HBRA MASSACHUSETTS

2026 Digital Sponsorship Rates

Reaching 2,000+ builders, remodelers, developers, suppliers and allied professionals across Massachusetts.

ANNUAL PARTNERSHIP TIERS

TIER	INCLUDES	SLOTS	ANNUAL
Presenting Partner	Billboard rotation slot 4 sponsored articles · 4 dedicated emails to membership · 4 newsletter banners · recognition at association events	2	**$7,500**
Industry Partner	Leaderboard rotation slot 2 sponsored articles · 1 dedicated email to membership · 2 newsletter banners	4	**$3,500**
Supporting Partner	Rectangle rotation slot 1 sponsored article · 1 newsletter banner	6	**$1,750**

INDIVIDUAL PLACEMENTS

PLACEMENT	TERM	MEMBER	NON-MEMBER
Leaderboard Banner Interior pages, maximum 4 in rotation	Monthly	**$295**	**$595**
Rectangle Banner 300x250, maximum 6 in rotation	Monthly	**$195**	**$395**
Member Spotlight or Sponsored Article Published to the site and promoted in the newsletter	Per article Four-pack	**$595** $1,995	Not offered
Dedicated Email to Membership Your message, sole sponsor, sent to the active member list	Per send	**$495**	Not offered
Newsletter Banner Maximum 2 per issue	Per send	**$145**	**$295**
Event Promotion Package Featured event listing, newsletter placement and social post	Per event	**$295**	**$595**

Inventory. Display inventory is limited to two billboard slots, four leaderboard slots and six rectangle slots. Annual partners are assigned slots first. Individual monthly placements are sold into remaining availability and are not guaranteed month to month.

Terms. Partnerships run twelve months from placement date and are invoiced annually. Individual placements are payable in advance. Sponsors supply finished artwork to published specifications; design services are available at additional cost.

Eligibility. Sponsored articles, Member Spotlights and dedicated emails are available to HBRAMA members in good standing. All sponsorships are subject to association approval.

To reserve a placement or request a custom package, contact **ads@hbrama.com**
Home Builders & Remodelers Association of Massachusetts · Rates effective 2026 and subject to change

Graphic Specifications

All display units shown to scale relative to one another. Build artwork at the full pixel dimensions listed.

Billboard

970 x 250 pixels · 72 ppi · JPG or PNG · 200 KB maximum



Leaderboard

728 x 90 pixels · 72 ppi · JPG or PNG · 150 KB maximum



Medium Rectangle

300 x 250 pixels · 72 ppi · JPG or PNG · 150 KB maximum



Units shown at 68% of actual size.

Artwork. Supply finished, print-ready artwork at the exact pixel dimensions above. Animated GIF, Flash and third-party ad tags are not accepted. Include a destination URL with each submission.

Deadline. Materials are due 10 business days before the placement start date. Placements without artwork by the deadline begin on schedule and run short.

Design services. Don't have artwork? We can produce it for you. Contact us for a quote.

Submission. Send all artwork and destination URLs to **ads@hbrama.com**.