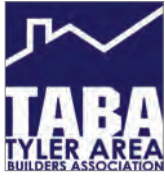


2012 HOME PRODUCTS SHOW MEDIA KIT



HOME PRODUCTS SHOW: Feb. 24-26, 2012

Explore the many ways to promote your business during one of TABA's largest annual events. The opportunities include magazine advertising and product spotlights, ticket sponsorships and Blue Print sponsors as well as radio and television tag ad spots.

SHOW MAGAZINE

ADVERTISING - RATE SHEET ON BACK

This full-color, glossy magazine targets those interested in building a new home, upgrading an existing home or learning more about the latest in building, design and decor - in short, every visitor to the show walks away with this magazine, and your ad will direct visitors to your booth. See the separate Media Kit / Rate Sheet for advertising specs and prices.

WHAT'S HOT PRODUCT SPOTLIGHT

Showcase your newest or most popular products in a special reader-copy section of the magazine. Must supply magazine-quality image of the product as well as descriptive written copy. Cost is \$75 per product in HPS magazine; \$100 per product in Parade magazine or \$150 in both magazines, limit 2 per company. Professional photo required. TABA and publisher **MUST** give final approval for photo. If approval is not granted, client must submit new options before ad deadline.



SHOW TICKET SPONSORSHIPS

TICKET SPONSOR (EXCLUSIVE)

Place your company logo on the admission ticket for the event. Cost is \$1,500 for this exclusive placement.

BLUE PRINT FOR PRIZES (EXHIBITORS ONLY; LIMIT 14)

Increase traffic to your booth when you add your name as a necessary stop on the trail to winning the grand prize! Cost is \$250.



SHOW TV & RADIO COMMERCIAL

TELEVISION & RADIO TAG-AD SPONSORSHIP (EXHIBITORS ONLY)

Place your company's name at the end of selected audio and video media ads: "Brought to you in part by **." Cost is \$300; limit 8.



I would like to reserve opportunities for the 2012 Home Products Show as indicated above.

(Check box above indicating ad space you would like to reserve.
NOTE: Prime locations are available on a "first-come, first-served" basis.)
PLEASE **PRINT** ALL INFORMATION LEGIBLY.

COMPANY: _____ **CONTACT NAME:** _____

BILLING ADDRESS: _____ **EMAIL:** _____

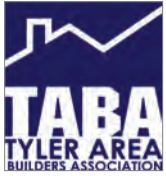
PHONE: _____ **FAX:** _____

VISA/MASTER CARD #: _____ **EXPIRATION DATE:** _____

NAME ON CARD: _____ **SIGNATURE:** _____

Upon submitting this opportunity reservation, member agrees to adhere to the deadlines and formats of this and all related rate sheets. Member understands that rates listed above are for camera-ready media only and all rates are net. Fax this form to TABA at 903-561-7273 or email to jperrin@tylerareabuilders.com. For more information call TABA at 903-561-3964.

2012 AD RATE SHEET



TABA HOME PRODUCTS SHOW & PARADE OF HOMES™ MAGAZINES

HOME PRODUCTS SHOW: Feb. 24-26, 2012
PARADE OF HOMES™: June 2-10, 2012



These full-color, glossy magazines target those interested in building a new home, upgrading an existing home or learning more about the latest in building, design and decor. Don't miss this great opportunity to showcase your quality products and services in these first-class publications with a combined readership of over 40,000 highly targeted households.

DEADLINES:

- **Commitment Form:** Dec. 16, 2011
- **Completed Ad:** Jan. 23, 2012
- **Payment:** Jan. 30, 2012

MECHANICALS:

Acceptable formats include PDF, 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. Do not email files greater than 3mb.

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 two years.

PERFECT TARGET

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



WHAT'S HOT:

Our package deal: Same product featured in both Home Products Show and Parade magazines for \$150. See more info on back.

ADVERTISING RATES/SIZES (TABA Member)

	BOTH MAGAZINES	JUST ONE	NON TABA MEMBER
<input type="checkbox"/> FULL PAGE (Full bleed: 8.625 x 11.125, Trim 8.375 x 10.875, Live 7.375 x 9.875)	\$1,850	\$1,550	+25%
<input type="checkbox"/> 1/2 PAGE (Horizontal: 7.375 x 4.875 bordered, Vertical: 3.625 x 9.875 bordered)	\$1,250	\$1,050	+25%
<input type="checkbox"/> 1/4 PAGE (3.625 x 4.875 bordered)	\$850	\$650	+25%
<input type="checkbox"/> PAGE 3, 5 INSIDE FRONT/BACK COVER (Same as Full Page)	\$2,350	\$2,050	+25%
<input type="checkbox"/> BACK COVER (Same as Full Page)	\$2,650	\$2,350	+25%
<input type="checkbox"/> 2-PAGE SPREAD (Full bleed: 17 x 11.125, Trim 16.75 x 10.875, Live 14.5 x 9.875)	\$2,950	\$2,600	+25%



I would like to reserve ad space for the 2012 Tyler Area Builders Association publications as indicated above.

(Check box above indicating ad space you would like to reserve and circle "Both Magazines" or "Just One."
NOTE: Prime locations are available on a "first-come, first-served" basis.)

PLEASE PRINT ALL INFORMATION LEGIBLY.

COMPANY: _____ CONTACT NAME: _____

BILLING ADDRESS: _____ EMAIL: _____

PHONE: _____ FAX: _____

VISA/MASTER CARD #: _____ EXPIRATION DATE: _____

NAME ON CARD: _____ SIGNATURE: _____

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. Fax this form to TABA at 903-561-7273 or email to jperrin@tylerareabuilders.com. For more information call TABA at 903-561-3964.