

ASSOCIATE *of the* MONTH

AD LAB LLC

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As a full service ad agency, Ad Lab Advertising & Marketing has represented the HBA for over 25 years. It has been a privilege to put together so many fun and memorable campaigns every Spring and Fall for more than a quarter century. In addition to the HBA itself, Ad Lab also works with several other HBA members, such as Lancia Homes and Momper Insulation, two staples in the community for many years, across multiple generations.



Ad Lab specializes in the negotiation and placement of electronic, digital, print, and outdoor advertising, as well as social media placement and management.

Ad Lab also boasts an award winning creative team that specializes in copywriting, producing and editing of television and radio commercials,

as well as graphic design for digital and print, and any point of sale needs, including apparel and specialty products.

The Ad Lab team prides themselves on producing quality work in a timely fashion. The agency turns things around quickly, so our clients can concentrate on running their business.

Ad Lab is a market leader in media placement and beyond the home building and improvement category, they also specialize in automotive, financial, legal, healthcare, and local retail. President, Jeff Heiniger will tell you “we work hard to negotiate the best deals in town for our clients. We use our buying power in the market, to establish the same rates for all of our clients, no matter how big or small your budget may be.”

Ad Lab was established in 1976 as a full service advertising agency. While the core foundation of their services are provided in the local Fort Wayne community, Ad Lab predominantly services clients in the states of Indiana, Ohio, Michigan, Kentucky, Virginia, West Virginia, and Maryland, with the capability to buy media in any market in the country.

Ad Lab Advertising & Marketing is a proud member of the Home Builders Association of Fort Wayne for more than 25 years.