



# P 2010 “A Tradition of Building Excellence for Over 50 Years”

# PARADE OF HOMES®

## New for this year - Interactive Online Magazine

Full magazine with flex page technology will be available to be viewed online at for a full year. See a sample at [www.boisefallcollection.com](http://www.boisefallcollection.com). All web addresses and e-mail addresses are automatically linked.

### Show Dates: May 1 - May 16

#### PARADE OF HOMES® GLOSSY MAGAZINE RATES

Full Page	\$1800	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)

#### PACKAGE RATES

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

If you commit now to advertise in the Fall Collection glossy magazine at these discounted rates, you also receive the discounted rate on your Parade of Homes® glossy magazine ad space. (The Fall Collection is in October). Any size Fall Collection ad qualifies you for any size Parade of Homes® discounted rate. Make your reservations today! - Fall Collection ads will be due in August 2010.

##### Discounted Parade of Homes® Rates

Full Page	\$1620	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	\$1440	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)

### IMPORTANT INFORMATION:

#### 1. Space Reservations:

- Ad space reservations are due by **February 12, 2010**.
- **ADS ARE DUE BY FEBRUARY 26, 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. The 2010 glossy magazine will be printed by Stuart Media Group, Inc. Distribution will be 60,000.
- Non-members pay a 20% non-member fee.

- Disk Software Acceptable Formats: hi-resolution PDF, TIFF, JPEG, or EPS files are accepted.

- #### 3. Ad Composition Services:
- Ad composition services are available until Feb. 26, 2010. Please contact Jenny at Stuart Media Group for more information - 208-234-1565.

#### 4. Payment

- 50% is due with space reservation and 50% after publication (subject to approval).
- **MAKE CHECKS PAYABLE TO: BCASWI**  
**MAIL CHECKS TO: BCASWI, 6206 N. Discovery Way, Suite A, Boise ID 83713 - Attention: Autumn Blume**

#### 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%)

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

# PARADE OF HOMES® AND FALL COLLECTION AD CONFIRMATION FORM

This Parade of Homes® and Fall Collection 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 Collection 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 Home ad only if he/she agrees to purchase a Fall Collection of Homes ad at the same time. These ads must be reserved on or before **February 12, 2010**.
  
- 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 for an additional charge. Yes \_\_\_ No \_\_\_
  
- 3. Fall Ad:** The Advertiser desires to purchase a Fall Collection ad. Yes \_\_\_ No \_\_\_  
The Advertiser desires to purchase a Fall Collection ad size of \_\_\_\_\_.  
The Advertiser desires to add color for an additional charge. Yes \_\_\_ No \_\_\_
  
- 4. Prices:** The Advertiser shall receive their Parade of Homes ad at the price of \_\_\_\_\_.  
**(include the cost of color if applicable, and discount price if you choose to purchase a Fall Collection ad to receive the discounted price).**  
  
The Advertiser shall receive their Fall Collection ad at the price of \_\_\_\_\_.  
**(include the cost of color if applicable, and discount price if you choose to purchase a Parade of Homes ad at the same time to receive the discounted price).**
  
- 5. Billing:** 50% is due with space reservation. Final 50% is due after publication. All subject to approval. The Advertiser must make first ad payment by **Feb. 26, 2010**
  
- 6. 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. 26, 2010** and for Fall Collection ads on or before **July 26, 2010**.
  
- 7. 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 Collection of Homes ad or Parade of Homes ad. The Advertiser will be subject to full prices if they choose to re-purchase an ad after withdrawing.

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