



2009 Parade of Homes Plan Book Advertising Application

Proof Day May 7 and 8, 2009 - 9:00 a.m. to 4:00 p.m. – HBAGTA Office

Payment and Ad Deadline April 17, 2009

10,000 Copies of the 2009 Parade Plan Book will be distributed. An electronic copy will also be available on www.hbagta.com

Type/Location	Size	Description	Original Cost	2009 Discounted Cost
Outside Back Cover	8 1/2" x 11"	FB 4 Color Sep	\$2,000.00	\$1,750.00
Inside Front Cover	8 1/2" x 11"	FB 4 Color Sep	\$1,600.00	\$1,400.00
Inside Back Cover	8 1/2" x 11"	FB 4 Color Sep	\$1,600.00	\$1,400.00
Centerfold Section Front	8 1/2" x 11"	FB 4 Color Sep	\$1,300.00	\$1,150.00
Centerfold Section Back	8 1/2" x 11"	FB 4 Color Sep	\$1,300.00	\$1,150.00
Full Inside Page	7 1/2" x 10"	Black & White	\$875.00	\$750.00
Full Builder Page*	7 1/2" x 10"	Black & White	\$575.00	\$500.00
*Available only to Parade of Homes participating Builders; limit one (1) per Parade Home				
1/2 Page – circle: H V	H: 7 1/2" x 4 3/4" V: 3 1/2" x 10"	Black & White	\$550.00	\$475.00
1/4 Page	3 1/2" x 4 3/4"	Black & White	\$400.00	\$350.00
Business Card	3 1/2" x 2 1/4"	Black & White	\$350.00	\$300.00

Please Note: All full pages ads will receive a free sponsor logo with web link posted in our *Tuesday Toolbox* once a month for 6 months
Please e-mail logo and web-link to mailbox@hbagta.com Attn: "Tuesday Toolbox"

MEMBER NAME: _____

COMPANY NAME: _____

BILLING ADDRESS: _____

PHONE NUMBER: _____ FAX NUMBER: _____

MICHIGAN BUILDER LICENSE NUMBER*: _____ Corporation? Y N

E-MAIL ADDRESS: _____

WEB SITE LINK ADDRESS: _____

Advertisements must be received on a floppy disk, CD or by E-mail in a ".PDF", ".EPS", ".TIF", or ".JPEG" format, with a minimum resolution of 300 dpi, at the Home Builders Association Office **no later than April 17, 2009** with payment in full. Unpaid advertisements **will not appear** in the 2009 Parade of Homes Plan Book.

Home Builders Association of the Grand Traverse Area, Inc. Advertising Policy. Advertising in the Home Builders Association of the Grand Traverse Area, Inc. Publications is a privilege for the membership only. (Privileges do not extend to individual members of member Association.) All advertising will be sold on a first come, first paid basis. Payment must be made in full without provision for refund or adjustment. An official Home Builders Association of the Grand Traverse Area, Inc. Advertising Application form must be utilized. Faxed applications with a credit card payment may be utilized.

*Advertising placed in advertising media shall indicate the name and actual address of the licensee as shown on the license. A licensee placing advertising in or through any advertising media shall furnish to such media the license number issued to him as evidence of being licensed under the act (R338.1532). The Home Builders Association of the Grand Traverse Area, Inc. shall require this license number be included in listings and advertising placed in its publications.

Method of Payment: Check Number _____ Amount _____

Visa/MC _____ Expiration Date & V-Code _____

Signature _____ Date _____

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COMMITMENT TO EXCELLENCE