

Parade OF HOMES

Spring 2024 Guidebook Advertising Contract May 12-19, 2023

Deadline: March 1, 2024

Circulation: 2,000 printed books distributed to Parade visitors. The online version averages 8,000 views.

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 _____

Advertising Rates

- Full Page \$1,150
- 1/2 Page \$775
- 1/4 Page \$500
- Centerfold* **\$SOLD**
- Inside Front Cover* **\$SOLD**
- Inside Back Cover* \$1,600
- Outside Back Cover* **\$SOLD**

Note: Builders can purchase a full page ad opposite their Parade Home entry for \$750. This ad must be about the builder's business only.

Builder Ad \$750

**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.

Check One:

- Use the exact ad placed in the 2023 Fall Parade Guidebook.
- I will furnish a new ad to HBAL by March 1.
- I want HBAL to revise/design my ad.*

**Design fees may apply. Please call Jennie Korth at 402-423-4225 or email jennie@hbal.org for details.*

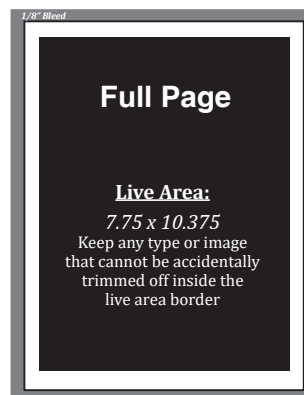
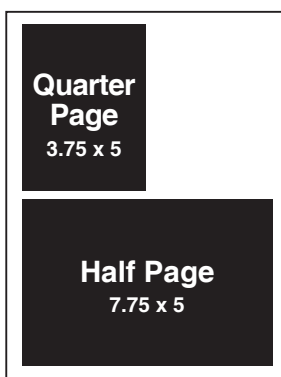
While we do keep previous Guidebook ads, it is your responsibility to keep your ad on file if you want to re-use it or make changes to it in the future.

Ad Specs

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.)



← **Final Trim:**
8.25 x 10.875
This is the actual page size.

← **1/8" bleeds**
(full page ads only)
8.5 x 11.125
Any image that extends off the page needs to be 1/8" larger than final trim on all sides.

If a PDF is received without bleed, we will float the ad in the center of the page.

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.

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

