

A photograph of a construction site for a new house. Four men are visible: one sitting on concrete steps, one standing with a clipboard, and two others in the foreground. The house has white siding and a gabled roof. A ladder is leaning against the side, and a circular saw is in the bottom left. The text 'HOME BUILDERS ASSOCIATION OF FARGO-MOORHEAD' is overlaid in the center.

HOME BUILDERS ASSOCIATION OF  
FARGO-MOORHEAD

# Advertising Opportunities



# Permits Plus

The Permits Plus publication debuted in 2015 for HBA of F-M members covering building industry statistics and advocacy efforts. It is published six times per year, in black and white, to provide local building permit numbers and a timely update on Association advocacy efforts.

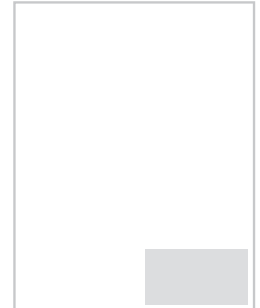
Permits Plus is also published online, where members can easily access the information. Advertisements are linked to the advertiser's website.

Ad Size	Annual Rate
Business card	\$445
1/4 page	\$800
1/2 page	\$1,275

\*Ad design specifications and deadlines available upon request.

## BUSINESS CARD

Print Size: 3.5" X 2"



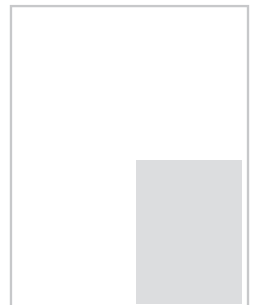
## 1/4 PG HORIZONTAL

Print Size: 7.5" X 2.375"



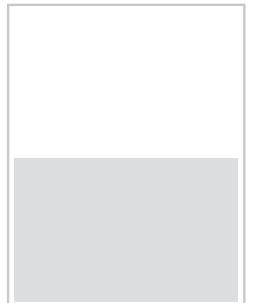
## 1/4 PG VERTICAL

Print Size: 3.625" X 4.875"



## 1/2 PG HORIZONTAL

Print Size: 7.5" X 4.875"



Issue 2 | April 25, 2019

# PERMITS PLUS+

A bi-monthly statistics and advocacy update for HBA of F-M members

Published six times per year in addition to the Plains Builder, Permits Plus aims to provide a concise report on building permit numbers and a timely update on Association advocacy efforts.

**FOR YOUR CALENDAR:**

- May 4-5, 11-12, 18-19 Spring Parade of Homes
- May 21 Lunch Session - Medical Marijuana And Opioids In The Workplace
- May 29 Remodelers Council Picnic
- June 3-7 and 10-14 Herdina Academy for the Construction Trades
- June 13 Parade Picnic
- July 9 Golf Outing
- July 31 Muddy Boots Picnic
- Aug. 20 Golf Outing

Visit the calendar at [hbfm.com](http://hbfm.com) for details or to register for events.

**INSIDE:**

- Pg 2 Permit comparison chart for the F-M Metro and Outlying Towns
- Pg 4 F-M Metro Building Permit Report
- Pg 5-6 Outlying Communities Building Permit Report
- Pg 7 Statistics
- Pg 8 ND Legislative Brief

### Independent Contractor Registration Catches Some General Contractors By Surprise

Do you work in Minnesota? HBA of F-M has heard reports of local general contractors receiving communications from Minnesota's Department of Labor & Industry that require lists of their subcontractors and much more.

Contractors say the timeline for compliance is extremely short (as little as one week) and one letter threatened a \$10,000 penalty per violation for noncompliance.

Most contractors who do residential or commercial building construction or improvement services are required to register with the Minnesota Department of Labor & Industry through the Construction Contractor Registration Program if they do not hold a contractor's license. There is no cost to register.

General contractors who hire unregistered subcontractors, misclassify workers or fail to register are in violation of the law and can be charged with monetary penalties.

One of the impacted local contractors advises fellow contractors to thoroughly research the issue and prepare themselves now for an audit. The process is extremely time-consuming and could be costly if caught off-guard.

