



2008 Parade of Homes Plan Book Advertising Application

Proof Day May 1 and 2, 2008 - 9:00 a.m. to 4:00 p.m. – HBAGTA Office
Payment and Ad Deadline April 15, 2008

Over 10,000 Copies of the 2008 Parade Plan Book distributed and on www.hbagta.com

Sold Outside Back Cover	(8 1/2" x 11")	Full Bleed 4 Color Separation	\$2,000.00
Sold Inside Front Cover	(8 1/2" x 11")	Full Bleed 4 Color Separation	\$1,600.00
Sold Inside Back Cover	(8 1/2" x 11")	Full Bleed 4 Color Separation	\$1,600.00
____ Centerfold Section Front	(8 1/2" x 11")	Full Bleed 4 Color Separation	\$1,300.00
____ Centerfold Section Back	(8 1/2" x 11")	Full Bleed 4 Color Separation	\$1,300.00
____ Full Inside Page	(7 1/2" x 10")	Black & White	\$ 875.00
____ Full Builder Page	(7 1/2" x 10")	Black & White	\$ 575.00
(Available Only to Parade of Homes Participating Builders, limit one (1) Page per Parade Home)			
____ 1/2 Page	(7 1/2" x 4 3/4") or (3 1/2" x 10")		\$ 550.00
(Circle whether Horizontal or Vertical 1/2 Page Ad)			
____ 1/4 Page	(3 1/2" x 4 3/4")		\$ 400.00
____ Business Card	(3 1/2" x 2 1/4")		\$ 350.00

Member Name _____

Company Name _____

Address _____

Phone Number _____ Fax Number _____

*Builder License Number _____ Email 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 15, 2008** with payment in full. Unpaid advertisements **will not appear** in the 2008 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”