



PUBLICATION RATE SHEET

THE PBBA IS PROUD TO ANNOUNCE WE WILL PRODUCE THREE EXTERNAL PUBLICATIONS THIS YEAR. THE HOME GUIDE (FORMERLY THE MEMBERSHIP DIRECTORY), OUR PARADE OF HOMES™ GUIDEBOOK AND HOME & GARDEN SHOW GUIDEBOOK WILL ALL BE 84 PAGE PUBLICATIONS, WITH A CIRCULATION OF 33,000.

SINGLE PUBLICATION RATE

MEMBER DISCOUNT

NON-MEMBER RATE

FULL PAGE	\$1500.00
1/2 PAGE	\$900.00
1/4 PAGE	\$600.00
1/8 PAGE	\$350.00
OUTSIDE BACK	\$3500.00
CENTER SPREAD	\$3500.00
FRONT COVER	\$3500.00

FULL PAGE	\$2000.00
1/2 PAGE	\$1400.00
1/4 PAGE	\$1100.00
1/8 PAGE	\$850.00

PUBLICATION PACKAGE RATE

MEMBER DISCOUNT

NON-MEMBER RATE

FULL PAGE	\$3600.00
1/2 PAGE	\$2250.00
1/4 PAGE	\$1575.00
1/8 PAGE	\$900.00
OUTSIDE BACK	\$9000.00
CENTER SPREAD	\$9000.00
FRONT COVER	\$9000.00

FULL PAGE	\$5100.00
1/2 PAGE	\$3750.00
1/4 PAGE	\$3075.00
1/8 PAGE	\$2400.00

PLEASE READ THIS FINE PRINT:

PACKAGE RATES WILL BE BILLED IN FULL AT THE TIME OF COMMITMENT. MEMBERS MAY ELECT TO PAY 50% AT THE TIME OF THE FIRST INVOICE AND 50% ON OR BEFORE AUGUST 15. IF BALANCE IS NOT PAID IN FULL BEFORE THE AUGUST 15, THE MEMBER FORFEITS THEIR ADVERTISEMENT IN THE SECOND AND THIRD PUBLICATIONS. NO REFUND WILL BE GIVEN IF THE MEMBER ELECTS TO FORFEIT SECOND AND THIRD PUBLICATION ADVERTISEMENTS. COVER AND CENTER ADS ARE NOT AVAILABLE TO NON-MEMBERS. THE PARADE OF HOMES™ PEOPLE'S CHOICE WINNER GETS FIRST RIGHT AND REFUSAL FOR THE PURCHASE OF THE PARADE OF HOMES™ GUIDEBOOK COVER. 2017 MARKETING PACKAGES DO NOT INCLUDE ADVERTISEMENTS UNLESS OTHERWISE COMMITTED IN A SPECIFIC SPONSORSHIP PACKAGE.

IMPORTANT AD DEADLINES:

HOME GUIDE	JUNE 12
PARADE OF HOMES™	AUGUST 15
HOME & GARDEN SHOW	DECEMBER 15

ALL AD COPY MUST BE SUBMITTED CAMERA READY, AD DIMENSIONS PROVIDED ON FOLLOWING PAGE.

SIGN ME UP:

COMPANY NAME		CONTACT		
ADDRESS		CITY	STATE	ZIP
EMAIL		PHONE NUMBER		
AD SIZE		BUYERS GUIDE	HOME & GARDEN SHOW	
		PARADE OF HOMES™	ALL THREE, PLEASE!	



PUBLICATION AD INFO

THE PBBA IS PROUD TO ANNOUNCE WE WILL PRODUCE THREE EXTERNAL PUBLICATIONS THIS YEAR. THE HOME GUIDE (FORMERLY THE MEMBERSHIP DIRECTORY), OUR PARADE OF HOMES™ GUIDEBOOK AND HOME & GARDEN SHOW GUIDEBOOK WILL ALL BE 84 PAGE PUBLICATIONS, WITH A CIRCULATION OF 33,000.

AD SIZE SPECIFICATIONS

SPACE UNIT	BLEED SIZE	TRIM SIZE	LIVE AREA
FULL PAGE	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
1/2 PAGE HORIZONTAL			7.875" x 5"
1/2 PAGE VERTICAL			3.75" x 10.375"
1/4 PAGE			3.75" x 5"
1/8 PAGE			3.75" x 2.3125"
OUTSIDE BACK	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
CENTER SPREAD	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
FRONT COVER	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"

MATERIALS GUIDELINES:

MATERIALS MUST BE PROVIDED DIGITALLY AS PDF FILES SAVED AS PRESS READY OR PDF/X-1a FORMAT. ENSURE THAT ALL IMAGES ARE A MINIMUM OF 240 ppi AT 100% OF FINAL PLACEMENT SIZE. CONVERT ALL SPOT/SPECIAL COLORS TO FOUR-COLOR PROCESS. PUBLISHER RESERVES THE RIGHT TO RETURN FOR REVISION ANY MATERIALS THAT DO NOT MEET REQUIREMENTS.

