



Be more than a listing! Make the most of your Home Show exhibit and attract visitors to your booth by advertising in the ShowGuide. This full color, 24-page magazine will be distributed to approximately 40,000 visitors.

2010 SHOW GUIDE ADVERTISING INFORMATION:

| | Member Discounted Price* | Non-Member Associate Price |
|---|-----------------------------|-------------------------------|
| Ad Sizes*: 1/4 page ad, 5" wide x 3.75" tall..... | \$450 | \$850 |
| 1/2 page ad, 5" wide x 7.75" tall (vertical format only)..... | \$840 | \$1,240 |
| Full page ad, 7.75" wide x 10.25" tall (horizontal format)..... | \$1,630 | \$2,030 |
| Back Cover 7.75" wide x 10.25" tall (horizontal format)..... | \$2,025 | \$2,425 |

*You must have a booth in the show to advertise in the Showguide.

Space and Creative Deadline: February 1, 2010

Electronic Files: Advertisements are preferred as electronic files; Macintosh based QuarkXpress 4.0 and newer, EPS files or high-resolution PDF files. Files are accepted on floppy disk, 100 MB Zip disks, or on CD. Include all fonts, hi-res images and placed graphics. Include disk directory and laser proof.

Graphic Design Services: Professional Design services are available for ads that need to be refined or for newly produced ads. These services will be billed @ \$85.00/hour payable to Maclay and Shoemaker Graphics.

1. Adjust/reformat submitted ads for publication compatibility; for example: adjust size, refine logo for magazine quality reproduction. (Estimated \$85.00 per revision)
2. Create a new ad (text, photos and logo provided by entrant), approximately 2 to 3 hours (\$170 to \$255). Costs include an e-mail proof. Contact Matt Engle for inquiries:

Matt Engle (717-672-0700)
Maclay & Shoemaker Graphics
319 East Fulton Street, Suite 200
Lancaster, PA 17602
Laura Frey, Special Events Coordinator
HBA Office (717-232-5595)
2416 Park Drive, Harrisburg, PA 17110
Laura.Frey@harrisburgbuilders.com

Ad Submission:

Ad Deadline:

Friday, February 1, 2010 (Ads can be sent prior to the deadline date)

A deposit of 1/2 must accompany order. You will be invoiced for the remaining total. **Final payment must be received no later than February 1, 2010.** Deposits are non refundable.

Name of Company _____ Ad Size: _____

Address _____ City _____ State _____ Zip Code _____

Contact Person _____ Phone # _____ Email: _____

Signature _____ Date _____

Payment VISA MASTERCARD **Check #:** _____ **Make checks payable to PA Home Show**

CC #: _____ **CRV #:** _____

Exp. Date: _____ / _____ **Billing Zip Code:** _____

Billing Address/City/State: _____

Name on Credit Card: _____

Signature: _____

To reserve ad space or if you have questions contact Laura at (717) 232-5595.

Home Builders Association of Metropolitan Harrisburg
2416 Park Drive, Harrisburg PA 17110
(717) 232-5595 ♦ Fax (717) 232-5605