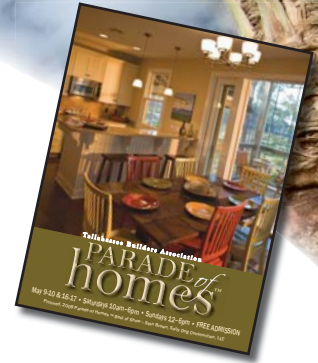




# Tallahassee BA 56th Annual Parade of Homes™ MEDIA KIT 2010

*This full-color, glossy magazine will feature the homes in this year's Parade of Homes™ and will be distributed to those interested in building a new home, upgrading their existing home or learning more about the latest in building, design and decor. Don't miss this great opportunity to showcase your quality products & services in this first-class publication that is heavily promoted and has a readership of nearly 100,000 targeted households.*



## DEADLINES

Parade of Homes™: May 8-9, 15-16  
Advertising Space: Mar 19, 2010, Materials/Prepayment: Mar 22, 2010

## ADVERTISING RATES/SIZES

	Open	Best Rate*
<b>Full Page</b> (Full bleed: 8.625 X 11.125, Trim 8.375 X 10.875, Live 7.375 X 9.875)	<b>\$2,500</b>	<b>\$2,375</b>
<b>1/2 Page</b> (Horizontal: 7.375 X 4.875 bordered, Vertical: 3.625 X 9.875 bordered)	<b>\$1,750</b>	<b>\$1,663</b>
<b>1/3 Page</b> (4.875 X 4.875 bordered)	<b>\$1,250</b>	<b>\$1,188</b>
<b>Inside Front/Back Cover</b> (Same as Full Page)	<b>\$3,500</b>	<b>\$3,325</b>
<b>Page 3, 5</b> (Same as Full Page)	<b>\$2,900</b>	<b>\$2,755</b>
<b>Back Cover</b> (Same as Full Page)	<b>\$4,500</b>	<b>\$4,200</b>

\*Best Rate is for members of the Tallahassee Builder Association

## MECHANICALS

Acceptable file formats include PDF, EPS, TIF, and JPG. Please outline or embed all fonts and keep all content in the ad at a resolution of 300dpi at full size or higher. Email files to Russ@BuilderFusion.com or upload files greater than 30mb at ftp.builderfusion.com.

## CONTACT INFORMATION

Marilyn Weeks, Fusion Publications Sales  
Cel: 801-367-3677 • Fax: 801-932-4419 • Email: Marilyn@BuilderFusion.com

## RESEARCH

The following Parade of Homes™ information is from an independent research study conducted by Dan Jones & Associates in March 2008:

### 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.



## ADVERTISING SPACE RESERVATION/CONTRACT

Upon submitting this signed ad space reservation, advertiser agrees to adhere to the deadlines and formats of this rate sheet. Advertiser understands that rates listed above are for camera-ready ads only and all rates are net. Prime locations are available on a "first-come, first serve" basis. Please PRINT all information legibly. Fax this form to Fusion Publications at 801-932-4419 or email to Russ@BuilderFusion.com.



Ad Postiion/Size: \_\_\_\_\_ Ad Cost: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company/Advertiser: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

VISA/MASTER CARD #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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