

# Advertise your products & services in the 2010 PARADE OF HOMES PLANBOOK

This full-color, glossy magazine will feature the homes in this year's Parade and will be distributed to the general public visiting the Parade of Homes sites – Don't miss this great opportunity to showcase your quality products & services in this first-class publication!

**CAMERA READY ARTWORK DUE FRIDAY, JUNE 25, 2010**

<u>AD SPACE</u>	<u>COST</u>
<input type="checkbox"/> MAP Inside Cover (color) .....	\$3984
<input type="checkbox"/> MAP Back Cover (color) .....	\$3284
<input type="checkbox"/> Outside Back Cover (color) .....	\$2684
<input type="checkbox"/> Inside Front Cover (color) .....	\$2565
<input type="checkbox"/> Inside Back Cover (color) .....	\$2565
<input type="checkbox"/> Before or After the Map (color) .....	\$2375
<input type="checkbox"/> Pages 2 & 3 (color) .....	\$2375
<input type="checkbox"/> 2-Page Spread (color) .....	\$3325
<input type="checkbox"/> Full Page (color) .....	\$2090
<input type="checkbox"/> Half Page - horizontal (color) .....	\$1425
<input type="checkbox"/> Half Page - vertical (color) .....	\$1425
<input type="checkbox"/> Quarter Page (color) .....	\$760

Check a box above to indicate space to reserve and fill out information requested below.  
Return this signed ad space reservation to the HBA: FAX (719) 260-8398 or by mail: 4585  
Hilton Parkway, Suite 100, Colorado Springs, CO 80907

The following Parade of Homes Information is from an independent research study conducted by Dan Jones & Associates in March 2007:

**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 2 years.

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

**Check box indicating the ad space you would like to reserve!**

\* All ads are subject to review by the Parade of Homes committee.

You may contact Greg Barrington with Barrington Design at 719-660-2307 or greg@barringtondesign.com with any technical questions.



**I would like to reserve ad space for the 2010 Parade of Homes Plan book as indicated above.**

(Check box above indicating ad space you would like to reserve. NOTE: Prime locations are available on a "first-come, first serve" basis.)

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email : \_\_\_\_\_

Advertiser understands that rates listed above are for camera-ready ads only and all rates are net. Upon submitting this signed ad space reservation, the contract is binding and advertiser is responsible for the full amount of the ad space.

**Payment must be received by Friday, June 25, 2010 and this signed contract shall serve as your invoice.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

