

# ETBA SPRING PARADE OF HOMES

## RATE CARD ~ Deadline 3-31-19

Ad Submission: [angela@easttexasbuilders.org](mailto:angela@easttexasbuilders.org)



	<u>Ad Specs (width by height)</u>	Builder Bid	\$ _____
Outside Front Cover	8.625 (W) x 11.125 (H)		
Outside Back Cover	8.625 (W) x 11.125 (H)		\$1,600
Inside Front Cover	8.625 (W) x 11.125 (H)		\$1,300
Inside Back Cover	8.625 (W) x 11.125 (H)		\$1,200
Full Page	8.375" x 10.875"		\$950
Full Page (with bleed)	8.625" x 11.125"		\$950
1/2 Page Horizontal	7.5" x 5"		\$700
1/2 Page Vertical	3.75" x 10"		\$700
1/3 Page Horizontal	7.5" x 3.125"		\$600
1/3 Page Vertical	2.5" x 10"		\$600
1/4 Page	3.75" x 5"		\$500
Business Card	3.5" x 2"		\$350
Builder Feature Article	3 Full Pages (limit 2 per magazine)		\$1,650
Assoc. Feature Article	2 Full Pages (limit 2 per magazine)		\$1,500
Double Page/Truck	2 Full Pages (limit 5 per magazine)		\$1,500
Ticket Ad	Limit 2 Ads		\$350
Parade App Ad	Varied Sizes (limit 10 / must have ad in magazine)		\$100 - \$300
Parade Website	Logo Ad (limit 10 / must have ad in magazine)		\$100



Special Combo Package      Combination of any two ads = 5% Discount      Save \$ \_\_\_\_\_

**Note: Special Placement will be held for previous advertiser for 24 hours w/ first right of refusal.**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Fax: \_\_\_\_\_

### Please select your ad option:

Please run a repeat of my ad from: \_\_\_\_\_ 2017 Fall Parade    \_\_\_\_\_ 2018 H & D Show    \_\_\_\_\_ 2018 Spring Parade

Or \_\_\_\_\_ I will submit a new ad    Or \_\_\_\_\_ Please have ETBA's Advertising Agent create a new ad for me

-----ETBA Office Use Only-----

Proofed Ad: \_\_\_\_\_ Placed on Page # \_\_\_\_\_ Inv. Date \_\_\_\_\_ Inv. # \_\_\_\_\_ Inv. Amount \$ \_\_\_\_\_

Paid Date: \_\_\_\_\_ Paid Check # \_\_\_\_\_ Paid Amount: \$ \_\_\_\_\_