

2010 Spring Parade of Homes Advertising Information

**Reservation Deadline
March 17, 2010**

Advertising Rate Schedule:

Location	W x H	Member	Non-Mem
Outside Back Cover	7 1/4" x 10"	\$1000	\$1500
Inside Back Cover	7 1/4" x 10"	1000	1500
Inside Front Cover	7 1/4" x 10"	750	1000
FULL PAGE	7 1/4" x 10"	500	675
1/2 PAGE	7 1/4" x 4 7/8"	300	400
1/4 PAGE	3 1/2" x 4 7/8"	200	250
BUSINESS CARD		100	125

General Advertising Information

- Non-members may advertise in the Parade of Homes Magazine at the non-member rate.
- If a builder member does not have an entry in the parade, but wishes to place an advertisement, they may not include subdivisions in which they are building, maps to homes or subdivision, special features, floor plans, prices or addresses for specific homes.
- Subs cannot be recognized in a builder ad unless the sub is a member.
- A participating builder/developer member *may* place an ad listing additional subdivisions where their homes are available and a photo of the home, but *cannot* show prices, floors plans, maps or addresses.
- Non-member realtors cannot advertise or appear in builder/developer ads.

Guidelines For Ad Material

- E-Mail submissions should be sent as a PDF document to: **Pate@pcba.com**
- C & S Graphics can help you design your ad. Call their office at 644-7308 to make an appointment.

All photos supplied electronically, on disk or on a CD must be in a high resolution (200 res. or more) JPEG format .

You will receive a proof of your ad to review before publication.

Contact Pat at PCBA with questions: 863-665-0844

Special Sponsorships

Locator Map Sponsor (1 only) \$1000
Will appear in all media where map is reproduced, including official parade book and Special Parade Map in The Ledger. 1/2 page color add included in PCBA Parade Magazine.

Major Parade Sponsor \$3500
Only non-competing companies will be accepted. Logo will appear:
A. On the cover of PCBA's Parade Magazine
B. In all advertising
C. On PCBA Website, in addition to a full page ad in the PCBA parade magazine.
D. A panel on The Ledger's Map insert for the Parade

CHECK ONE PLEASE

- We will supply our ad copy by March 11, 2010
- Use our last year's parade ad

Reservation

Contact Name

(The person who approves ad and authorizes payment and submission)

Company

Phone

Fax

Billing Information

Enclosed is our check

MasterCard

Visa

American Express

Discover

Account #: _____

Exp. Date: _____

Signature: _____

Fax to: 863-667-9956