



# 2009 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. Don't miss this great opportunity to showcase your quality products & services in this first-class publication with a readership of over 40,000 highly targeted households.*



## DEADLINES

Advertising Space: Aug 14, 2009, Materials/Payment: Aug 21, 2009

## ADVERTISING RATES/SIZES (HBA Member)

**Full Page** (Full bleed: 8.625 X 11.125, Trim 8.375 X 10.875, Live 7.375 X 9.875)

**1/2 Page** (Horizontal: 7.375 X 4.875 bordered, Vertical: 3.625 X 9.875 bordered)

**1/4 Page** (3.625 X 4.875 bordered)

**Page 3, 5, 6, Inside Front/Back Cover** (Same as Full Page)

**Back Cover** (Same as Full Page)

**2-Page Spread** (Full bleed: 17 X 11.125, Trim 16.75 X 10.875, Live 14.5 X 9.875)

Parade of Homes Magazine

**\$2,850**

Non HBA Member

**+25%**

**\$1,710**

**+25%**

**\$1,045**

**+25%**

**\$4,489**

**+25%**

**\$4,988**

**+25%**

**\$4,988**

**+25%**

## MECHANICALS

Acceptable file formats include PDF, EPS, TIF, and JPG. Please outline or embed all fonts and keep all content in the ad at a resolution of 300dpi at full size or higher. Email files to Russ@BuilderFusion.com or upload files greater than 30mb at ftp.builderfusion.com.

## CONTACT INFORMATION

Jason Nelson, Fusion Publications Sales

Ph: 866-379-9855 • Cel: 801-787-7909 • Fax: 801-932-4419 • Email: JNelson@BuilderFusion.com

## RESEARCH

The following Parade of Homes™ information is from an independent research study conducted by Dan Jones & Associates in March 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 2 years.

### Perfect Target

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



## 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. Please PRINT all information legibly. Fax this form to Fusion Publications at 801-932-4419 or email to JNelson@BuilderFusion.com.



Ad Postiion/Size: \_\_\_\_\_ Ad Cost: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company/Advertiser: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

VISA/MASTER CARD #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_