



# P 2012 “A Tradition of Building Excellence for Over 50 Years”

## PARADE OF HOMES®

Show Dates: May 5 - May 20

### PARADE OF HOMES® MAGAZINE RATES

Full Page	\$2000	7.5"(w) x 10"(h)
Half Page	\$1400	7.5"(w) x 5"(h)
Third Page	\$950	5"(w) x 5"(h)
Sixth Page	\$550	2.375"(w) x 5"(h)

### Includes Online Magazine

Full magazine with flex page technology available to be viewed online for a full year - **12 MONTHS OF ADVERTISING!** Plus 162,000 print copies with two Sunday runs in the Idaho Statesman!!

### PACKAGE RATES

#### Discounted Rates for Parade of Homes®/Fall Parade of Homes Combined Advertising

If you commit now to advertise in both the Fall and Spring Parade magazines you receive the discounted rate on both ads. (The Fall Parade is in October). Any size Fall Parade ad qualifies you for any size Parade of Homes® ad discount rate. Make your reservations today! - Fall Parade ads will be due in August 2012.

#### **Discounted Parade of Homes® Rates**

Full Page	\$1820	7.5"(w) x 10"(h)
Half Page	\$1200	7.5"(w) x 5"(h)
Third Page	\$800	5"(w) x 5"(h)
Sixth Page	\$400	2.375"(w) x 5"(h)

#### **Discounted Fall Collection Rates**

Full Page	\$1640	7.5"(w) x 10"(h)
Half Page	\$1000	7.5"(w) x 5"(h)
Third Page	\$650	5"(w) x 5"(h)
Sixth Page	\$250	2.375"(w) x 5"(h)

**Banner Ads: Members Only** - Full page and half page advertisers qualify to purchase a Parade Home Page Banner ad for \$200. 728 (w) x 90 (h) pixels. **Pre-payment is required to the BCASWI for the banner ads.**

### IMPORTANT INFORMATION:

#### 1. Space Reservations:

- Ad space reservations are due by **February 9, 2012**.
- **ADS ARE DUE BY FEBRUARY 23, 2012.**
- 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 \$550 non-member fee.

#### 2. Submitting an Ad: Please follow these specifications:

- The ads **cannot** be of a specific house or address.
- Please e-mail ads to [ablume@heritagewifi.com](mailto:ablume@heritagewifi.com).
- 300 DPI at full size (100%)
- Disk Software Acceptable Formats: hi-resolution PDF, TIFF, JPEG, or EPS files are accepted.
- Must be in CMYK 4 color process.

#### 3. Magazine Ad Design Services: Ad composition services are

available until Feb. 23, 2012 at \$75. Please contact Debbie Regalado at Idaho Statesman for more information 377-6323.

#### 4. Magazine Payment Only:

- If you have an account with Idaho Statesman you will be billed directly.
- If you do not have an account with Idaho Statesman you must establish an account or pre-payment must be received by Feb. 23, 2012. If the above is not taken care of by the deadline your ad will be canceled. Contact Debbie Regalado, Idaho Statesman at 377-6323.
- **MAKE CHECKS PAYABLE TO:** Idaho Statesman **MAIL CHECKS TO:** BCA, 6206 N. Discovery Way, Ste. A Boise ID 83713 - Attention: Autumn Blume

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

# PARADE OF HOMES® AND FALL PARADE AD CONFIRMATION FORM

This Parade of Homes® and 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 Parade of Homes® and Fall Parade of Homes and the Advertiser desires to purchase ad space;

**NOW THEREFORE**, the parties agree as follows:

- 1. Package Rates:** The Advertiser shall receive the discounted price on a Parade of Homes ad only if he/she agrees to purchase a Fall Parade of Homes ad at the same time. These ads must be reserved on or before **February 9, 2012**.
  
- 2. Parade Ad:** The Advertiser desires to purchase a Parade of Homes ad. Yes \_\_\_ No \_\_\_  
The Advertiser desires to purchase a Parade of Homes ad size of \_\_\_\_\_.  
The Advertiser desires to add color at no additional charge. Yes \_\_\_ No \_\_\_
  
- 3. 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 \_\_\_
  
- 4. Banners:** **Members Only** - As a full/half page Advertiser I desire to purchase a Parade home page banner ad for an additional fee. Yes \_\_\_ No \_\_\_
  
- 5. Prices:** The Advertiser shall receive their Parade of Homes ad at the price of \_\_\_\_\_.  
**(include non-member fee if applicable)**  
  
The Advertiser shall receive their Fall Parade ad at the price of \_\_\_\_\_.  
**(include non-member fee if applicable)**  
  
The full/half page Advertiser shall receive the banner ad at the price of \_\_\_\_\_.  
**PRE-PAYMENT IS REQUIRED TO THE BCASWI FOR BANNER AD.**
  
- 6. Billing:** The Advertiser must establish an account with the Idaho Statesman if one is not previously established. The Advertiser must make magazine ad payment by **February 23, 2012** if no account is set up with the Idaho Statesman, or ad will be subject to cancellation.
  
- 7. Ad Drop:** The Advertiser does obtain the right to drop any purchase of ads. The BCA must receive written notice of withdrawal for Parade of Homes ads on or before **Feb. 23, 2012** and for Fall Parade ads on or before **July 23, 2012**.
  
- 8. Fees:** The Advertiser will be billed for the difference of the discounted prices on their ads, if the Advertiser drops their purchase of the Fall Parade ad or Parade of Homes ad. The Advertiser will be subject to full prices if they choose to re-purchase an ad after canceling.

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