



2012 BUILDERS HOME & GARDEN SHOW DIRECTORY ADVERTISING CONTRACT

Advertising in the show directory is a great opportunity to showcase your company.

Don't get lost in the crowd of exhibitors! Make sure consumers know you're there.

An exit survey indicated that 71% of attendees used the directory at the show.

You won't find a more cost-effective way to reach thousands of consumers!

It's the only on-site show guide available to attendees.

Our audience is your prime target!

**Contact Renee Mincher today to reserve your directory advertising space
at (314) 994-7700 x118 or MincherR@hbastl.com
or complete this contract and fax to (314) 991-5731.**

Review your options below and complete the reverse side of this page. Based on printer requirements, ad sizes may change.

COLOR ADVERTISEMENTS



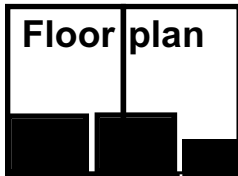
Back Cover	7.5" x 10"	\$1,800
Inside Front Cover	7.5" x 10"	1,100
Inside Back Cover	7.5" x 10"	1,050
Full Page 4-color	7.5" x 10"	900

(Bleed Size, no extra charge, 8 3/4" x 11 1/4", trims to 8 1/2" x 11")

BLACK & WHITE ADVERTISEMENTS



Full Page	7.5" x 10"	830
2nd Full Page with Discount	7.5" x 10"	680
Half Page (Horizontal Only)	7.5" x 5"	560

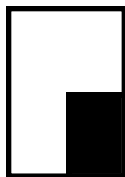


CENTERFOLD ADS (with floor plan)

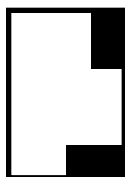
5" x 4" Horizontal	5" x 4"	715
Combined Horizontal	10" x 4"	1,000
Business Card Size (Horizontal)	3 1/2" x 2"	560



Third Page (Vertical)	2 1/3" x 10"	470
Third Page (Square)	5" x 5"	470
Third Page (Horizontal)	7 1/2" x 3 1/3"	470



Quarter Page (Vertical only)	3 1/2" x 5"	420
------------------------------	-------------	-----



Business Card Size (Vertical)	2" x 3 1/2"	235
Business Card Size (Horizontal)	3 1/2" x 2"	235

SEE REVERSE SIDE FOR CONTRACT & INFORMATION.

QUESTIONS? CONTACT RENEE MINCHER AT 314-994-7700 x118 or email MincherR@hbastl.com.

DIRECTORY ADVERTISING CONTRACT

2012 Builders Home & Garden Show

Please review and complete the information below. This contract is non-cancellable and not subject to advertising agency commission. **Payment & contract MUST be received by January 2, 2012.**

The Home Builders Association of St. Louis, hereinafter called the Publisher, is authorized to publish the Home Show Directory in accordance with the following terms:

- The advertiser will furnish a completed ad in the form of disk copy, film or black & white camera-ready copy to the Publisher, unless otherwise noted, **on or before January 2, 2012**. Hard copy must accompany all disks. Questions about other acceptable forms: MincherR@hbastl.com
- Camera ready copy is copy that is ready for photography. This does not include old newspaper ads, ads from old color or black & white brochures. **Any ads that are submitted that are not in this form and must be recreated by the Publisher will have a \$50 - \$100 surcharge.**
- Ads will not be returned unless other arrangements are made.
- No refunds will be made for any form of advertising cancelled less than 60 days prior to the start of the show.
- PROOFS: No ad proof will be sent to the advertiser when camera-ready copy is submitted for publication. Proofs will be sent to the advertiser for ads created by the Publisher and/or the publisher's printer. The advertiser will pay the costs of any major changes or additions to the ad on the ad proof and return the corrected proof to the Publisher within 2 days after receipt. The advertiser may call the Publisher to authorize the proof, but must also return the proof to the Publisher. No proof will be furnished after the directory has been submitted to the printer.

Advertiser's Signature

Publisher's Signature

Company

Home Builders Association

Address

Ad Size - Circle One	
Business Card Ad	\$ 235
1/4 Page	420
1/3 Page Horizontal/Vertical/Square	470
Centerfold Ads (with floor plan)	
Business Card Size	400
5" x 4" Horizontal	715
Combined Horizontal	1,000
Half Page	560
Full Page	830
2nd Full Page	680
Full Page - Color	900
Inside Back Cover - Color	1,050
Inside Front Cover - Color	1,100
Back Cover - Color	1,800
Ad Cost	\$ _____
Surcharge	\$ _____
Total Cost	\$ _____

Ad Placement Preference: The Publisher will try to accommodate your request. However, if your request cannot be fulfilled, the Publisher will place your ad closest to your preference (a specific product/service category).

Preference: _____

PAYMENT & CONTRACT MUST BE RECEIVED BY January 2, 2012.

Checks payable & mail to: HBA: 10104 Old Olive Street Rd., St. Louis, MO 63141
Questions? Contact Renee Mincher at MincherR@hbastl.com or at 314-994-7700 x118.