His letter required the following information for the past two years:

- a detailed list of subcontractors performing work on all jobs in Minnesota as well as
  - their licenses or independent contractor registration (if unlicensed)
  - proof of insurance
  - copies of checks paid to those subcontractors
  - 1099s

It is important to carefully read the notice. The communication provides a contact person at the Minnesota Department of Labor & Industry to help the contractor identify the exact documentation the Department seeks.

**Resources:**

**Information on independent contractor registration:**

- <http://www.dli.mn.gov/business/independent-contractor-registration>

**Clarification on who needs a license in Minnesota:**

- <http://www.dli.mn.gov/business/residential-contractors/who-needs-license>

**Minnesota statute regarding independent contractor registration:**

- <https://www.revisor.mn.gov/statutes/cite/326B.701>

HBA OF F-M + 1802 32ND AVE S + FARGO ND 58103 + (701) 232-5846 + [HBAFM.COM](mailto:INFO@HBAFM.COM) + [INFO@HBAFM.COM](mailto:INFO@HBAFM.COM)

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BUSINESS ON THE LEVEL SINCE 1889

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Love it with us in Detroit Lakes, Fargo, and Moorhead.

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INFO AT 701-499-3937 | [TDEACONPROPERTYRESOURCESGROUP.COM](http://TDEACONPROPERTYRESOURCESGROUP.COM)

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Stop into Lampert Lumber today and get the view you have always wanted for your home with our Marvyn® window selection.

**MARVIN** **Lampert Lumber**

415 32nd Ave SW Fargo, ND 58102-0292

[www.LampertLumber.com](http://www.LampertLumber.com)

**Riggle**

608 Main Street Moorhead, MN 218.233.5104

**BOSCH**

**VULCAN**

**SENNAIR**

**WOLF**

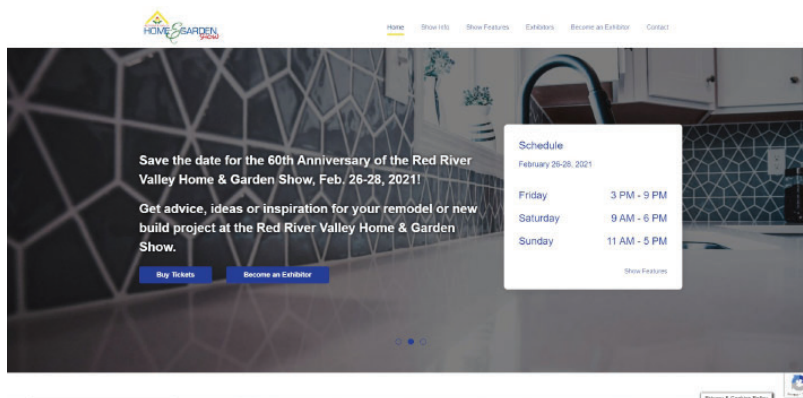
**Thermax**



# Home & Garden Show Website Ad

The Home & Garden Show website provides important show details for both companies looking to exhibit and consumers looking to attend the show. Exhibitors are listed on the website along with contact information and their exhibit space number. Only ten advertising spaces are available. Advertisements will be linked to the advertiser's website.

Ad Size	Annual Rate
1,000px X 1,000px	\$500



## HBA Digital

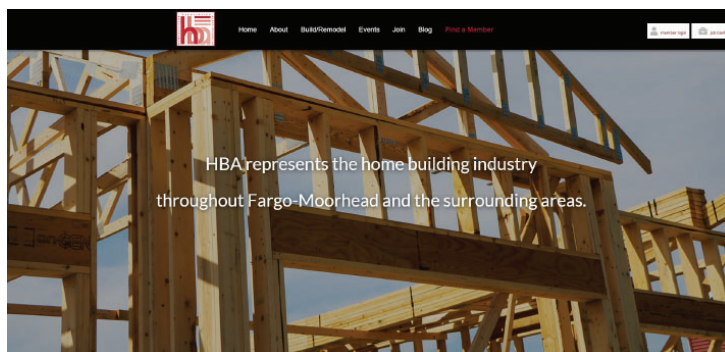
### Website Ad

The HBA's website serves consumers interested in building or remodeling and HBA of F-M members. Interior web ads see an average of 500 impressions per month and 125 clicks. Home page ads see an average of 2,000 impressions per month and 150 clicks.

