



MMBA FALL LAKES AREA HOME TOUR GUIDEBOOK ADVERTISING CONTRACT

Advertising in the Lakes Area Home Tour Guidebook is key! For effective, efficient marketing, you will want to use this tool to market your products and services to a public self-selected for their interest in home improvements whether it's remodeling or new construction. A total of 25,000 guidebooks will be in circulation to promote the Fall Lakes Area Home Tour September 7-9, 2018.

Business Name: _____ *Contact: _____
Please note: the contact person listed is the person who will be proofing & approving the ad.
 Email: _____ Phone: _____

2018 Advertising Sizes, Dimensions and Rates:

Prime Placement:

- Inside Front Cover (without bleed) 7.25 x 9.75 \$1,300
- Inside Back Cover (without bleed) 7.25 x 9.75 \$1,300

Ad Sizes and Pricing:

- | | |
|--|---|
| <input type="checkbox"/> Full Page (without bleed) 7.25 x 9.75 \$1,000 | <input type="checkbox"/> 1/2 Page Horizontal (7.25 x 4.8) \$650 |
| <input type="checkbox"/> 1/2 Page Vertical (3.53 x 9.75) \$650 | <input type="checkbox"/> 1/4 Page (3.53 x 4.8) \$400 |

- Attach ad information or email to mmba@brainerd.net
 For additional information contact Tracy at (218) 829-4982.

Select One:

- Ad will be camera ready.
- Ad needs to be built. Please attached all elements of the ad (photos, ad copy and content)

DEADLINES:

- Ad commitment date is Monday – July 9, 2018 at 3:00 pm.
- Ad copy is due by Thursday – July 12, 2018 at 3:00 pm.

This contract authorizes Mid-Minnesota Builders Association to publish a _____ page ad in the
 2018 MMBA Fall Lakes Area Home Tour Guidebook.

Ad Cost: _____ Authorized by: _____
 Check #: _____ Date: _____

You will receive a separate invoice for advertising. Make checks payable to MMBA. Call 218-829-4982 if you would like to pay by phone with a Visa/MasterCard Debit/Credit Card.