, the Weekly e-News and the Sites emails.

Link: Click through to your website or email address.

Deadline: Artwork is due on Monday of each week.

Artwork: 600 x 250 pixels / full color, high-res file.

Rates shown are for members of BAGI.

Non-member rates available upon request.

CONTACT:

Barbara Zoderer
Barbaraz@bagi.com
317-236-6330

2013 BAGI Golf Outings



When: July

Anticipated Attendance: Approximately 200 players between the 2 outings

BAGI holds two golf outings a year that invite BAGI members to play in a fun, relaxing environment. The second outing of the year will be our Scholarship Outing -- a portion of the proceeds from this event will benefit our BAGI Scholarship Fund.

SPONSORSHIPS:

Hole sponsorship (\$250 for both outings):

- Sign placed on hole with the company name
- Company name listed on larger sign at registration
- Recognition in sponsor contest game
- Opportunity to sit at the hole, greet golfers and distribute premium item (that you provide)
- Recognition in Sites e-magazine

Exclusive Lunch Sponsorship (\$500 each outing) - Sponsor both outings and SAVE \$200!

- Recognition on promotional materials
- Recognition on bagged or boxed lunch (if applicable)
- Recognition on banner at registration table and in banquet room
- Recognition on sponsor game
- Greet golfers at registration (hand out premium item, that you provide)
- Recognition during and the opportunity to speak at the awards ceremony following the outing

Putting Contest (\$500)

- Recognition on promotional materials
- Recognition on banner at registration table and in banquet room
- Recognition on sponsor game
- Sign placed on putting green with company name
- Greet golfers at putting green

Beverage Cart Sponsorship (\$500)

- Greet golfers at registration
- Opportunity to drive beverage carts (depending on golf course)
- Recognition on beverage carts, banner at event, in the sponsor game, and at the awards program following event
- Recognition in Sites e-magazine

CONTACT:

Barbara Zoderer
Barbaraz@bagi.com
317-236-6330

2013 Builder Bash



When: November

Anticipated Attendance: 300 members representing over 100 building companies

Builder Bash is a table top event which provides builder members with the opportunity to learn more about the products and services associate members have to offer. Exhibitors at the event have the opportunity to meet one on one with builders in the Business Fair, which is a speed networking opportunity held in conjunction with the event.

SPONSORSHIPS:

Event Sponsor - \$1,000

- Logo recognition on all promotional materials
- Logo recognition on event emails
- Logo recognition in BAGI's Sites e-Magazine
- Recognition on event and/or BAGI website
- Recognition on event signage
- Verbal recognition during event announcements

Market Graphics Sponsor - \$2500

- Recognition in BAGI's Sites e-Magazine
- Recognition on event and/or BAGI website
- Recognition on signage at the event meeting

CONTACT:

Barbara Zoderer
Barbaraz@bagi.com
317-236-6330

2013 Council Meetings & Parties



BAGI has the following councils: Hamilton, Hancock, Hendricks, Johnson, Remodelors, Sales and Marketing. Councils meet approximately once a month. Sponsorships are per meeting.

HAMILTON COUNTY- (\$150)

- 2 free attendees
- 1 reserved table
- Time on the agenda (5 minutes max.)
- Handouts on every table
- Printed list of attendees after meeting
- Signage at registration table

SALES AND MARKETING- (\$500-2,500)

- Table for material distribution and employee presentation
- Time on the agenda
- 1 to 4 free attendees
- Printed list of attendees after meeting
- Signage at registration table

HENDRICKS COUNTY- (\$150)

- 2 free attendees
- 1 reserved table
- Time on the agenda (5 minutes max.)
- Handouts on every table
- Printed list of attendees after meeting
- Signage at registration table

JOHNSON COUNTY HOLIDAY PARTY

Date: December

\$50 to \$250

JOHNSON COUNTY- (\$150)

- Reserved table of 10 to invite builders
- Time on the agenda
- Handouts at every table
- Printed list of attendees after meeting
- Signage at podium

