



**2018 Homearama at The Creeks of Nansemond**

**You must sign and return pages 1 and 2**  
 Fax to 757-420-5539 or  
 email to: tnobles@tbaonline.org

**Plan Book Advertising Agreement**

This is a contract between Tidewater Builders Association (TBA) and: \_\_\_\_\_  
 (Legal Business Name)

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address (required): \_\_\_\_\_

**PLAN BOOK:** Please reserve the following ad space.

<input type="checkbox"/> Cover Position	<input type="checkbox"/> Full Page
<input type="checkbox"/> 1/2 page horizontal	<input type="checkbox"/> 1/2 page vertical
<input type="checkbox"/> 1/3 page vertical	<input type="checkbox"/> 1/6 page vertical
<input type="checkbox"/> 1/3 page square	<input type="checkbox"/> 1/6 page horizontal
<input type="checkbox"/> Special Location (specify): _____	
Special Instructions: _____ _____	
<input type="checkbox"/> <b>I am a 2018 Homearama Exhibitor</b>	

***Reservation deadline is Friday, August 17, 2018***

**5% Early Bird Discount**  
 Submit your agreement by 7/11/2018 to receive a 5% discount. 50% deposits are due by 8/20/ 2018. (excludes 1/6 page & centerfold)

**TBA members receive a 5% Discount**  
 Meet the requirements for the Early-bird discount and you can get a **total of 10% off!**

**Total Amount Due:** \_\_\_\_\_

\*Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_  
 Signature

Print Name: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Title: \_\_\_\_\_

*\*Authorizer is ultimately responsible for all advertising charges, if any legal steps are taken to retrieve this indebtedness, all costs will be advertiser's expense, including reasonable attorney's fees. You will be invoiced. If a balance remains at the beginning of the show and credit card information has been provided, the balance will be automatically charged to the credit card by TBA staff.*

Payment method: _____	Check # _____	MC _____	Visa _____	AmEx _____	Exp. Date: _____
Name on Card: _____	Account Number: _____	Billing Zip Code: _____			
Amount to be charged: _____	Signature: _____	Security Code: _____			

# General Terms

The Publisher reserves the right to edit and/or refuse any advertisement it may consider unsuitable for any reason. All advertisements are accepted upon representation that advertiser is authorized to publish the entire contents and subject matter offered. Advertiser agrees to indemnify and hold harmless Publisher against loss, damage, cost and expense which Publisher may incur, or become liable for, by reason of any and all claims or actions for libel, violation of any right of privacy, plagiarism, copyright infringement, and any and all claims of any kind or nature in connection with advertising matter published pursuant to this Agreement.

Publisher shall have no liability whatsoever in the event of any act of God, the public enemy or government authority, labor dispute, war, civil disobedience, riot, or other occurrences beyond its control which shall in any way restrict or prevent the distribution of the 2018 Homearama Plan Book.

Publishers shall have no liability whatsoever, by reason of any errors, failure to publish advertising on desired dates, omissions or additions to advertisement; provided, however, that Publisher shall be obligated to adjust or rebate the charge on any advertisement or any portion of an advertisement which has been materially affected by any error of Publisher.

Advertisers are responsible for the full payment of advertisements once under contract, including advertising cancelled after reservation deadline. If any legal steps are taken to retrieve this indebtedness, all costs will be at advertiser's expense, including reasonable attorney's fees.

- **50% deposit is due by Monday, August 20, 2018. Early bird discounts - If your deposit is not received by August 20th, 2018 you forfeit your discount and will be responsible for the full amount. All balances are due by September 20, 2018.**

**APPLICABLE LAW; FORUM; LEGAL FEES.** This agreement will be governed by Virginia law. Jurisdiction and venue of all disputes is permitted in the Circuit Court and General District Court, Chesapeake, Virginia. Exhibitor will pay to TBA on demand all legal fees and costs incurred by TBA in any proceedings to enforce this Agreement.

Checks should be made payable to:  
Tidewater Builders Association  
2117 Smith Avenue  
Chesapeake, Virginia 23320

Contact Teresa Howell, [thowell@tbaonline.org](mailto:thowell@tbaonline.org), (757) 305-9062 for more information.

Send agreements to Tammy Nobles, [tnobles@tbaonline.org](mailto:tnobles@tbaonline.org), Fax (757) 420-5539.

**This acknowledges that I have read and understand the above mentioned general terms.**

\_\_\_\_\_  
Authorizing Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\_\_\_\_\_  
Print Name

05/24/2018

# 2018 Homearama Single-Site Printed Plan Book Rates

## Ad Prices

Full Color	
Full page	\$1,450
1/2 page	\$1,000
1/3 page	\$800
1/6 page	\$650
First page	\$2,600
Inside front cover	\$2,800
Inside back cover	\$2,600
Back cover	\$2,900
Center fold double	\$2,900

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## Ad Specifications

- **Trim size:** The magazine trims to 8 3/8 inches wide by 10 7/8 inches high.
- **Image area:** For all live materials, the image area is 7 1/2 inches wide by 10 inches high. Keep all text 1/4 inch from trim on all sides of bleed ads! Allow additional 1/4 inch of image on sides that bleed beyond trim. The ad provided must conform to space purchased or publisher reserved the right to adjust size.
- **Magazine specs:** The magazine is printed on a web press, using process (CMYK) inks and coated paper. It is saddle-stitched.
- **Color matches:** Exact color matches cannot be guaranteed with process inks.
- **Comps:** Must accompany digital media. See comp instructions below.
- **Printing:** Web, offset, screen-built process inks, coated text/cover.
- **Art accepted:** Digital preferred (see formats left)
- **Ad design fee:** \$150  
Additional charges apply to excessive advertiser-requested proofs or complicated ad design.
- **Add \$100 for guaranteed position** (i.e.: proximity to specific editorial, right hand read)

## Ad Image Area Dimensions

Standard units (width x depth in inches)

Full page:	7 1/2 x 10
1/2 page horizontal:	7 1/2 x 4 7/8
1/2 page vertical:	3 5/8 x 10"
1/3 page vertical:	2 1/4 x 10
1/3 page square:	4 7/8 x 4 7/8
1/6 page horizontal:	4 7/8 x 2 1/4
1/6 page vertical:	2 1/4 x 4 7/8
Center fold	Contact TBA

## Acceptable Digital Formats

- **Platforms:** Macintosh or PC
- **Removable-media:** CD, flash drive
- **File Formats:** Press optimized PDF, InDesign file, EPS
- **On the disk:** In addition to the print file, include separate folders for: Links, FPO's, fonts and a publication report.
- **Preferred art file types:** (print optimized) pdf or eps. (No bmps, wmf or gifs). The printer will output directly from images supplied in the "Links" folders, Include all fonts in one folder.
- **INCLUDE ALL LINKED FILES & FONTS ON DISK, ALONG WITH A HARD COPY OF AD.**
- **Comps, ads:** CMYK process inks will be used.
- **When creating solid black areas:** 1/4" x 1/4" or larger, please make these areas "rich black." The color formula for "rich black" is 100 Black, 40 Cyan, 20 Magenta, and 30 Yellow.
- **All type should be 100% black.**

**Reservation deadline is Friday, Aug. 17th, 2018. Component deadline for ads to be designed is Thursday, Aug. 9th, 2018. Camera ready deadline is Tuesday, Aug. 21st, 2018.**

(05/24/18)