



P 2021 “A Tradition of Building Excellence for Over 60 Years”

PARADE OF HOMES®

Show Dates: April 24 - May 9

REGULAR PARADE OF HOMES® MAGAZINE RATES

Full Page	\$2,300	7.5"(w) x 10"(h)
Half Page	\$1,620	7.5"(w) x 5"(h)
Third Page	\$1,150	5"(w) x 5"(h)
Sixth Page	\$750	2.375"(w) x 5"(h)

Includes Online Magazine

Full magazine with flip page technology available to be viewed online for a full year - **12 MONTHS OF ADVERTISING!** Plus minimum of **139,000** print copies with two Sunday runs in the Idaho Press Tribune!!

PACKAGE DISCOUNTED RATES

Discounted Rates for Parade of Homes® & Fall Parade of Homes® Combined Advertising

If you commit now to advertise in both the Fall and Spring Parade magazines you receive the discounted rate on both ads. (The Fall Parade is in October with minimum of 136,000 print copies). Any size Fall Parade ad qualifies you for any size Parade of Homes® ad discounted rate. Make your reservations today! - Fall Parade ads will be due the beginning of August 2021.

Discounted Parade of Homes® Rates

Full Page	\$2,040	7.5"(w) x 10"(h)
Half Page	\$1,400	7.5"(w) x 5"(h)
Third Page	\$1,000	5"(w) x 5"(h)
Sixth Page	\$600	2.375"(w) x 5"(h)

Discounted Fall Parade Rates

Full Page	\$1,840	7.5"(w) x 10"(h)
Half Page	\$1,200	7.5"(w) x 5"(h)
Third Page	\$800	5"(w) x 5"(h)
Sixth Page	\$400	2.375"(w) x 5"(h)

IMPORTANT INFORMATION:

1. Space Reservations:

- Ad space reservations are due by **JANUARY 28, 2021**.
- **AD COPY IS DUE BY FEBRUARY 11, 2021.**
- To make space reservations, contact Autumn Blume at the BCASWI - (208)-377-3550 ext. 101.
- Ads are sold on a first-come, first-served basis. Space is limited. No guarantees on page requests.
- Non-members pay a \$795 non-member fee.

2. Submitting an Ad: Please follow these specifications:

- The ads **cannot** be of a specific house or address.
- Please e-mail ads to ablume@bcaswi.org.
- 300 DPI at full size (100%)
- Software Acceptable Formats: hi-resolution PDF files are accepted.
- Must be in CMYK 4 color process.

3. Magazine Ad Design Services: Ad composition services are available until **Feb. 11, 2021** at \$75. Please contact Debbie Regalado at Idaho Press Tribune for more information (208)-465-8192 or dregalado@idahopress.com.

4. Magazine Payment Only:

If you have an account with Idaho Press Tribune you will be billed directly.

- If you do not have an account with Idaho Press Tribune you must establish an account or **pre-payment must be received by Feb. 11, 2021**. If the above is not taken care of by the deadline your ad will be canceled. Contact Debbie Regalado, Idaho Press Tribune at (208)-465-8192.

• **MAKE CHECKS PAYABLE TO:** Idaho Press Tribune

• **MAIL CHECKS TO:** BCA, 6206 N. Discovery Way, Ste. A Boise ID 83713 - Attention: Autumn Blume

Please Contact Autumn Blume at the BCASWI for more information - (208)-377-3550 ext. 101.

PARADE OF HOMES® AND FALL PARADE AD CONFIRMATION FORM

This Parade of Homes® and Fall Parade of Homes ad contract is made and entered into this ___ day of _____, by and between The Building Contractors Association of Southwestern Idaho, Inc. (hereinafter, the “BCA”) and the undersigned advertiser (hereinafter, the “Advertiser”).

WHEREAS, The BCA conducts its annual Parade of Homes® and Fall Parade of Homes and the Advertiser desires to purchase ad space; **NOW THEREFORE**, the parties agree as follows:

- 1. Ad Space:** Ads are sold on a first come first served basis. No guarantees on space or page requests.
- 2. Package Rates:** The Advertiser shall receive the discounted price on a Parade of Homes ad only if he/she agrees to purchase a Fall Parade of Homes ad at the same time. These ads must be reserved on or before **January 28, 2021**.
- 3. Spring Ad:** The Advertiser desires to purchase a Spring Parade of Homes ad. Yes ___ No ___
The Advertiser desires to purchase a Spring Parade of Homes ad size of _____.
- 4. Fall Ad:** The Advertiser desires to purchase a Fall Parade ad. Yes ___ No ___
The Advertiser desires to purchase a Fall Parade ad size of _____.
- 5. Prices:** The Advertiser shall receive their Spring Parade ad at the price of _____.
(include non-member fee if applicable)
The Advertiser shall receive their Fall Parade ad at the price of _____.
(include non-member fee if applicable)
- 6. Billing:** The Advertiser must establish an account with the **Idaho Press Tribune** if one is not previously established. The Advertiser must make magazine ad pre-payment by **Feb. 11, 2021** if no account is set up with the **Idaho Press Tribune** or ad will be subject to cancellation.
- 7. Ad Drop:** The Advertiser does obtain the right to drop any purchase of ads. The BCA must receive written notice of withdrawal for Parade of Homes ads on or before **Feb. 11, 2021** and for Fall Parade ads on or before **July 15, 2021**.
- 8. Fees:** The Advertiser will be billed for the difference of the discounted prices on their Spring Parade ads if the Advertiser drops their purchase of the Fall Parade ad. The Advertiser will be subject to full prices if they choose to re-purchase an ad after canceling.
- 9. Deadlines:** Ad copy is due by **February 11, 2021**. Failure to meet this deadline could result in the forfeiture of the ad space.
- 10. All ads are nontransferable.** _____ (initial)

The Advertiser hereby agrees to have read, understand, completed, and abide by the above contract.

Advertisers Company Name

Advertisers **PRINTED** Name & Title

Phone Number

Advertisers **SIGNED** Name & Title