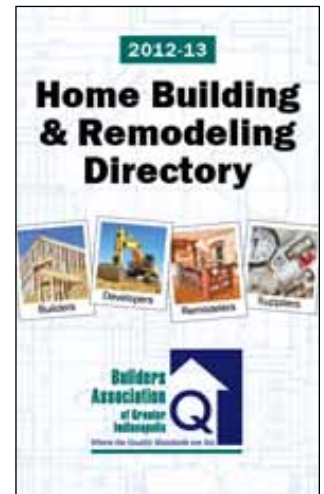
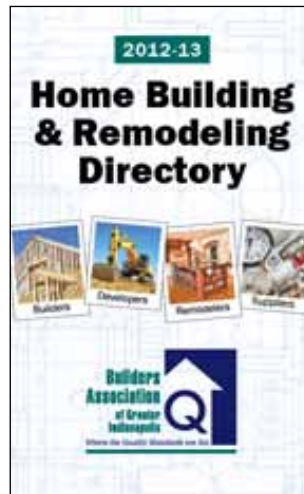
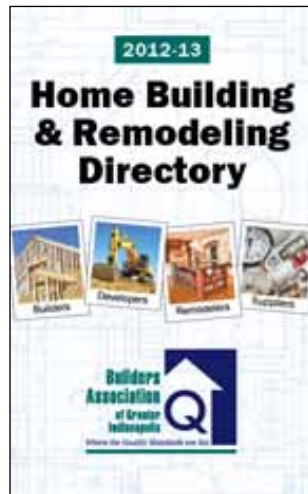
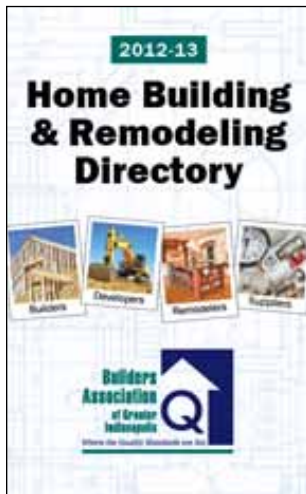
REMODELORS- (\$200)

- Presentation of product
- Handouts at every table
- Printed list of attendees after meeting
- Signage at registration table

CONTACT:

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Barbaraz@bagi.com
317-236-6330

2013 Home Building & Remodeling Directory Advertising



Publication Date: August

When consumers want to know who builds to the Quality Assurance Builder Standards, they turn to the Home Building and Remodeling Guide. Guides are distributed through the BAGI membership, Parade of Homes, home and garden shows, mailings to realtors and direct requests from consumers.

Ad Sizes & Rates for Members

		BW	Color
1	(5 ^{1/4} x 8 ^{3/8})*	\$1250	\$1350
2/3	(5 ^{1/4} x 5 ^{1/2})	\$900	\$1000
1/2	(5 ^{1/4} x 4)	\$675	\$775
1/3	(5 ^{1/4} x 2 ^{1/2})	\$475	\$575
1/6	(2 ^{1/2} x 2 ^{1/2})	\$275	\$375

CONTACT:

Barbara Zoderer
 Barbaraz@bagi.com
 317-236-6330

Premium Spaces: Call for availability
 (current advertisers have first right of refusal)

Back Cover (full page / full color) - \$3000
Inside Front Cover (Full page / full color) - \$2500
Inside Back Cover (Full page / full color) - \$2000

Non-member rates available upon request.

Space Deadline: 7/15/2013
Art Deadline: 7/31/2013

Logo Upgrade - \$50

All members will be listed in the directory portion of the guide.
 The logo upgrade will add your logo to your standard membership listing!

Council Golf Outings, Social Events & Training



Combined Council Outing Hamilton, Hendricks, SMC & Remodelers Councils

Date: June

Location: TBD

SPONSORSHIPS:

- Hole Sponsor (\$100)
- Cart Rental (\$30)
- Door Prizes
- Lunch (2 @ \$300)
Lunch sponsors receive a free hole sponsorship
- Dinner (2 @ \$300)
Dinner sponsors receive a free hole sponsorship
- Putting Contest (\$300)
- Closest to Pin (\$200)
- Longest Drive (\$200)
- Beverage Cart (8 @ \$300)
- Snack Cart (4 @ \$300)

Hancock County Golf Outing

Date: May

The Links, New Palestine

SPONSORSHIPS:

- Hole Sponsor (\$100)
- Longest Drive (\$125)
- Closest to Pin (\$125)
- Putting Contest (\$300)
- Beverage Cart (2 @ \$250)
- Snack Cart (4 @ \$125)
- Lunch (2 @ \$250)
Lunch sponsors receive a free hole sponsorship
- Dinner (2 @ \$250)
Dinner sponsors receive a free hole sponsorship
- Door Prizes (\$25 minimum)



Johnson County Golf Outing

Date: August

Dye's Walk

SPONSORSHIPS:

- Hole Sponsor (\$100)
- Putting Contest (\$300)
- Closest to the Pin (1 @ \$200)
- Beverage Cart (4 @ \$250)
- Snack Cart (6 @ \$200)
- Lunch (2 @ \$300)
- Dinner (3 @ \$300)
- Door Prizes

* All golf sponsorships receive signage w/company name

CONTACT:

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