



# 2012 Spring Guidebook Advertising Contract

## May 13-20, 2012

Early Bird Deadline - February 24, 2012 • Final Deadline - March 2, 2012

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

Ad Size	Dimensions	Contract for 2 Parades & Save!		Single Parade Cost	
		Early Bird	Final Deadline	Early Bird	Final Deadline
Full Page	7.75" wide x 10.375" high	<input type="checkbox"/> \$725 per issue	<input type="checkbox"/> \$750 per issue	<input type="checkbox"/> \$775	<input type="checkbox"/> \$800
1/2 Page	7.75" wide x 5" high	<input type="checkbox"/> \$440 per issue	<input type="checkbox"/> \$470 per issue	<input type="checkbox"/> \$475	<input type="checkbox"/> \$505
1/4 Page	3.75" wide x 5" high	<input type="checkbox"/> \$295 per issue	<input type="checkbox"/> \$325 per issue	<input type="checkbox"/> \$335	<input type="checkbox"/> \$360
Centerfold*	15.5" wide x 10.375" high	<input type="checkbox"/> \$1,650 per issue	<input type="checkbox"/> \$1,710 per issue	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,760
Inside Front Cover*	7.75" wide x 10.375" high	<input type="checkbox"/> \$1,075 per issue	<input type="checkbox"/> \$1,125 per issue	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,210
Inside Back Cover*	7.75" wide x 10.375" high	<input type="checkbox"/> \$1,075 per issue	<input type="checkbox"/> \$1,125 per issue	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,210
Outside Back Cover*	7.75" wide x 10.375" high	<input type="checkbox"/> \$1,400 per issue	<input type="checkbox"/> \$1,450 per issue	<input type="checkbox"/> \$1,590	<input type="checkbox"/> \$1,650

Note: Builders can purchase a full page ad opposite their Parade Home entry for \$400. This ad must be about the builder's business only.

Builder Page 7.75" wide x 10.375" high  \$400

*\*The previous advertiser has the right to request the centerfold, inside front cover, inside back cover and outside back cover again.*

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

**Check One:**  Use the exact ad placed in the 2011 Fall Parade Guidebook.  I will furnish an ad to HBAL by **March 2, 2012**.  
 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.

- 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 colors **(\$200)** \_\_\_\_\_ & \_\_\_\_\_ & \_\_\_\_\_
- Full color **(\$250)**

**Online Flipbook:** Your ad will be linked to your website in the online Guidebook. Please indicate your web address here: \_\_\_\_\_

**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.

**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 402-423-4225 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 402-423-4225. **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.*

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

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



# 2012 Spring Guidebook Advertising Checklist

## May 13-20, 2012

### Early Bird Deadline - February 24, 2012 • Final Deadline - March 2, 2012

*Please return this page with your ad.*

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

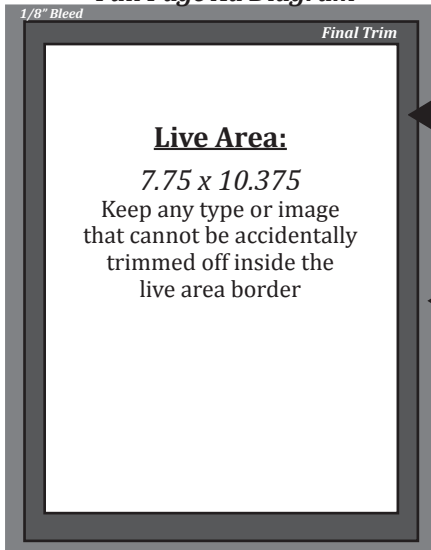
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### 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.

### 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.

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 and PMS number, if applicable)
- 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 and printer 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 MYFONTBOLD 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 (402-423-4225) or e-mail jennie@hbal.org.

Return this checklist with your ad to

**HOME BUILDERS ASSOCIATION OF LINCOLN**

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