



# 2021 Parade of Homes Tour Guide Advertising Application

Payment and Ad Deadline July 30, 2021

**1,200 Copies of the 2021 Parade Tour Guide will be distributed.  
An electronic copy will also be available on [www.hbagta.com](http://www.hbagta.com)**

|   | Type/Location   | Size   | Cost             |
|---|---|--|------------------|
|   | <b><i>PREMIUM OPPORTUNITY!</i></b><br><b>Center Insert Full Color – 4 Sided</b> | H: 6" x W: 4"  | \$2,000.00       |
| James Hardie  | <b>Outside Back Cover</b>   | H: 11" x W: 8 1/2"   | Platinum Sponsor |
|   | <b>Inside Back Cover</b>  | H: 11" x W: 8 1/2"   | \$1,400.00       |
|   | <b>Inside Front Cover</b>   | H: 11" x W: 8 1/2"   | \$1,400.00       |
|   | <b>Inside Full-Page Full Color</b>  | H: 10" x W: 7 1/2"   | \$1,150.00       |
|   | <b>Insert Full Color – 2 Sided</b>  | 4" x 6"  | \$1,000.00       |
|   | <b>1/2 Page Full Color</b>  | <b>Horizontal:</b> H: 4 3/4" x W: 7 1/2" or<br><b>Vertical:</b> H: 10" x W: 3 1/2" | \$650.00         |
|   | <b>1/4 Page Full Color</b>  | H: 4 3/4" x W: 3 1/2"  | \$425.00         |
|   | <b>Business Card Full Color</b>   | H: 2 1/4" x W: 3 1/2"  | \$350.00         |
| *   | <b>Builder Full-Page Full Color</b>   | H: 10" x W: 7 1/2"   | \$500.00         |
| <i>*Available only to Parade of Homes participating Builders; limit one (1) per Parade Home</i> |   |  |                  |

Advertisements must be received by E-mail in a ".PDF", or ".JPEG" format, with a minimum resolution of 300 dpi, at the Home Builders Association Office **no later than July 30, 2021 with payment in full.**

**Only paid advertisements will appear in the 2021 Parade of Homes Tour Guide**

Member Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Method of Payment      Check Number: \_\_\_\_\_      Amount: \_\_\_\_\_

VISA/MC/AMEX: \_\_\_\_\_

Expiration Date: \_\_\_\_\_      V-Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Home Builders Association of the Grand Traverse Area, Inc. Advertising Policy:** Advertising in the Home Builders Association of the Grand Traverse Area, Inc. Publications is a privilege for the membership only. (Privileges do not extend to individual members of member Association.) All advertising will be sold on a first come, first paid basis. Payment must be made in full without provision for refund or adjustment. An official Home Builders Association of the Grand Traverse Area, Inc. Advertising Application form must be utilized. Faxed applications with a credit card payment may be utilized.

\*Advertising placed in advertising media shall indicate the name and actual address of the licensee as shown on the license. A licensee placing advertising in or through any advertising media shall furnish to such media the license number issued to him as evidence of being licensed under the act (R338.1532). The Home Builders Association of the Grand Traverse Area, Inc. shall require this license number be included in listings and advertising placed in its publications.

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***Committed to a Higher Standard***