



Why Advertise in the Parade of Homes & Condos Guidebook?

- Reach more than 6,000 **highly-targeted** consumers (average Parade attendance for the past three years has been 6,392).
- If your company worked on a Parade home, advertising in the guidebook makes consumers aware of your partnership with the builder and allows the consumer to visit the home and see your work first-hand.
- If your company did not work on a Parade home, advertising in the guidebook gives you the opportunity to invite consumers to your business or to visit your web site to learn more about your company and its products and services.
- Compared to large-media formats, the cost to advertise in the VHBA Parade of Homes & Condos guidebook is minimal. Ad rates start at just \$0.04/impression!
- This high-quality publication is also a resource long after the event concludes. It is distributed at VHBA's Home Expo as well as to consumers and members that visit the VHBA Member Center.
- **NEW this year**; if your company advertises in the Parade guidebook, you're eligible to sell event tickets at your place of business. This opportunity brings the consumer right to your company location! And, you'll receive guidebooks to distribute, which also showcases your advertisement. *(Minimum 1/2-page color ad and additional \$150 required.)*

Advertising Tips

- Seek co-op dollars from suppliers, manufacturers and partners
- Include a call to action such as a coupon, discount or free gift
- Use photos which display recently completed work done by your company
- Recognize VHBA builders with whom you work
- Cite positive testimonials



See following page for more information and order form. →

Valley Home Builders Association

920 W. Association Dr. - Appleton, WI 54914 - P: 920-731-7931 - F: 920-731-7968 - heidi@vhba.com - www.vhba.com



2010 PARADE of HOMES & CONDOS Advertising Opportunities



Parade Guidebook – Reservation Deadline 6/4

Dimensions

Full page: 7.25" wide x 10.0" high
1/2 page: 7.25" wide x 4.75" high
1/4 page: 3.75" wide x 4.75" high

Artwork

Use my ad from the 2010 WWH book
 2009 POH book
 I am submitting a new ad by June 16

*Place my advertisement(s) on the page adjacent to the following Parade Builder(s): _____

Book Info

Ad Files: Submit PDF, TIFF or EPS files that contain high resolution (300 dpi) CMYK or grayscale images with embedded or outlined fonts. Collected Quark XPress 6.5 and Adobe InDesign files are also accepted; images must be CMYK.

Distribution: A minimum of 8,000 books are printed. After the event, books are available at the VHBA Member Center and VHBA Home Expo.

Terms: To be eligible to place an advertisement in the guidebook, VHBA members must be current on their membership dues and any outstanding debts to VHBA must be paid in full. If at the time of book completion, the advertiser owes any payments to VHBA, including membership dues, the advertisement will be withdrawn from the publication and no refund will be given. Compatible electronic artwork is due by 06/16/10. Ads not compatible will be created/ altered for \$75/hr. (1 hr. min). Cancellations must be received in writing before the ad closing date of 06/04/10. Refunds will not be granted after this date.

*Ad placement is granted upon signature below and payment to VHBA.

Copy: All orders are subject to VHBA's acceptance. VHBA reserves the right to reject or cancel advertising for any reason, including any ad which, in the opinion of VHBA, does not conform to the standards of the publication. The ad must be clearly identified as the VHBA member company that placed the ad and the ad must represent only products and services directly affiliated with the VHBA member company that placed the ad. Ads may include recognition of subs/suppliers affiliated with the advertiser; however, other than national brands, subs/suppliers listed in ads must be VHBA members. Ads may include residential houses for sale and open houses only if offered by a VHBA Builder member participating in this event. Ads may include lots and land for sale if offered by the VHBA member placing the ad. Ads may not include specific items for sale with a listed price such as equipment, vehicles, paraphernalia, etc. Events that are in conflict with VHBA interests and activities may not be advertised. All ads are accepted and published by VHBA upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When ads containing names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be guaranteed by the advertiser and agency that they have obtained written consent for the use in the ad of the name, picture and/or testimonial of any living person contained therein. VHBA works to ensure accuracy of all ads and shall not be liable for any damages, including consequential damages, if VHBA fails to publish an ad or publishes an ad with errors or omissions. *You may request ad placement, but is ultimately determined by the publisher.

TV & RADIO TAGS – Reservation Deadline 6/4

By purchasing tags, company names will be announced at the end of commercials; "Brought to you by ABC Company". Additionally, logos will be used for TV; submit PDF, JPEG or EPS file that contains a high resolution logo.

NEW - Ticket Selling Location – Reservation Deadline 6/4

Bring consumers directly to you by selling Parade of Homes & Condos tickets at your company location! This opportunity is only available to VHBA members that advertise, at minimum, with a half page color ad, in the 2010 Parade of Homes & Condos guidebook. How it works... VHBA will provide your company with a minimum of 50 tickets (all tickets are numbered) to be sold at your business location, Aug. 9-13 for \$8/ticket, and Aug. 14-22 for \$10/ticket. A separate signed agreement specifying the responsibilities of company selling event tickets must accompany this commitment.

Guidebook Advertising (additional info at left)

Take advantage of this low-cost, high-quality marketing opportunity available only to VHBA members. All rates are net. Contact Heidi for premium availability and pricing.

- Full page color - \$1,005 \$ _____
- Full page black & white - \$772 \$ _____
- Half page color - \$645 \$ _____
- Half page black & white - \$495 \$ _____
- Quarter page color - \$428 \$ _____
- Quarter page black & white - \$326 \$ _____
- Ad creation / alterations - \$75/hr. (1 hr. min.) \$ _____

TV & Radio Tags (additional info at left)

All TV and Radio tag advertisers will receive at least 10 commercials recognizing their company (typically it's closer to 30-40). All rates are net.

- TV Tags - \$340 **ACT NOW - ONLY 5 LEFT!** \$ _____
- Radio Tags - \$340 \$ _____

Ticket Selling Location (additional info at left) -- NEW

This opportunity is only available to VHBA members that advertise with, at minimum, a half page color ad in the 2010 Parade of Homes & Condos guidebook.

- Ticket Selling Location - \$150 \$ _____

Make checks payable to VHBA **TOTAL \$ _____**

Company _____

Advertising Contact: _____

First Last Title

Phone Fax Email

Address _____

City State Zip

I, THE UNDERSIGNED, have the authority to bind the company listed herein, as an advertiser and/or ticket selling location with VHBA. On behalf of the company, I agree to all terms and stipulations, and copy/artwork as defined in this agreement form.

Signature Date

Questions? Contact VHBA Director of Business Development Heidi Zich, 920-731-7931 or heidi@vhba.com.