

# 2017 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: **May 20-21 & May 27-28**

## 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..... \$ \_\_\_\_\_  
Subtotal ..... \$ \_\_\_\_\_  
Less Deposit ..... \$ \_\_\_\_\_  
Balance Due ..... \$ \_\_\_\_\_

Make Check Payable to RGVBA

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

## 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 accept InDesign, Photoshop, and Illustrator documents, as well as PDF and JPG files. Be sure to include any linked fonts or images and embed or outline any fonts used in the ad. All artwork should be in CMYK color mode and be at least 300 dpi. We cannot accept Freehand, Corel Draw, Microsoft Publisher, or Adobe Pagemaker files.

### Submitting Ad Files

Files can be supplied on a CD or DVD (mail to Across Media Marketing, LLC., 1601 N. 8th, McAllen, Texas 78501). Or email high resolution PDF, or JPG to [info@acrossmediamarketing.com](mailto:info@acrossmediamarketing.com)

**Parade of Homes ad artwork due by Thursday, April 13, 2017.**

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

# RIO GRANDE VALLEY BUILDERS ASSOCIATION 2017 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 2017 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 15, 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.



- 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

### Equipment / Hardware

- Macintosh / Windows
- CD / DVD Rom Drive
- USB Flash Drive
- SD Micro Drive

### Mac Software

- Photoshop CS5
- Illustrator CS5
- CS5 InDesign

### Suggested formats for file acceptance: JPG or PDF

- Send files larger than 100 MB on CD or via Dropbox
- All scans should be .EPS files at 300 dpi (150 line screen)
- If working on a PC, please save your files as a .TIF or .EPS with all fonts converted to curves or outlines
- Customer needs to supply all graphic elements (fonts, text, graphics, etc.) used in final output
- CDs / USBs need to be labeled properly including contact info.
- All artwork that bleeds should allow at least 1/8" extra margin

### IMPORTANT:

A color output of the ad should be included to verify the accuracy of the files on the disks.

## SENDING ARTWORK

### Mail to:

Across Media Marketing  
Attention: RGVBA Parade Guidebook  
1601 N 8th  
McAllen, Tx 78501

### Email files to:

info@acrossmediamarketing.com  
Subject: RGVBA Parade of Homes - Ad

For more information contact:  
RGVBA (956) 686-2932 or (956) 971-9700