

# ETBA Fall Parade of Homes

## RATE CARD ~ Deadline 10-1-24

Ad Submission: Angela@EastTexasBuilders.Org

	<u>Specs (width by height)</u>			
Outside Front Cover	8.625 (W) x 11.125 (H)			Builder Bid
Outside Back Cover	8.625 (W) x 11.125 (H)			\$1,700
Inside Front Cover	8.625 (W) x 11.125 (H)			\$1,400
Inside Back Cover	8.625 (W) x 11.125 (H)			\$1,300
Full Page	8.375" x 10.875"			\$1,000
Full Page (with bleed)	8.625" x 11.125"			\$1,000
1/2 Page Horizontal	7.5" x 5"			\$750
1/2 Page Vertical	3.75" x 10"			\$750
1/4 Page	3.75" x 5"			\$550
Builder Feature Article	3 Full Pages (limit 2 per magazine)			\$2,000
Assoc. Feature Article	2 Full Pages (limit 2 per magazine)			\$1,750
Double Page/Truck	2 Full Pages (limit 5 per magazine)			\$1,600
Ticket Ad	1 Available			\$500
Special Combo Package	Combination of any two ads = 5% Discount			Save \$ _____

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

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

E-mail Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Advertising Agency: \_\_\_\_\_ Contact: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Phone: \_\_\_\_\_

**Please select your ad option:**

Please run a repeat of my ad from: \_\_\_\_\_ 2024 Spring Parade \_\_\_\_\_ 2023 Fall Parade \_\_\_\_\_ 2024 H & D Show \_\_\_\_\_

\_\_\_\_\_ **I will submit a new ad** \_\_\_\_\_ Have ETBA's marketing team create a new ad for me (additional fee)

**Parade Cancellation Policy:**

- The only option to change the original set dates and times or cancel the 2024 Parade of Homes will be due to severe events or conditions beyond ETBA's control and at the approval of the ETBA Board of Directors.
- If the 2024 Fall Parade is canceled before the magazine is printed October 5 - ETBA will rework the magazine details and publish the ads in the next available Parade of Homes magazine.
- If the Parade is canceled after the magazine is printed October 5, ETBA will prorate refunds. Therefore, ETBA will withhold 35% of the ad fee to assist with the publishing cost and refund 65% to the advertiser. In this case, all printed copies of the magazine will be distributed to the general public through the advertiser's places of business, local high traffic business lobbies and from the ETBA office. Also, a digital magazine "flip book" will be displayed on [www.EastTexasBuilders.Org](http://www.EastTexasBuilders.Org), [www.EastTexasParade.Com](http://www.EastTexasParade.Com) and on ETBA Social Media Pages.

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

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

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