



# Parade of Homes™ Advertising Rate Card

## Asheville HBA



### 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 and services in this first-class publication. 15,000 copies published.

### Dates

**Tour of Homes:** Oct. 11-12, 18-19, 2008

**Ad Materials Deadline:** Aug. 22, 2008

**Ad Space Deadline:** Aug. 15, 2008

**Payment Deadline:** Aug. 22, 2008

### Rates

AD SPACE	Open Rate	Best Rate*
<input type="checkbox"/> Full Page .....	\$3,000 .....	\$2,850
	(full bleed: 8.625 x 11.125 in., trim: 8.375 x 10.875 in., live: 7.375 x 9.875 in.)	
<input type="checkbox"/> Half Page .....	\$1,800 .....	\$1,710
	(horizontal: 7.375 x 4.875 in.)	
<input type="checkbox"/> Quarter Page .....	\$1,100 .....	\$1,045
	(vertical 3.625 x 4.875 in.)	
<input type="checkbox"/> 2-page Spread .....	\$4,500 .....	\$4,275
	(full bleed: 17 x 11.125 in., trim: 16.75 x 10.875 in., live: 15.75 x 9.875 in.)	
<input type="checkbox"/> Inside Front/ Back Cover .....	\$4,725 .....	\$4,489
	(full bleed: 8.625 x 11.125 in., trim: 8.375 x 10.875 in., live: 7.375 x 9.875 in.)	
<input type="checkbox"/> Page 3, 5 .....	\$4,725 .....	\$4,489
	(full bleed: 8.625 x 11.125 in., trim: 8.375 x 10.875 in., live: 7.375 x 9.875 in.)	
<input type="checkbox"/> Back Cover .....	\$5,250 .....	\$4,988
	(full bleed: 8.625 x 11.125 in., trim: 8.375 x 10.875 in., live: 7.375 x 9.875 in.)	

**\*BEST RATE: Membership Discount -5%\***

Please check a box to indicate the space you would like to reserve, and if you need design assistance. Fax this complete and signed ad space reservation to BuilderFusion at 801-226-0475 or via mail: 424 W. 800 N., Suite 202, Orem, UT 84057.

### Contact

Jason Nelson • 866.379.9855 • jnelson@builderfusion.com

E-mail your completed ads (PDF or high res. JPG or TIFF) to ads@builderfusion.com. Large files (30mb+) — upload to our FTP site at ftp.builderfusion.com.

### Contract

**I would like to reserve ad space for the 2008 Parade of Homes™ magazine as indicated above.**

(Check box above indicating ad space you would like to reserve. NOTE: Prime locations are available on a "first-come, first serve" basis.)

Please PRINT all information legibly.

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Card Type: \_\_\_\_\_

Email: \_\_\_\_\_

Advertiser understands that rates listed above are for camera-ready ads only and all rates are net. Upon submitting this signed ad space reservation, the contract is binding and advertiser is responsible for the full amount of the ad space.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 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.