

Parade OF HOMES

Fall 2019 Guidebook Advertising Contract October 6-13, 2019

Final Deadline: July 26, 2019

Circulation: Five thousand books are distributed to Parade visitors.

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 _____

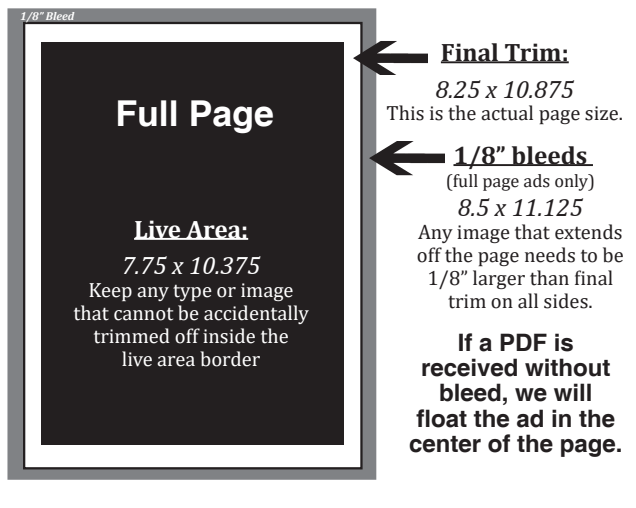
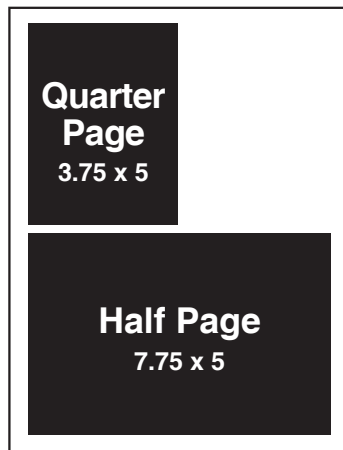
All prices include full color!

Ad Size	Dimensions	Cost
Full Page	7.75" wide x 10.375" high	<input type="checkbox"/> \$1,050
1/2 Page	7.75" wide x 5" high	<input type="checkbox"/> \$725
1/4 Page	3.75" wide x 5" high	<input type="checkbox"/> \$475
Builder Ad	7.75" wide x 10.375" high	<input type="checkbox"/> \$650

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.

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

AD SPECS



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 2019 Spring Parade Guidebook.
 I will furnish an ad to HBAL by July 26, 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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