

# Parade OF HOMES

## Spring 2022 Guidebook Advertising Contract May 8-15, 2022

Deadline: February 25, 2022

Circulation: Two thousand books are distributed to Parade visitors in addition to being available for online viewing until Fall 2022.

Company \_\_\_\_\_

Ordered By \_\_\_\_\_

Contact E-mail \_\_\_\_\_

Billing E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone \_\_\_\_\_

*If you use an ad agency or graphic artist for your ad, include the contact name, company and phone number of the person who designed it:*

Name/Company \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

**All prices include full color!**

Ad Size	Dimensions	Cost
Full Page	7.75" wide x 10.375" high	<input type="checkbox"/> \$1,050
1/2 Page	7.75" wide x 5" high	<input type="checkbox"/> \$725
1/4 Page	3.75" wide x 5" high	<input type="checkbox"/> \$475
Inside Back Cover*	7.75" wide x 10.375" high	<input type="checkbox"/> \$1,500

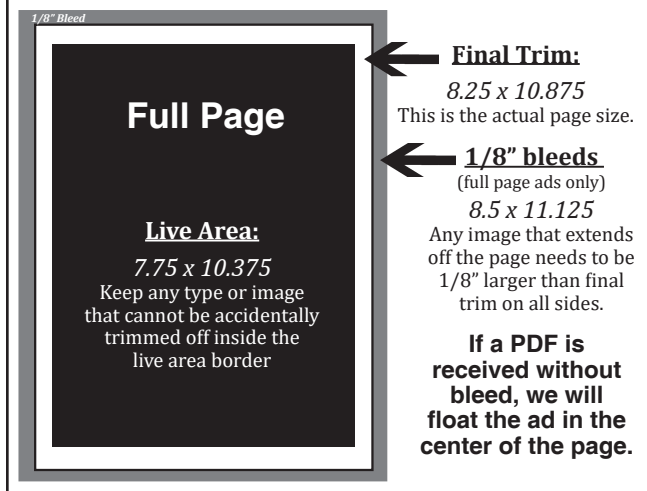
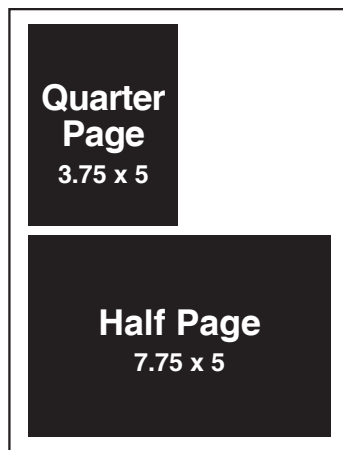
Note: Builders can purchase a full page ad opposite their Parade Home entry for \$650. This ad must be about the builder's business only.

Builder Ad 7.75" wide x 10.375" high  \$650

\*The previous advertiser has the right to request the centerfold, inside front cover, inside back cover and outside back cover again.

**The above pricing is for HBAL Members in good standing. Non-members will pay double the rate.**

### AD SPECS



**Online Guidebook:** Your ad will be linked to your website in the online version of the Parade Guidebook. Links will go live by the Friday prior to the start of the Parade.

Please indicate your website here: \_\_\_\_\_

If you do not provide a link, it will not be included in the online Guidebook.

**While we do keep previous Guidebook ads, it is your responsibility to keep your ad on file if you want to re-use it or make changes to it in the future.**

- Check One:**  Use the exact ad placed in the 2021 Fall Parade Guidebook.  I will furnish an ad to HBAL by February 25, 2022.  I want HBAL to revise my ad (additional charges apply\*).  I want HBAL to design my ad (additional charges apply\*).

\*There is a \$55 per hour charge for design work and/or revisions. A minimum of \$55 will be charged for ad design. Please call HBAL at 402-423-4225 for details.

**File Formats:** Although a **high-resolution PDF is preferred**, other acceptable formats include InDesign (packaged with all linked files) or Photoshop.

**Images:** All linked images (EPS, JPG, TIFF, BMP, PSD) must be high resolution (300dpi is recommended). Anything less may result in poor quality.

**Colors:** Color mode must be **Black & White** or **CMYK**. If RGB colors are present, they will be converted to CMYK and may result in a color shift. (Note: Digital cameras save images as RGB. These images will need to be converted to CMYK before placing into a document.)

Return this contract to  
HOME BUILDERS ASSOCIATION OF LINCOLN  
6100 S. 58th Street, Suite C • Lincoln, NE 68516  
Phone: 402-423-4225  
jennie@hbal.org

**HBAL**  
Home Builders  
Association of Lincoln  
EXPERIENCE • ETHICS • EXCELLENCE