



# 2010 Fall Guidebook Advertising Contract

Parade Dates: October 3-10, 2010

Early Bird Deadline: July 23, 2010 • Final Deadline: July 30, 2010

Circulation: Eight thousand books are distributed to Parade visitors.

**Please return this page to reserve your ad space. Complete the second page (the Advertising Checklist) and return with your ad.**

Company \_\_\_\_\_ Ordered By \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

If you use an ad agency or graphic artist for your ad, include the contact name, company and phone number of the person who designed it:

Name \_\_\_\_\_ Company \_\_\_\_\_ Phone \_\_\_\_\_

Ad Size	Dimensions	Early Bird	Final Deadline
Full Page	7.75" wide x 10.375" high	<input type="checkbox"/> \$725	<input type="checkbox"/> \$750
1/2 Page (horizontal)	7.75" wide x 5" high	<input type="checkbox"/> \$440	<input type="checkbox"/> \$470
1/4 Page	3.75" wide x 5" high	<input type="checkbox"/> \$310	<input type="checkbox"/> \$335
<b>Note: Builders can purchase a full page ad opposite their Parade Home entry for \$350. This ad must be about the builder's business only.</b>			
Builder Page	7.75" wide x 10.375" high	<input type="checkbox"/> \$350	

**Please see the attached Advertising Checklist for acceptable ad formats and other details.**

- Check One:**  Use the exact ad placed in the 2010 Spring Parade Guidebook.  I will furnish an ad to HBAL by **July 30, 2010**.  
 I want HBAL to revise my ad (see hourly rates under "Revisions").  I want HBAL to design my ad.  
(minimum \$55 charge--talk to Jennie or Kayla for details)

**Color:** At an additional cost, you can use color in your ad. If you are using a process or spot color, be sure to list it. Otherwise, we will choose the color for you. Be sure to indicate on your proof where you want your color to appear.

- Black & white (No color, no extra charge)  
 1 color (in addition to black) (\$50) \_\_\_\_\_ (state the spot color and PMS number, if applicable)  
 2 colors (\$150) \_\_\_\_\_ & \_\_\_\_\_  
 3 color (\$200) \_\_\_\_\_ & \_\_\_\_\_ & \_\_\_\_\_  
 Full color (\$250)

**Ad Format:** Please see the attached Advertising Checklist for acceptable ad formats and other details. You must include a hard copy proof of how the ad should appear in print. The Advertising Checklist on the next page outlines format specifications for ads furnished on disk.

**Sending Your Ad:** If you'd like to send your ad via email, please email it to jennie@hbal.org. You will receive an email confirming the receipt of your ad.

**Revisions:** Any adjustments or changes to your ad will be billed as follows:

- \$55 per hour for all changes
- \$55 per hour for pre-production work if required
- \$55 minimum to design your ad (please talk to Jennie or Kayla at 423.4225 for details)

**Proofs:** If we make revisions to your ad, you will receive **one proof** for approval prior to publication. If you have questions on whether your ad will be subject to additional charges, contact Jennie Korth or Kayla Harrison at 423.4225. **If we receive the final ad as it should appear (with no changes requested) you will not receive a proof of your ad.**

**While we do keep previous Guidebook ads, it is your responsibility to keep your ad on file if you want to re-use it or make changes to it in the future.**

Online Tour: citygold.com may be contacting you with an additional advertising opportunity with the Online Tour of the Parade of Homes.

Return this contract to  
**HOME BUILDERS ASSOCIATION OF LINCOLN**  
 6100 S. 58th Street, Suite C • Lincoln, NE 68516  
 Phone: 402.423.4225 • Fax: 402.423.4251  
 E-mail: info@hbal.org

Office Use Only	
Contract Received	_____
Account #	_____
Ad Received	_____
Ad Price	_____
Color Charge	_____

**Please return this page to HBAL to reserve your ad space.**



# 2010 Fall Guidebook Advertising Checklist

Parade Dates: October 3-10, 2010

Early Bird Deadline: July 23, 2010 • Final Deadline: July 30, 2010

**Please return this page with your ad.**

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## Ad Instructions

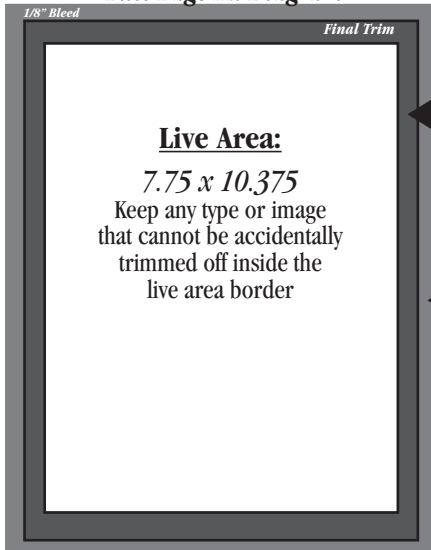
Any ads requiring pre-press work to make the files acceptable for print will be billed at \$55/hour. This includes Microsoft Publisher Files.

