

Parade of Homes

April 17 – May 2, 2010



Reach your target market with this exclusive opportunity.

Reach local homeowners who are actively shopping for new homes or who are improving their existing homes.

Advertising in the *Parade of Homes Guidebook* - and on the official website, www.ParadeOfHomesOrlando.com - is the most effective way to target these consumers.

Typical Parade of Homes attendees are:

- Homeowners
- Females, 30-55 years of age
- Earning a high household income - over \$100,000
- Planning to build or remodel an existing home
- Very interested in home furnishings, decor, landscaping, appliances, home automation, lighting and all home products.

Why advertise?

- **NEW** - Lower ad rates!
- **EXTENSIVE DISTRIBUTION** – 150,000 copies of the printed *Parade of Homes Guidebook* will be available FREE at all Parade homes, in local Publix Super Markets and inserted into the *Orlando Sentinel*.
- **MAXIMUM EXPOSURE** – The *Parade of Homes Guidebook* will be online as a digital magazine in an exact replica of the print edition.
- **NEW FORMAT** – Magazine-style book with full-color newsprint pages and limited glossy pages.
- **INDUSTRY EXPOSURE** - through hundreds of real estate offices, Chambers of Commerce, Boards of Realtors.

Extensive Promotional Campaign

The *Guidebook* and its distribution locations will be touted via an advertising campaign including radio, billboards, newspaper and internet advertisements.

PLUS: THE ENTIRE GUIDEBOOK WILL BE ONLINE ALL YEAR LONG—WITH HOT LINKS DIRECTLY TO YOUR WEBSITE!



Go to: www.ParadeOfHomesOrlando.com to see the 2009 'online' Guidebook.

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Reach more than 300,000 people who are looking to purchase, remodel or improve their homes.

NEW—LOWER AD RATES!

AD SPECIFICATIONS

Glossy Ads

Full page ad	\$3,500
Full page ad, inside front, inside back covers	\$3,990
Full page ad, Back Cover	\$4,275

Newsprint Ads

Two-page spread	\$5,395
Full page ad	\$2,850
Half page ad	\$1,725
Quarter page ad	\$1,050

* Premium positions add 20%

* All rates are net

Size

Two-Page Spread

Size	Height	Width
Trim	16.25	10.75
Bleed	16.5	11.00
Live area	15.75	10.25

Full Page

Trim	8.125	10.75
Bleed	8.375	11.00
Live area	7.5	10.25

Half Vertical Quarter page

3.3125	9.562
3.3125	4.687

Electronic File Specifications

The Parade of Homes Guidebooks are published electronically. Supply press-optimized PDF files saved at 300 dpi and as CMYK, with all fonts embedded. Documents must be created 100% to size. Compressed files are not recommended.

Also accepted are high-res InDesign, PhotoShop or Illustrator files with all supporting electronic files and typefaces (both screen and computer fonts); text converted to outlines.

Supply scans to desired size no less than 300 dpi and CMYK. (RGB and Indexed Color are not supported.) Files saved in EPS or TIFF format; line art supplied at minimum of 800 dpi.

2-page spread		Full page	1/2 vert.	1/4 sq.
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AD SPACE DEADLINE:
MATERIALS DEADLINE:

February 22, 2010
March 8, 2010

Call to reserve your space today.

Mimi Briegel, 407-928-6865, mimib@florida-homebuyer.com
Theresa Swanson, 407-448-8414, thesas@florida-homebuyer.com