



**INDIANA  
BUILDERS  
ASSOCIATION**

**CONSUMER CONNECT**

**EXPAND  
YOUR REACH**  
WITH IBA CONSUMER CONNECT

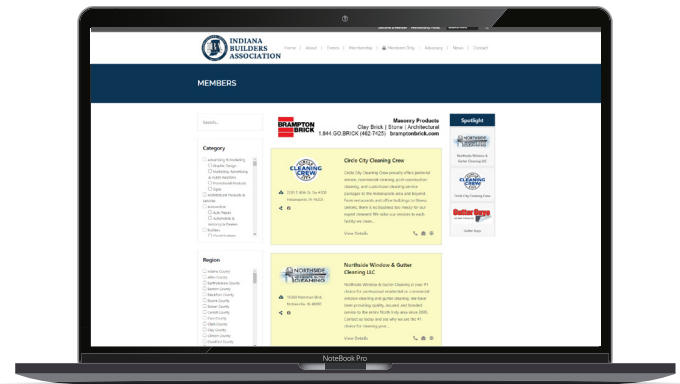
## LOOKING TO GET IN FRONT OF POTENTIAL PARTNERS AND CUSTOMERS?

Be a part of the new and improved IBA Consumer Connect directory — the official online buying resource of the Indiana Builders Association.

### WHY ADVERTISE?

Your listing will be....

- ✓ Marketed monthly to thousands of your ideal consumers
- ✓ Readily available and viewed by thousands of consumers on the IBA website
- ✓ Directly emailed to the nearly 3000 builder and associate members
- ✓ Sent to the hundreds that attend the annual IBA conference



**Gain credibility and keep your brand in front of your target audience by being featured in the main resource everyone in the home building industry uses!**

**LEARN MORE ABOUT  
ADVERTISING OPPORTUNITIES!**



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**317.655.7701**  
**thecaway.com**

# IBA CONSUMER CONNECT AD POSITIONING

LOWER COST. GREATER VISIBILITY.

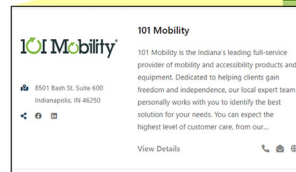
The upgraded IBA Consumer Connect directory has an enhanced functionality, making it easier for you and consumers to navigate, while also offering you improved ad placement and greater visibility at a lower cost!

## PRIORITY LISTING

**\$995** MAX 3 PER CATEGORY

All of the benefits of the Complete Listing, with a guaranteed a spot on the first page that will appear ahead of other listings.

**GUARANTEE A SPOT ON THE FIRST PAGE WITH A PRIORITY LISTING!**



## COMPLETE LISTING

**\$495** NO LIMIT

Complete Listings consist of the company name, address, phone number, email, brief description, company logo, and a link to the company website.

## BANNER ADS

**\$4,995** MAX 4

Banner Ads are placed at the top and bottom of the home page and all click-through pages to ensure your message will be noticed throughout the website. Space is limited.

## SPOTLIGHT LISTING

**\$1,495** MAX 5 PER CATEGORY

The Spotlight Listing Ad, positioned on the IBA Consumer Connect home page, highlights your company or products.



**ACHIEVE GREATER VISIBILITY, REACH AND CONNECTION WITH CONSUMERS BY ADVERTISING IN THE IBA CONSUMER CONNECT DIRECTORY!**

✓ Annual Contract

✓ 1st Right of Refusal

✓ Advertising

**CONTACT US TODAY**  
317.655.7701 | [thecaway.com](http://thecaway.com)



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