

The FALL Parade of Homes...



Fall Show Glossy Magazine

Show Dates: October 2 & 3, 9 & 10, 16 & 17

NEW - Online interactive Fall show magazine with flex page technology. Will be available for a full year of viewing! See it at www.bcaswi.org under the "Events" tab (Parade & Fall).

FRONT COVER: \$3,000 (Includes Color) (Cover icon for online magazine link on websites)

BCASWI reserves front cover banner (title) portion.

BACK COVER: \$2,300 (Includes Color)

FULL PAGE (Includes Color):	\$1,620	(7.5" w x 10" h)
HALF PAGE (Includes Color):	\$1,200	(7.5" w x 5" h)
THIRD PAGE (Includes Color):	\$800	(5" w x 5" h)
SIXTH PAGE (Includes Color):	\$400	(2.375" w x 5" h)

1. Space Reservations:

- Ad space reservations are due by July 26, 2010
- **Ads are due by August 9, 2010**
- **To make space reservations, contact Autumn Blume at the BCASWI - 377-3550.**
- Ads are sold on a first-come, first-served basis. Space is limited. No guarantees on page requests.
- Non-members pay a 20% non-member fee.

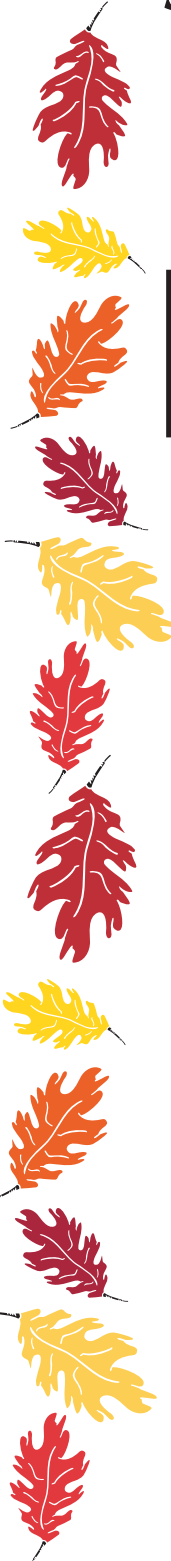
2. Submitting an Ad: Please follow these specifications:

- The ads cannot be of a specific house or address.
- Please mail ads to BCASWI, 6206 N. Discovery Way, Suite A, Boise ID 83713 OR e-mail ads to ablume@heritagewifi.com.
- 300 DPI at full size (100%)
- Acceptable Formats: PDF, TIFF, JPEG or EPS files. NOTE: PLEASE SUPPLY ALL FONTS AND GRAPHICS WHEN SUBMITTING ADS ON DISK. ALL DISK ADS MUST BE ACCOMPANIED WITH A HARD COPY OF AD.

3. Payment:

- 50% with space reservation and 50% after publication.
- **MAKE CHECKS PAYABLE TO: BCASWI**
- **MAIL CHECKS TO: BCASWI, 6206 N. Discovery Way, Ste. A, Boise, Idaho 83713**

Please Contact Autumn Blume at the BCASWI for more information - 377-3550.



FALL PARADE AD CONFIRMATION FORM

This Fall Parade of Homes ad contract is made and entered into this ____ day of _____, by and between The Building Contractors Association of Southwestern Idaho, Inc. (hereinafter, the "BCA") and the undersigned advertiser (hereinafter, the "Advertiser").

WHEREAS, The BCA conducts its annual Fall Parade of Homes and the Advertiser desires to purchase ad space;

NOW THEREFORE, the parties agree as follows:

- 1. Fall Ad:** The Advertiser desires to purchase a Fall Parade ad. Yes ___ No ___
The Advertiser desires to purchase a Fall Parade ad size of _____.
The Advertiser desires to add color at no additional charge. Yes ___ No ___
- 2. Prices:** The Advertiser shall receive their Fall Parade ad at the price of _____.
- 3. Billing:** The Advertiser must pre-pay 50% with space reservation. Final payment for ad due after publication.
- 4. Ad Drop:** The Advertiser does obtain the right to drop any purchase of ads. The BCA must receive written notice of withdrawal for Fall Parade ads on or before **August 9, 2010**.

The Advertiser hereby agrees to have read, understand, completed, and abide by the above contract.

Advertisers Company Name

Advertisers **PRINTED** Name & Title

Phone Number

Advertisers **SIGNED** Name & Title