

Reserve your ad space Today!



2012 Spring Parade of Homes

Dates: April 21 & 22 and

April 28 & 29

Two Weekends 11:00 am to 6:00 pm

Media Coverage

Advertising to promote the Fall Parade of Homes will appear in The Ledger, Homes and Land magazine, and Central Florida Homes and More, in PCBA's own magazine and PCBA's website and PCBA's Facebook page.

6,000 copies will be printed and distributed

The Deadline to submit ads is  
Wednesday, March 14, 2012

Email Pat at [pate@pcba.com](mailto:pate@pcba.com)  
Or call 665-0844

PRESORTED STANDARD  
US POSTAGE  
PAID  
PERMIT NO. 348  
LAKELAND FLORIDA

**POLK COUNTY BUILDERS ASSOCIATION**

2232 Heritage Drive  
Lakeland, FL 33801



# 2012 Spring Parade of Homes Advertising Information

## Reservation Deadline

Wednesday, March 14, 2012

### 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"	750	1000
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"	250	400
1/4 PAGE	3 1/2" x 4 7/8"	125	250
BUSINESS CARD		75	125

### \*See Over

#### 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 or email ads@centralflahomesandmore.com

*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 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:

- On the cover of PCBA's Parade Magazine
- In all advertising
- On PCBA Website, in addition to a full page ad in the PCBA parade magazine.

CHECK ONE PLEASE

We will supply our ad copy by  
Wednesday, March 14, 2012

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: \_\_\_\_\_ Sec Code \_\_\_\_\_

Billing Address Zip Code \_\_\_\_\_

Signature: \_\_\_\_\_

Fax to: 863-667-9956