

ETBA Spring Parade of Homes

RATE CARD ~ Deadline 4-1-26

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: _____ 2025 Spring Parade _____ 2025 Fall Parade _____ 2026 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 2026 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 2026 Spring Parade is canceled before the magazine is printed April 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 April 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, 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: \$ _____