

# Media Kit & Rate Card

## 2007 Asheville HBA Parade of Homes

### About

This full-color, glossy magazine will feature the homes in this year's Parade of Homes and will be distributed to HBA members as well as to the general public visiting the home sites - Don't miss this great opportunity to showcase your quality products & services in this first-class publication. 15,000 copies published. Readership 52,500.\*

### Dates

**Home Tour Dates** Oct. 13, 14, 20 & 21, 2007  
**Advertising Space Deadline** August 17, 2007  
**Advertising Materials Deadline** August 24, 2007

### Discounts/Upgrades

5% HBA membership Discount  
5% Early Pay Discount (August 24, 2007)

### Ad Specs

#### Ad Sizes

**Full Page, bleed** (8.625 x 11.125 in. bleed, 7.375 x 9.875 in. live area)  
**1/2 Page, horizontal** (7.375 x 4.875 in.)  
**1/4 Page, square** (3.625 x 4.875 in.)  
**1/8 Page, horizontal** (3.625 x 2.375 in.)  
**Page 3 & 5** (8.625 x 11.125 in. bleed, 7.375 x 9.875 in. live area)  
**Inside Covers** (8.625 x 11.125 in. bleed, 7.375 x 9.875 in. live area)  
**Back Cover** (8.625 x 11.125 in. bleed, 7.375 x 9.875 in. live area)

### Ad Rates

	Non HBA Rate	HBA Rate
Full Page, bleed	\$3000	\$2850
1/2 Page, horizontal	\$1800	\$1710
1/4 Page, square	\$1100	\$1045
1/8 Page, horizontal	\$750	\$712
Page 3 & 5	\$4725	\$4489
Inside Covers	\$4725	\$4489
Back Cover	\$5250	\$4988

### Materials

The Asheville HBA Parade of Homes magazine uses four-process color throughout and 150-line screen.

Supplied materials are presumed to be correct and within stated requirements.

If at all possible, do not use compression software, except for those compression formats found within Adobe products.

### Formats

- 300 pixels per inch at actual size
- Self-contained EPS or TIF file
- Adobe Illustrator or InDesign file
- Adobe PDF format
- All files CMYK, no RGB, please
- Electronic files ONLY
- CD's
- **No** Word Documents, please
- **No** Publisher files, please

### Research

The following Parade of Homes Information is from an independent research study conducted by Dan Jones & Associates in March 2007:

**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 2 years.

**Perfect Target** - 78% of Parade attendees are aged 25-54 and 68% have an annual income of more than \$75,000.

### Contact

Should you have questions, or need more information, please contact Jason Nelson at (866) 379-9855 or via e-mail at [jnelson@builderfusion.com](mailto:jnelson@builderfusion.com).

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