

# 2012 PARADE MAGAZINE AD RATE SHEET



## TABA PARADE OF HOMES™ MAGAZINE ADVERTISING OPPORTUNITIES

PARADE OF HOMES™: June 2-10, 2012



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 readership of over 25,000 highly targeted households.

### DEADLINES:

Commitment Form: April 20, 2012  
Completed Ad: May 1, 2012  
Payment: May 1, 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.

### ADVERTISING RATES/SIZES (TABA Member)

	MEMBER	NON-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)	\$1,550	+25%
<input type="checkbox"/> 1/2 PAGE (Horizontal: 7.375 x 4.875 bordered, Vertical: 3.625 x 9.875 bordered)	\$1,050	+25%
<input type="checkbox"/> 1/4 PAGE (3.625 x 4.875 bordered)	\$650	+25%
<input type="checkbox"/> PAGE 3, 5 INSIDE FRONT/BACK COVER (Same as Full Page)	\$2,050	+25%
<input type="checkbox"/> BACK COVER (Same as Full Page)	\$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)	\$2,650	+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.



**WHAT'S HOT:** 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 \$100 per product, 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.

**I would like to reserve ad space for the 2012 Tyler Area Builders Association publication 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.