

# 2018 Parade of Homes Guidebook Advertising Agreement



RIO GRANDE VALLEY BUILDERS ASSOCIATION, INC.

419 C Nolana • McAllen, TX 78504  
Office: (956) 686-2932 • Fax: (956)668-9705  
rgvbam@sbcglobal.net • www.rgvba.org

Parade of Homes Dates: **April 28-29 & May 5-6**

## Company Information

Name of Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Name : \_\_\_\_\_ Phone \_\_\_\_\_  
 Email: \_\_\_\_\_ Cell \_\_\_\_\_  
 Website: \_\_\_\_\_ Fax: \_\_\_\_\_

## Conditions

The undersigned hereby authorizes and directs the Rio Grande Valley Builders Association (Hereinafter, RGVBA, Inc) to publish advertising in the 2017 RGVBA Parade of Homes Guidebook according to the terms and conditions set forth in this agreement including the conditions of the reverse side of this agreement.

### Requirements

All parties advertising in the Parade of Homes Guidebook must be members in good standing of the RGVBA or in the process of attaining membership.

### Check One

- The advertiser is a member in good standing with RGVBA, Inc.
- The advertiser has attached a new membership application and a check for \$502.00
- Non-member advertiser (add \$250 to ad rate)

## Terms & Conditions

Advertiser hereby authorizes the Rio Grande Valley Builders Association (RGVBA) to publish advertising in its Parade of Homes Guidebook and agrees to abide by the terms and conditions set forth in this agreement including the conditions on the reverse side of this agreement.

## Display Ad Sizes and Rates\*

### ADVERTISEMENT SIZE

- 1/4 Page.....\$ 505
- 1/2 Page.....\$ 760
- Full Page .....\$1315
- 2 Full Pages (Centerfold).....\$2415
- Inside Cover .....\$1445
- Back Cover.....\$1605

**\*Parade of Homes builders receive a discount on display ads.  
Non-member advertiser (add \$250 to ad rate)**

**NOTE: Artwork fee is not included with placement fee.  
Rates are based on print-ready art.**

## Ad Fee (all fees are net)

Ad Size _____	\$ _____
Guaranteed Placement.....	\$ _____
Less POH Builder Discount .....	\$ - _____
Participation Fee.....	\$ _____
<b>Subtotal .....</b>	<b>\$ _____</b>
<b>Less Deposit .....</b>	<b>\$ _____</b>
<b>Balance Due .....</b>	<b>\$ _____</b>

Print Name \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_  
 Title \_\_\_\_\_ Date \_\_\_\_\_

Make Check  
Payable to RGVBA

## Mechanical Specs

### ADVERTISEMENT SIZE WIDTH DEPTH

- Full Page (Trim Size) .....8.25" .....X..... 10.75"
- Full Page (Bleed Size) .....8.75" .....X..... 11.25"
- Full Page (Live Area).....7.25" .....X..... .9.75"
- Half Page Horizontal.....7.375" .....X..... 4.75"
- Quarter Page Vertical .....3.5" .....X..... 4.75"
- 2 Full Pages (Trim Size) .....16.75" .....X..... 10.75"
- 2 Full Pages (Bleed Size) .....17" .....X..... 11"
- 2 Full Pages ( Live Area) .....15.75" .....X..... 10.25"

## Supported File Types

We only accept the final high-res PDF file. We do NOT accept live files such as InDesign, Photoshop, and Illustrator documents, nor JPG file types. PDFs should meet PDF/X-1A standards at 300dpi. All artwork should be in CMYK; we do not accept RGB. See back for further requirements.

## Submitting Ad Files

Files can be emailed as high resolution PDF, or JPEG files to [info@acrossmediamarketing.com](mailto:info@acrossmediamarketing.com). Call (956)971-9700 to ask for dropbox link for large files.

**Parade of Homes ad artwork due by Thursday, March 21, 2018.**

Half Page  
Horizontal  
7.375" X 4.75"

Qtr Page  
3.5"  
X  
4.75"

Full Page

- 8.25" X 10.75" (Trim)
- 8.75" X 11.25" (Bleed)
- 7.25" X 9.75" (Live)

**Please email back to [rgvbam@sbcglobal.net](mailto:rgvbam@sbcglobal.net) or fax to (956) 668-9705**

# RIO GRANDE VALLEY BUILDERS ASSOCIATION 2018 AD TERMS & CONDITIONS

## POLICIES

**ARTWORK** - Advertising rates are for print-ready digital artwork (see artwork requirements below) submitted by advertiser with order. Artwork, typesetting, photography, and additional graphic services are available for an additional fee. Artwork created by New Homes Guide (NHG), contractor for art and printing of Parade Guidebook, remains the property of same. Digital copies of artwork (same size or re-sized) are available from the New Homes Guide at minor additional cost.