Only ten advertising spaces are available for the home page and ten on the interior pages. Advertisements will be linked to the advertiser's website.

Ad Size	Annual Rate
400px X 400px (interior)	\$940
160px X 600px (home)	\$1,550

\*Monthly rates available upon request.



### Email Ad

The HBA of F-M weekly email is sent every Friday to nearly 2,000 HBA of F-M members and receives an average open rate of 28 percent. It includes important legislative updates, upcoming events and local news. Only two top slots are available per week and one middle slot and are on a first-come first-serve basis.

Ad Size	Weekly Rate
334px X 195px (top)	\$40
580px X 72px (middle)	\$25



# Online Member Directory

The HBA of F-M online member directory is the perfect spot for consumers to search HBA of F-M members by company and by business category.

As a part of your membership investment, the first business category is free. Opt in to list your company under additional business categories to appear in online searches more frequently. Additional listings are available for a small fee so consumers can easily find you based on the services you provide.

Other digital upgrades to your profile include website links, enhanced listings and website ads.

The online directory is a part of hbafm.com, the go-to resource for consumers and members to find a pro. The HBA's website includes an electronic calendar of all HBA events as well as information about key leaders and resources for consumers looking to build or remodel.

## WEBSITE LINK!

Link your website on the online directory for only \$35 a year!  
Call (701) 232-5846.

The screenshot shows the HBA of F-M online member directory website. At the top, there is a navigation bar with links: HOME, ABOUT, BUILD / REMODEL, EVENTS, FIND A MEMBER, and JOIN. On the left, there is a logo for the HBA of F-M and a banner for Cass County Electric Cooperative with the text "SAVE YOUR CUSTOMERS MONEY WITH OUR REBATE AND OFF-PEAK PROGRAMS." and the URL "KWH.COM/CONTENT/OFF-PEAK". The main heading is "Member Directory". Below this, there is an "Advanced Search" section with a "Category" dropdown set to "Any Category" and a "Criteria" input field with the placeholder "Enter Company Name or Keyword". A "Search" button is located below the input field. Below the search section, there is a horizontal list of letters from 0-9 to A-Z, with "A-Z" highlighted. To the right of the letters, there are links for "Hot Deals", "Member To Member Deals", and "Marketspace New Search". Below the search section, there is a "Results Found: 49" section. The first result is "A & R Drywall Co." with the address "1100 19th Ave N Ste J295 Fargo, ND 58102" and a "MAP" button with the phone number "(701) 866-7419". The second result is "A & R Roofing Co., Inc." with the address "975 Armour St NW West Fargo, ND 58078" and a "MAP" button with the phone number "(701) 282-4739". The third result is "Aaland Appraisals" with the address "PO Box 725 Fargo, ND 58107-0725" and a "MAP" button with the phone number "(701) 478-5090". The fourth result is "ABC Seamless" with a logo and the text "ABC Seamless has proudly installed durable, beautiful seamless steel siding and steel home products on countless homes throughout the United States. We know homeowners want and need quality. 3001 Fiechtner Dr S Fargo, ND 58103". To the right of the "ABC Seamless" result, there are buttons for "WEBSITE", "MAP", and a phone number "(701) 293-5952".

The screenshot shows a website listing for ABC Seamless. At the top, there are navigation links: HOME, ABOUT, BUILD / REMODEL, EVENTS, FIND A MEMBER, and JOIN. Below these are social media sharing icons. The main content area features the ABC Seamless logo, a 'HOSTED PBX' advertisement, and contact information for the company. A 'Highlights' section lists various services: Siding, Roofing, Gutters, Windows, and Videos. The listing also includes a 'read more' link.

To enhance your listing for 2021, send a high resolution logo to Allison Weckman at [allisonw@hbafm.com](mailto:allisonw@hbafm.com). Questions? Call (701) 232-5846.

