

2010 PARADE MAGAZINE MEDIA KIT



TABA PARADE OF HOMES™ MAGAZINE ADVERTISING OPPORTUNITIES

PARADE OF HOMES™: June 5-13, 2010



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. Don't miss this great opportunity to showcase your quality products and services in this first-class publication with a combined readership of over 25,000 highly targeted households.

DEADLINES:

Commitment Form: April 23, 2010
Completed Ad: May 3, 2010
Payment: May 3, 2010

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.

ADVERTISING RATES/SIZES (TABA Member)

	PARADE MAGAZINE	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)	\$1,400	+25%
<input type="checkbox"/> 1/2 PAGE (Horizontal: 7.375 x 4.875 bordered, Vertical: 3.625 x 9.875 bordered)	\$900	+25%
<input type="checkbox"/> 1/4 PAGE (3.625 x 4.875 bordered)	\$550	+25%
<input type="checkbox"/> PAGE 3, 5 INSIDE FRONT/BACK COVER (Same as Full Page)	\$1,900	+25%
<input type="checkbox"/> BACK COVER (Same as Full Page)	\$2,200	+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)	\$2,500	+25%

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.



I would like to reserve ad space for the 2010 Tyler Area Builders Association publications as indicated above.

(Check box above indicating ad space you would like to reserve and circle "Member" or "Non Member" column.)

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 hstevenson@tylerareabuilders.com. For more information call TABA at 903-561-3964.