**DEADLINES** - Advertiser agrees to abide by the dates and deadlines outlined in the Timelines for the 2018 Parade of Homes.

**CANCELLATION/CHANGES** - No cancellations or changes to artwork accepted after the published deadlines. Preferred positions (double-truck, back cover, and inside covers) may not be cancelled after March 9, 2017.

**TERMS** - Payment for ads is due with ad contract. Advertising rates, published on the front of this agreement, are net prices and non-commissionable. RGVBA Parade of Homes Builders are eligible for a 10% discount on display ad rates and will not be billed for premium position of their ad (across from their Parade Entry page). RGVBA reserves the right to amend and/or change the terms of the rate card. All charges will be billed payable as per advertising contract. A service charge of 1.5% per month will be charged on past due balances. Advertiser is liable for collections fees including attorney and/or court costs if required to collect on account. RGVBA reserves the right to reject any offer to purchase advertising space in its Guidebook.

**ERRORS AND OMISSIONS** - RGVBA does not guarantee the accuracy of any advertising copy provided to RGVBA or the New Homes Guide by the advertiser or any agency employed by the advertiser. RGVBA and NHG will publish such copy in the same form as it was received and expressly rejects any obligation to proofread such a copy for errors or omissions. Advertiser is solely responsible for the content and accuracy of the advertisement. RGVBA and NHG shall not be liable for the appearance, typos, or quality of copy appearing in its guidebook. This paragraph should not be construed to require RGVBA or NHG to verify the accuracy of any material or information provided to it by the advertiser, agency, or author of editorial content.

### CONTRACT REGULATIONS -

- The advertiser and the agency, jointly and individually, will indemnify and hold harmless RGVBA, NHG, its owners, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisements or editorials, including, without limitation, claims or suits for libel, violation of the right of privacy, copyright infringement, or plagiarism.

- Verbal agreements are not recognized.

- No cancellations or changes in orders will be accepted after closing dates.

# 2018 RGVBA, INC. PARADE OF HOMES

- The positioning of advertisements is at the discretion of the publisher except where specific positions incurring a premium are agreed by contract.
- NHG reserves the right to alter any printing materials received not conforming to mechanical requirements. With prior advertiser approval, such alterations will be billed at actual cost to the advertiser. NHG reserves the right to trim, reset, or to change ads to conform to standard sizes.
- All advertisements are accepted and published by RGVBA and NHG on the representation of the agency and the advertiser. RGVBA and NHG are authorized to publish the entire contents and subject matter of the advertisement.

## DIGITAL ART REQUIREMENTS

### FOR PRINT-READY AD SUBMISSIONS follow the specs below:

- FINAL HIGH-RES CMYK PDFS.
- All PDF files must meet PDF/X-1A standards at 300 dpi.
- Make sure all high-resolution images and fonts in the native application file are linked before creating the PDF.
- All fonts must be fully embedded (no subsets) in the PDF document.
- All files must be CMYK; we do not accept RGB.
- DO NOT USE SPOT COLORS.

### HOW TO SUBMIT

Due to their large size, please do NOT email ads. Request a private folder or share a link to your own private folder to:

[info@acrossmediamarketing.com](mailto:info@acrossmediamarketing.com).

**Use the subject:** RGVBA Parade of Homes - Ad

### FOR ADS DESIGNED BY ACROSS MEDIA MARKETING follow the specs below:

#### IMAGE RESOLUTION + FORMAT:

- High-res images must be a minimum of 300 DPI AT FINAL SIZE.
- Do not resample and/or stretch a file larger than its original size.
- If fonts need to be emailed, they must be compressed and submitted as either an Open Type Face (OTF) or a True Type Face (TTF).
- Images must be supplied in JPG or TIFF format in CMYK.
- Logos are preferred in AI or EPS format in CMYK.
- If an image needs to be converted to CMYK, Across Media Marketing will not be responsible for color reproduction.
- Across Media Marketing will not use spot colors when designing.

## For more information contact:

**RGVBA (956) 686-2932 or  
Across Media Marketing  
(956) 971-9700**