



Advertise your products & services in the **2012 PARADE OF HOMES PLANBOOK**

PRINT READY / CAMERA READY
ARTWORK DUE FRIDAY, JUNE 15, 2012

This full-color, glossy magazine will feature the homes in the 2012 Parade and will be distributed to the general public visiting the Parade of Homes sites – Don't miss this great opportunity to showcase your quality products & services in this first-class publication!

AD SPACE COST

<input type="checkbox"/> MAP Inside Cover (color)	\$3,985
<input type="checkbox"/> MAP Back Cover (color)	\$3,285
<input type="checkbox"/> Outside Back Cover (color)	\$2,685
<input type="checkbox"/> Inside Front Cover (color)	\$2,565
<input type="checkbox"/> Inside Back Cover (color)	\$2,565
<input type="checkbox"/> Before or After the Map (color)	\$2,375
<input type="checkbox"/> Pages 2 or 3 (color)	\$2,375
<input type="checkbox"/> 2-Page Spread (color)	\$3,325
<input type="checkbox"/> Full Page (color)	\$2,090
<input type="checkbox"/> Half Page - horizontal (color)	\$1,425
<input type="checkbox"/> Half Page - vertical (color)	\$1,425
<input type="checkbox"/> Quarter Page (color)	\$ 760

All ads are subject to review by the Parade of Homes committee.

Check a box to indicate space to reserve and fill out information requested below.

The following Parade of Homes Information is from an independent research study conducted by BGV Marketing Services in August of 2010:

- **Magazine Shelf Life** - 62% of Parade of Homes attendees kept the magazine for 6 months to a year, and 34% kept their magazine for more than 1 year.
- **Magazine Use** - 92% of Parade attendees described the magazine as either very helpful or somewhat helpful.
- **Reach** - 95% of Parade attendees plan on attending the 2012 Parade of Homes
- **Perfect Target** - 72% of Parade attendees are aged 44-64 and have an annual income of more than \$89,000.

For technical questions, please contact Greg Barrington with Barrington Design at 719-660-2307 or email greg@barringtondesign.com.

For Parade of Homes questions please call Shirley Rouse at 719-592-1800 x17 or email shirley@cshba.com.

I would like to reserve ad space for the 2012 Parade of Homes Plan book as indicated above.

(Check box above indicating ad space you would like to reserve. NOTE: Prime locations are available on a "first-come, first serve" basis.)

Company: _____ Contact: _____

Address: _____

Email: _____

Phone: _____ Fax: _____

Advertiser understands that rates listed above are for camera-ready ads only and all rates are net. Upon submitting this signed ad space reservation, the contract is binding and advertiser is responsible for the full amount of the ad space.

Payment must be received by Friday, July 6, 2012 and this signed contract shall serve as your invoice.

Signature: _____ Date: _____

Return this signed ad space reservation to the Housing & Building Association of Colorado Springs

FAX (719) 260-8398

MAIL: 4585 Hilton Parkway, Suite 100, Colorado Springs, CO 80907

EMAIL: shirley@cshba.com