## Enhanced Listings

Stand out above the rest with an enhanced listing! Get priority positioning with your logo at the top of the page in directory searches at [hbafm.com](http://hbafm.com), allowing consumers to find you faster! Enhanced listing also includes a website link. In addition, take advantage of options to add business information, photos and more to make your online listing the best it can be!

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Enhanced Listing	\$260
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To add categories, select them online or contact Tahra Doll at [tahra@hbafm.com](mailto:tahra@hbafm.com). Questions? Call (701) 232-5846.

## Business Categories

Each member company receives one free listing in a business category of their choice. Purchase additional categories for \$42 each, all of which are searchable. The more categories you choose, the easier it is for consumers to find your company!

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Additional Business Categories	\$42
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# Parade of Homes Magazine, Map & Website

The Parade of Homes is a scattered-site tour of homes throughout the F-M area. Homes will cover a wide variety of price ranges, including options for those age 55 and better, first-time buyers, people needing more space and those wanting to downsize.

**10,000**

copies of magazine printed

**14,813**

impressions at  
paradefm.com homepage

Ad Size	Rate per Event
Magazine Back Cover	\$2,450
Magazine Inside Front Cover	\$2,100
Magazine Inside Back Cover	\$2,100
Magazine Page 1 (full page)	\$2,100
Magazine Full Page	\$1,675
Magazine 1/2 Page	\$1,050
Magazine 1/4 Page	\$690
Magazine 2-Page Spread	\$2,750
Printed Map Full Page	\$1,500
Printed Map 2-Page Spread	\$1,700
Website Leaderboard	\$1,500
Website Side Bar	\$1,000

\*Ad design specifications and deadlines available upon request.

**spring**  
**parade**  
**of homes**

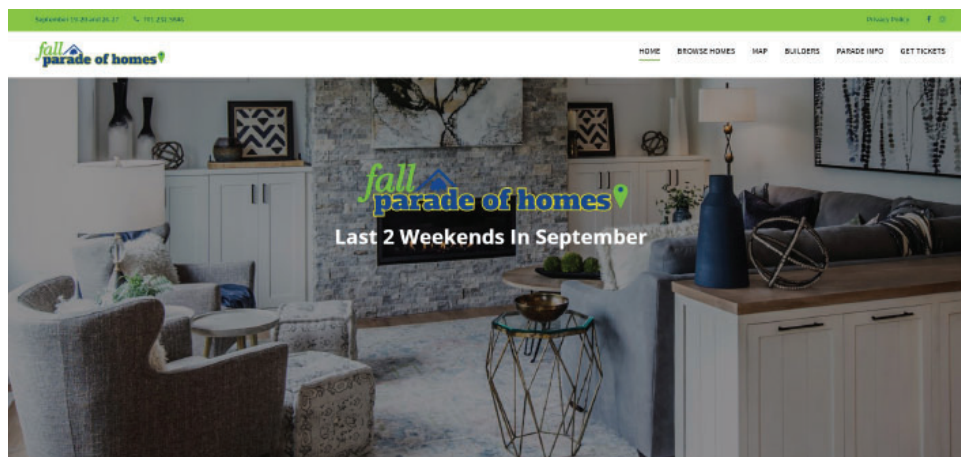
May 1-2, 8-9 & 15-16, 2021

Scattered Sites

**fall**  
**parade**  
**of homes**

September 2021

Scattered Sites





# Let's accomplish your goals!

Have a question about advertising? Call or email me to answer your questions!

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**Allison Weckman**  
**Events & Marketing Manager**  
(701) 232-5846  
[allisonw@hbafm.com](mailto:allisonw@hbafm.com)

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# 2021 HBA of F-M

## ADVERTISING CONTRACT

The undersigned hereby makes application for advertising space in publication(s) indicated on this contract published by the Home Builders Association of Fargo-Moorhead. I understand that this contract is non-cancelable and payment is due as indicated on this contract for the sponsorship and advertising options selected.

