



About

This full-color, glossy magazine will feature the homes in this year's Tour of Homes® and will be distributed to TBBA members and the public visiting the homesites. Don't miss this opportunity to showcase your products and services in this first-class publication. 50,000 copies (10,000 in Tour homes & 40,000 in rack locations) will be printed and thousands more will see the magazine and your ad on floridabuild.com.

Dates

Tour of Homes™: November 1-16, 2008
Ad Materials Deadline: September 22, 2008
Ad Space Deadline: September 15, 2008
Payment Deadline: September 22, 2008

Rates

Ad Size

Full Page

(full bleed: 8.625 x 11.125 in., trim: 8.375 x 10.875 in., live: 7.375 x 9.875 in.)

Half page

(horizontal: 7.375 x 4.875 in.)

Quarter page

(vertical: 3.625 x 9.875 in.)

Page 3

(full bleed: 8.625 x 11.125 in., trim: 8.375 x 10.875 in., live: 7.375 x 9.875 in.)

Inside back/front cover

(full bleed: 8.625 x 11.125 in., trim: 8.375 x 10.875 in., live: 7.375 x 9.875 in.)

Back cover

(full bleed: 8.625 x 11.125 in., trim: 8.375 x 10.875 in., live: 7.375 x 9.875 in.)

2-page spread

(full bleed: 17 x 11.125 in., trim: 16.75 x 10.875 in., live: 7.375 x 9.875 in.)

4-page gatefold

	Open	Best
<input type="checkbox"/> Full Page	\$5,450	\$4,950
<input type="checkbox"/> Half page	\$3,650	\$3,250
<input type="checkbox"/> Quarter page	\$2,550	\$2,150
<input type="checkbox"/> Page 3	\$6,450	\$5,750
<input type="checkbox"/> Inside back/front cover	\$6,450	\$5,750
<input type="checkbox"/> Back cover	SOLD	SOLD
<input type="checkbox"/> 2-page spread	\$7,900	\$7,500
<input type="checkbox"/> 4-page gatefold	\$10,400	\$9,900

BEST RATE: HBA Membership Discount -5%

Please indicate the space you are reserving, and let us know if you need design help. Fax this form to BuilderFusion at 801-226-0475 or via mail: 424 W. 800 N., Ste. 202, Orem, UT 84057.

Contact

John Stemmons • jstemmons@builderfusion.com • (866) 379-9857

Please e-mail your completed ads to ads@builderfusion.com, or if they are large files (30mb+) please upload them to our FTP site at ftp.builderfusion.com.

Contract

I would like to reserve ad space for the 2008 Fall Tour of Homes® magazine as indicated above.

(Check box above indicating ad space you would like to reserve. NOTE: Prime locations are available on a "first-come, first serve" basis.)

Company: _____ Contact Name: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

Advertiser understands that rates listed above are for camera-ready ads only and all rates are net. Upon submitting this signed ad space reservation, the contract is binding and advertiser is responsible for the full amount of the ad space.

Signature: _____ Date: _____

Research

The following Tour of Homes™ information is from an independent research study conducted by Dan Jones & Associates in March 2007:

Magazine Shelf Life

62% of Tour of Homes™ attendees kept the magazine for more than 1 month, and 34% kept their magazine for more than 6 months.

Magazine Use

92% of Tour attendees described the magazine as either very helpful or somewhat helpful.

Reach

55% of Tour attendees plan on building or remodeling some time in the next 2 years.

Perfect Target

78% of tour attendees are aged 25-54 and 68% have an annual income of more than \$75,000.