

Parade OF HOMES

Spring 2019 Guidebook Advertising Contract May 12-19, 2019

Final Deadline: February 22, 2019

Circulation: Five thousand books are distributed to Parade visitors.

Please return this page to reserve your ad space.

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 _____

All prices include full color!

Ad Size	Dimensions	Single Parade Cost	Contract for 2 Parades & Save!
Full Page	7.75" wide x 10.375" high	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,000 per issue
1/2 Page	7.75" wide x 5" high	<input type="checkbox"/> \$725	<input type="checkbox"/> \$675 per issue
1/4 Page	3.75" wide x 5" high	<input type="checkbox"/> \$475	<input type="checkbox"/> \$425 per issue
Inside Back Cover*	7.75" wide x 10.375" high	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,400 per issue

Note: Builders can purchase a full page ad opposite their Parade Home entry for \$650. This ad must be about the builder's business only.

Builder Ad	7.75" wide x 10.375" high	<input type="checkbox"/> \$650
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*The previous advertiser has the right to request the centerfold, inside front cover, inside back cover and outside back cover again.

The above pricing is for HBAL members in good standing. Non-members will pay double the rate.

AD SPECS

Quarter Page
3.75 x 5

Half Page
7.75 x 5

Full Page

Live Area:

7.75 x 10.375

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

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.

If a PDF is received without bleed, we will float the ad in the center of the page.

Online Guidebook: Your ad will be linked to your website in the online version of the Parade Guidebook.

Please indicate your website here: _____

If you do not provide a link, it will not be included in the online Guidebook.

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.

- Check One:** Use the exact ad placed in the 2018 Fall Parade Guidebook.
 I will furnish an ad to HBAL by February 22, 2019.
 I want HBAL to revise my ad (additional charges apply*).
 I want HBAL to design my ad (additional charges apply*).

*There is a \$55 per hour charge for design work and/or revisions. A minimum of \$55 will be charged for ad design. Please call HBAL at 402-423-4225 for details.

File Formats: Although a **high-resolution PDF is preferred**, other acceptable formats include InDesign (packaged with all linked files) or Photoshop.

Images: All linked images (EPS, JPG, TIFF, BMP, PSD) must be high resolution (300dpi is recommended). Anything less may result in poor quality.

Colors: Color mode must be **Black & White** or **CMYK**. If RGB colors are present, they will be converted to CMYK and may result in a color shift. (Note: Digital cameras save images as RGB. These images will need to be converted to CMYK before placing into a document.)

Return this contract to

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jennie@hbal.org

HBAL
Home Builders
Association of Lincoln
EXPERIENCE • ETHICS • EXCELLENCE