



Promoting your business in the **HOMEARAMA Guidebook** is an effective and efficient use of your advertising dollars. HOMEARAMA visitors are affluent and savvy consumers with the disposable income to invest in the products you are promoting. A complimentary Guidebook is offered to every family to direct them through the featured homes and exhibits. Consumers often retain the Guidebook as a valuable resource for their future purchasing decisions. The Guidebook is an 8 1/2" x 11", four-color, and saddle-stitched magazine. A minimum of 20,000 Guidebooks will be distributed within a two-week period.

GUIDEBOOK ADVERTISING RATES

Ad Size	Width x Height	HBA Dayton Member Ad Price	Non HBA Member Ad Price
Quarter Page	3 5/8" x 5"	\$700.00	\$840.00
Half Page v	3 5/8" x 10"	\$1000.00	\$1200.00
Half Page h	7 1/2 x 4 7/8"	\$1000.00	\$1200.00
Full Page*	7 1/2 x 10"*	\$2000.00	\$2400.00
Two Page Spread	17" x 10 "	\$3800.00	\$4560.00

*Full page bleed ads are 8 3/4" x 11 1/4 "

AD FORMAT REQUIREMENTS

Acceptable programs: Quark, Page Maker, Illustrator, Photoshop, Acrobat and Indesign
 TIFF, EPS, PDF and postscript files are acceptable•JPG can be used, but is not recommended•TIFF files should not be compressed•Full Color Ads should be CMYK not RGB•300 dpi @ 100%•Include all support files (fonts, images)

Ad copy must be submitted on a disc or emailed to jhaverstick@hbadayton.com .

Ad preparation is available at an additional cost.

ADVERTISING CONTRACT

The undersigned hereby authorizes the insertion of a _____ page ad in the HOMEARAMA 2008 Guidebook at the cost of \$_____.

Method of payment: Check Enclosed Credit Card

Accountholder Name _____

Account Number _____ Expiration Date _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Authorized Signature _____

DEADLINE FOR PAYMENT IN FULL AND AD COPY IS MAY 16TH

Please return the contract and ad copy to: Joanie Haverstick, Director of Special Projects
 HBA Dayton ✦ 2003 Springboro West ✦ Dayton, OH 45439

For questions please contact Joanie Haverstick at (937)298-2900 or Jim Rentz at (937)477-5347