

2011 Asheville HBA Parade of Homes Magazine Media Kit



This full-color, glossy magazine targets those interested in building a new home, upgrading their existing home or learning more about the latest in building, design and decor. The magazine includes a full membership directory and industry related articles targeted toward the consumer. Don't miss this great opportunity to showcase your quality products and services!

Deadlines

Camera Ready Ad/Payment Received in Full: **July 15, 2011**

Advertising Rates/Sizes (AHBA Member)

	Magazine	Non-AHBA Member
Full Page Full bleed: 8.625 x 11.0625, trim 8.375 x 10.8125, Live 7.375 x 9.875	\$1685	\$2106
1/2 Page Horizontal: 7.375 x 4.875 bordered, Vertical: 3.625 x 9.875 bordered	\$1130	\$1412
1/4 Page 3.625 x 4.875 bordered	\$797	\$996
Page 3, 4, 6, inside front/back cover Same as full page	\$2614	\$3267
Back Cover Same as full page	\$3288	\$4110

Mechanicals

Acceptable file formats include PDF, EPS, TIF, and JPG. Outline or embed all fonts and keep all content in the ad at a resolution of 300dpi at full size or higher. We accept CAMERA-READY ADS only. The AHBA does not send proofs for your ads. Email files to office@ashevillehba.com or for large files, deliver file on CD to the AHBA Office.

Market Research

The following information is from an independent research study conducted by Dan Jones & Associates in 2008.

- **Magazine Shelf Life:** 62% of Parade of Homes attendees kept the magazine for more than 1 month, and 34% kept their magazine for more than 6 months.
- **Magazine Use:** 92% of Parade attendees described the magazine as either very helpful or somewhat helpful.
- **Reach:** 55% of Parade attendees plan on building or remodeling some time in the next two years.

Advertising Space Reservation/Contract

Upon submitting this signed ad space reservation, advertiser agrees to adhere to the deadlines and formats of this rate sheet. Advertiser understands that rates listed above are for camera-ready ads ONLY and all rates are net. Prime locations are available on a "first come, first serve" basis. Other placements are not guaranteed. Please PRINT all information legibly. Fax this form to the Asheville HBA at 828-299-7008 or email to office@ashevillehba.com.

Ad Position/Size: _____ Ad Cost: _____ Signature: _____ Date: _____

Company/Advertiser: _____ Contact Name: _____

Billing Address: _____ City/State/Zip: _____

VISA/MasterCard #: _____ Exp. Date: ____/____ Security Code # _____

Phone: _____ Fax: _____ Email: _____