



Fall 2024 Guidebook Advertising Contract

October 6-13

Deadline: July 26, 2024

Circulation: 2,000 printed books distributed to Parade visitors. The Spring and Fall online guidebooks average 40,000 impressions and 16,000 reads per year.

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

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 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 2024 Spring Parade Guidebook.
- I will furnish a new ad to HBAL by July 26.
- 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.*

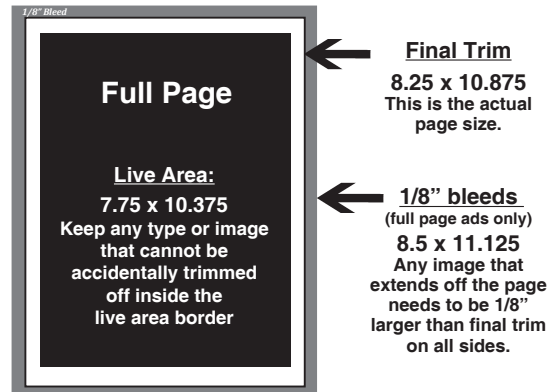
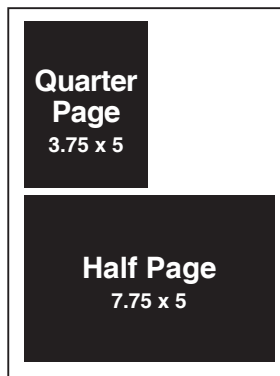
While we do keep previous Guidebook ads, it is your responsibility to keep your ad on file if you want to re-use it or make changes to it in the future.

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.)



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



Return this contract to: 6100 S. 58th Street, Suite C,
Lincoln, NE 68516
Email: jennie@hbal.org

Questions? Call 402-423-4225

Online Guidebook

Your ad will be linked to your website in the online version of the Parade Guidebook.

Website: _____

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