



Website Advertising & Article Rates

Premium Ads	3-Month	6-Month (-5%)	12-Month (-10%)	Details
Home Page Showcase Placement	\$2,500	\$4,750	\$9,000	Exclusive, full-width placement on the home page footer providing high-impact visibility to all site visitors. Positioned within the primary browsing experience, this placement ensures your business is seen by homeowners as they begin exploring local services.
Category Partner Placement	\$2,000	\$3,800	\$7,200	Positions your business as the recognized professional within a specific category. Includes prominent placement on the category page along with consistent visibility as homeowners explore content related to your services.

Standard Ads	3-Month	6-Month (-5%)	12-Month (-10%)	Details
Brand Showcase Placement	\$1,200	\$2,280	\$4,320	A larger in-content placement designed to showcase your business within high-engagement areas of the site. Appears in the footer of article and category pages, helping reinforce your brand during active research and decision-making.
Brand Exposure Placement	\$750	\$1,425	\$2,700	A rotating sidebar ad that keeps your business visible across multiple pages as users browse the site. Ideal for maintaining ongoing visibility and reinforcing brand recognition over time.

Premium Articles	3-Month	6-Month (-5%)	12-Month (-10%)	Details
Home Page Hero	\$2,850	\$5,415	\$10,260	Premium content placement featured prominently on the top of the home page. Positions your business within one of the most visible areas of the site, helping attract attention and drive engagement from homeowners.
Featured Member Contributed Article	\$1,650	\$3,135	\$5,940	An article submitted by your team and elevated through featured placement within the ecosystem. Designed to highlight your expertise, build credibility, and increase visibility within your category.
Featured Done-With-You Article	\$2,250	\$4,275	\$8,100	A collaborative article developed with our team to ensure your message is clear, engaging, and effective. Includes featured placement to maximize visibility and showcase your business professionally.
Featured Member Contributed Article - 3 Pack	\$4,950	\$9,405	\$17,820	A package of three featured articles providing ongoing visibility and repeated exposure over time. Ideal for maintaining a consistent presence and staying top-of-mind with homeowners.
Featured Done-With-You Article - 3 Pack	\$6,750	\$12,825	\$24,300	A package of three collaborative articles created with our team and featured within the ecosystem. Designed to build authority, strengthen your message, and create consistent engagement.

Standard Articles	Lifetime		Details
Member Contributed Article	\$200	10% savings	A self-submitted article that allows your business to share insights, tips, or project highlights within the ecosystem. A simple and effective way to participate and build visibility.
Done-With-You Article	\$400		A bundle of articles designed for consistent participation over time. Helps maintain a steady presence and reinforces your brand through ongoing content.
Member Contributed Article - 10 Pack	\$1,800		An article created with guidance from our team to help shape your message and present your business clearly. Ideal for those who want support while sharing their expertise.
Done-With-You Article - 10 Pack	\$3,600		A series of guided articles developed over time to strengthen your messaging and build long-term visibility within the ecosystem.

Find-a-Pro	3-Month	6-Month (-5%)	12-Month (-10%)	Details
Member Spotlight	\$1,500	\$2,850	\$5,400	A dedicated profile page designed to showcase your business, services, and expertise. Acts as a central destination you can share with prospects to build trust and credibility.
Business Profile	\$0	\$0	\$0	A standard directory listing that ensures your business is included and discoverable within the ecosystem when homeowners search for services.

Questions? Looking to Purchase Ad Space? Contact Jim Hale: jim@hbamedia.com | (423) 612.7076

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