



# HOW WOULD YOU LIKE YOUR AD TO BE SEEN BY 15,000 TARGET CUSTOMERS?



The Springfield Area Home Builders Association has launched a new website, which has opportunities for ads to be seen by thousands of potential customers! For just \$500, website sponsors will receive a banner ad at the top of the new SAHBA Website Home Page for an entire year. The SAHBA website already receives an average of 15,000 unique views per month!

With a fresh design, this number is only expected to rise!

Only 12 ad spots available, so don't delay! Sign up for your ad space on the new website today and have your ad seen by your target customers each month!

## Do The Math...

### Would You Pay Just 3 Cents For Your Ad To Be Seen By Your Target Customer?

$180,000 \text{ impressions/year} \div 12 \text{ advertisers} = 15,000 \text{ impressions for your ad}$   
 $\$500 / \text{year} \div 15,000 \text{ impressions} = \$0.03 / \text{impression}$



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