**Ad Size Info:**  Full page: 7.75" x 10.375"

Half page: 7.75" x 5"

Quarter page: 3.75" x 5"

Full Page Ad Diagram



**Final Trim:**  
8.25 x 10.875

This is the actual page size.

**1/8" bleeds**  
(full page ads only)  
8.5 x 11.125

Any image that extends off the page needs to be 1/8" larger than final trim on all sides.

**Live Area:**

7.75 x 10.375

Keep any type or image that cannot be accidentally trimmed off inside the live area border

### Acceptable Formats for Electronic Ads:

Please include a hard copy of the ad as it should appear in print.

\_\_\_ PDF *When sending a PDF, please include the native files (original file, fonts & graphics) for possible troubleshooting purposes.*

\_\_\_ Quark File      \_\_\_ PageMaker File      \_\_\_ InDesign File

\_\_\_ Photoshop File      \_\_\_ Illustrator File

### Ad Information:

FILE NAME: \_\_\_\_\_

PROGRAM: \_\_\_\_\_ VERSION: \_\_\_\_\_

MACINTOSH       PC COMPUTER

Fonts included: \_\_\_\_\_

Graphics included: \_\_\_\_\_

**Colors:** *If you are using a process or spot color, be sure to list it. Be sure to indicate on your proof where you want the color to appear. (CMYK, not RGB)*

Black & white

1 color (in addition to black) \_\_\_\_\_ (state the spot color & PMS number)

2 colors \_\_\_\_\_ & \_\_\_\_\_

3 colors \_\_\_\_\_ & \_\_\_\_\_ & \_\_\_\_\_

Full color

**Final Proof:**  I have included a proof of how the ad should appear in print.

- Failure to provide complete information may make it difficult or impossible to properly output your ad. Revisions made necessary by customer errors in file preparation or customer alterations will be charged at \$55 per hour.
- If we make revisions to your ad, you will receive one proof for approval prior to publication. **If we receive the final ad as it should appear (with no changes requested) you will not receive a proof of your ad.**
- HBAL assumes no responsibility for fitness or failure of customer supplied floppy disks or other media. **Files provided by the customer are assumed to be backup copies. Do not send original files or disks.**

### Basic ways to avoid extra charges on your ad:

We don't expect you to know every technical aspect of imaging your file. However, following these simple steps helps eliminate many of the most common errors related to file preparation. We are here to help. If you need help in any way feel free to call us.

- **COMPLETE ENTIRE FORM AND CHECK ALL APPROPRIATE BOXES.**
- **PROOF** your job on a *Postscript*™ laser printer. Include a composite proof at **full size** and separations of the **latest version** with your disk files.
- **PROVIDE ALL FONTS USED:** If using Adobe® fonts, you must include **ALL** bitmap screen fonts AND the corresponding printer fonts - one will not work without the other. (For PC computers, copy both the .pfb and .pfm font files. For Macintosh, copy both the screen [A] and printer [Z] font files.) We cannot guarantee correct rendering of TrueType fonts. Remember, if you stylize a font there must be a printer font describing the style, i.e. if you are using MYFONT and you click the Bold button rather than using **MYFONT-BOLD** you must have a printer font and include it with your job.
- **PROVIDE ALL PLACED/LINKED GRAPHICS:** DO NOT COPY AND PASTE GRAPHIC ELEMENTS BETWEEN APPLICATIONS. You **must** provide PostScript compatible files for all placed photos and graphic elements such as Photoshop TIFFs and EPS files and all drawing program (Illustrator, FreeHand, Corel) EPS files. We **will not** be able to print your ad accurately without these files.
- **MAKE SURE COLORS ARE DEFINED CORRECTLY:** Please make sure your color palette is cleaned up and that you only have one definition of each color. All files/graphics should be in either black and white or CMYK format (*no RGB*).
- **DEFINE YOUR PAGE SIZE TO FINAL AD SIZE:** Full page: 7.75" x 10.375. Half page: 7.75" x 5". Quarter page: 3.75" x 5".
- **SAVE YOUR FILE IN AN APPROPRIATE FORMAT:** See "Acceptable File Formats." On PDF files, be sure to **embed fonts** in the file. We will attempt to work with any file we receive. *We cannot guarantee the results of any file created in Microsoft Publisher, PowerPoint or Word* (even if it is saved as a PDF), and you will be **charged \$55/hour** for any necessary changes to make the ad compatible.

*If you have any questions when saving your ad, please contact Jennie or Kayla at 402.423.4225.*

*If you have any questions, call Jennie or Kayla at HBAL (423.4225) or e-mail jennie@bhal.org.*

Return this checklist with your ad to

**HOME BUILDERS ASSOCIATION OF LINCOLN**

6100 S. 58th Street, Suite C • Lincoln, NE 68516 • Phone: 402.423.4225 • Fax: 402.423.4251