- Company will provide the HBA of F-M with the company's logo and usage guidelines as soon as possible via email to allisonw@hbafm.com. The logo must be in .eps format and be at least 300 dpi.
- Company acknowledges that the HBA of F-M is not guaranteeing or warranting that the company will experience an increase in sales due to the sponsorship/advertisement.
- Company ultimately acknowledges that all decisions regarding media buys, layout and designs of print, video and audio promotion will remain with the HBA of F-M.
- The HBA of F-M reserve the right to sell additional advertisements or to change the dollar amount of other ad sizes.
- Company will provide the appropriate materials prior to necessary deadlines.

Company: \_\_\_\_\_

Contact (first and last): \_\_\_\_\_ Ad Agency (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

Signature: \_\_\_\_\_

Name (please print): \_\_\_\_\_ Title: \_\_\_\_\_

HBA of F-M Staff Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT

☐ Check enclosed to Home Builders Association of Fargo-Moorhead

☐ Please use my credit card (circle one): Visa/Mastercard/American Express/Discover

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Grand Total: \$ \_\_\_\_\_

**Please return contract to:**

Home Builders Association of Fargo-Moorhead | 1802 32nd Ave. S., Fargo, ND 58103 | allisonw@hbafm.com



## 2021 HBA of F-M ADVERTISING OPTIONS

### Permits Plus

- ☐ Business Card
- ☐ 1/4 Page
- ☐ 1/2 Page

- ☐ Use 2020 ad
- ☐ Submitting new ad **Deadline:** Dec. 7, 2020 for annual contract
- ☐ Providing materials for free design service **Deadline:** Nov. 23, 2020 for annual contract

### Home & Garden Show Website

- ☐ 1,000px X 1,000px

- ☐ Submitting new ad **Deadline:** Dec. 7, 2020
- ☐ Providing materials for free design service **Deadline:** Nov. 23, 2020

### HBA Website Ad

- ☐ 160px X 600px (home)
- ☐ 400px X 400px (interior)

- ☐ Use 2020 ad
- ☐ Submitting new ad **Deadline:** Dec. 7, 2020 for annual contract
- ☐ Providing materials for free design service **Deadline:** Nov. 23, 2020 for annual contract

### HBA Email Ad

- ☐ 334px X 195px (top)
- ☐ 580px X 72px (middle)

- ☐ Use 2020 ad
- ☐ Submitting new ad **Deadline:** 1 week before run date
- ☐ Providing materials for free design service **Deadline:** 2 weeks before run date

### Online Member Directory

- ☐ Website link
- ☐ Enhanced listing
- ☐ Additional Categories

### Parade of Homes

- ☐ Magazine Back Cover
- ☐ Magazine Inside Front Cover
- ☐ Magazine Inside Back Cover
- ☐ Magazine Page 1 (full page)
- ☐ Magazine Full Page
- ☐ Magazine 1/2 Page
- ☐ Magazine 1/4 Page
- ☐ Magazine 2-Page Spread
- ☐ Printed Map Full Page
- ☐ Printed Map 2-Page Spread
- ☐ Website Leaderboard
- ☐ Website Side Bar

- ☐ Spring Parade of Homes
- ☐ Fall Parade of Homes
- ☐ Both Parades

**PAYMENT DUE BY DECEMBER 1, 2020**

## FILE REQUIREMENTS

### PRINT

Submit all electronic ads in one of the below formats to [kristam@hbafm.com](mailto:kristam@hbafm.com).

- High resolution PDF
- Adobe InDesign
- Adobe Photoshop (.tif or .eps format)

Include all fonts and supporting files (i.e., scans, logos, illustrations, photos, etc.). All images must be a minimum of 300 dpi.

### WEBSITE

Submit all website advertisements to [kristam@hbafm.com](mailto:kristam@hbafm.com).

- JPEG preferred, PNG allowed.

All website advertisements must be a minimum of 72 ppi and no larger than 140 ppi. The file size must be less than 100 kb.

### LOGO

Submit all electronic logos in one of the below formats to [kristam@hbafm.com](mailto:kristam@hbafm.com).

- High resolution PDF
- Adobe InDesign
- Adobe Photoshop (.tif or .eps format)
- JPEG

All logos must be a minimum of 300 dpi and a minimum of 3.5" wide.