

Madison Area Builders Association
Parade of Homes™
June 13-28

SECURE YOUR SPOT!

*2010 Madison Area Builders Association
Annual Parade of Homes™ Plan Book*



*This is your opportunity
to showcase your products and services
to thousands of area consumers.*

The *Plan Book*, distributed to everyone who attends the Parade of Homes™, is full of information about the Parade homes and those who participated in building them. Parade attendees not only use the Book as they tour the Parade homes, but also as a resource for future home building and remodeling needs.

Secure your ad space today! It's as easy as flipping the page over.

*Questions? Contact Kelly at
Slack Attack Communications for more information
608-222-7630 • email: kelly@slackattack.com*

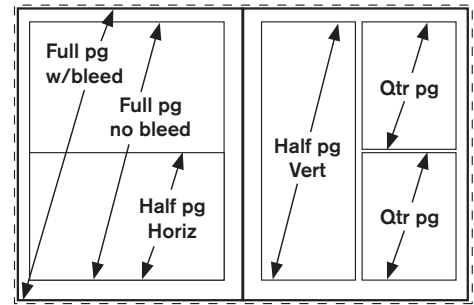
SlackAttack
COMMUNICATIONS

Publisher of the Parade of Homes™ Plan Book on behalf of MABA

2010 PARADE OF HOMES™ PLAN BOOK

Mechanical Requirements:

- 32 All artwork must include a bleed distance of 1/8" on all sides, additional to ad size.
- 33 Please do not design a keyline enclosing ad artwork.
- 34 **Full Page (with bleed):** 8 3/8" wide x 10 7/8" high (trim size)
- 35 **Full Page (no bleed):** 7 1/4" wide x 9 5/8" high
- 36 **Half Page (Horiz.):** 7 1/4" wide x 4 3/4" high
- 37 **Half Page (Vert.):** 3 1/2" wide x 9 5/8" high
- 38 **Quarter Page:** 3 1/2" wide x 4 3/4" high



Acceptable advertising material for digital ads:

- 39 All ads are preferred as electronic files, on CD or Emailed, and must include a printed positive proof.
- 40 Email files to parade@slackattack.com if file is under 10 MB. If file size exceeds 10MB, please supply on disk. (Disk will not be returned.)
- 41 Preferred file format is Adobe® Acrobat (.pdf). Other acceptable file formats are Adobe® Photoshop (.psd), or Adobe® InDesign (.indd)
- 42 or QuarkXPress (.qxd), (*InDesign is preferred*). Other acceptable file formats are: .tif, .eps, or .jpg. All files must be print resolution,
- 43 300 dpi at full size. Acceptable layout files are Illustrator, InDesign, and QuarkXPress. All fonts and support (links) for unflattened
- 44 layout artwork must be provided with layout file. **Be sure to supply a laser or ink jet printed, color proof of your ad for quality**
- 45 **assurance by publisher.**
- 46 **Notes:** A file provided in a format not listed above (such as Microsoft Word or Publisher) will be charged a minimum translation fee of \$25.
- 47 Typically, these file types are NOT high resolution or press quality and artwork integrity cannot be guaranteed. All advertising rates are
- 48 quoted for high resolution (300 dpi) digital art, in the acceptable file types listed above. For questions relating to production/costs/
- 49 mechanical requirements, please call Slack Attack Communications at (608) 222-7630.

Ad Creation/Changes Guidelines:

50 Ad changes or ad creation are produced by Slack Attack Communications. All pricing is estimated. All costs for ad production will be
51 billed directly to the advertiser.

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53 **If you selected the option to have a new ad created or a pick-up ad changed, on the front page of this contract (line 24),**
54 **Slack Attack Communications will contact you with an estimate for your ad project.**

New ad creation rates:

- 56 Full Page \$325 - 1,000
- 57 Half Page (H&V) \$250 - 600
- 58 Quarter Page \$150 - 250

Ad change/correction charge:

Changes to telephone numbers, Email addresses, or
addresses carry a minimum \$40 charge. Please supply original
layout files, with support, for these changes. See above.

General Conditions and Deadlines:

59 MABA reserves the right to approve all ads and content. The use of trademarked phrases such as "Parade", "Parade of Homes",
60 "Green Built", or any company name used in all ads submitted for this publication MUST be specifically stated as follows:
61 "Parade of Homes™"; "Green Built Home™"; Company names must be spelled out in accordance with how the company is currently
62 registered as a MABA Member.

Space Reservation Deadline:

63 ALL ADS DUE: **March 31, 2010.** Ad contracts may be faxed or mailed but must be at Slack Attack Communication's office
64 by deadlines stated. If you need to have an ad prepared, **March 31, 2010** is the latest deadline to submit all elements to be
65 included in your ad (logos, photos, copy, etc.). No cancellations accepted after this date. Commissions: No agency or cash discounts.

Cancellations:

66 No cancellations after **March 31, 2010.** Cancellations prior to this deadline must be delivered to Slack Attack Communications in writing.

Send digital ad files or direct any questions about your ad placement to:

☎ **Slack Attack Communications**
c/o Parade of Homes Ad Materials
5113 Monona Drive
Madison, WI 53716
Phone (608) 222-7630 or Email: parade@slackattack.com