

# 2012 PARADE OF HOMES

Ad & Exhibitor Registration



*April 21st & 22nd and 28th & 29th*



Business Name \_\_\_\_\_  
 Type of Business \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_



Builder or Home you would like to exhibit in.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \*We will try to honor all request, however there will be no guaranteed placement.

*Please reserve the following for my business:*

**1** \_\_\_\_\_ \$200 per Display Exhibit

OR

\_\_\_\_\_ \$100 per Display Exhibit  
 with  
 \_\_\_\_\_ Ad in the Parade Issue  
 (any size)

Inside       Outside

**2** \_\_\_\_\_ \$100 per Information Exhibit

OR

\_\_\_\_\_ \$50 per Information Exhibit  
 with  
 \_\_\_\_\_ Ad in the Parade Issue  
 (any size)

Advertising Rates

Full -\$850	Inside Front Cover, Pg 3 & 5-\$950
1/2-\$450	Back Page \$1,050
1/4-\$225	

Rates apply with or without exhibit

**Promotion**

The annual Parade of Homes is promoted in a variety of ways;

- approximately 20,000 copies of the Parade Issue of Builders Home & Design are distributed through the Sun Journal, participating businesses and homes on the Parade
- the entire Parade issue is online for a full year and is accessible through newbernbuilders.com, newbernsj.com and newbernchamber.com
- promotional ads are run in the New Bern Sun Journal, Havelock News, Kinston Free Press, Jacksonville Daily News and the Chamber newsletter
- information is posted online at newbernbuilders.com, newbernsj.com, kinston.com, jdnews.com and other area event calendar sites
- posters and rack cards are placed all over Craven County
- radio and TV ads air the week before the Parade

Check Enclosed.     Bill My Credit Card         M/C     VISA     AMEX

Credit Card # \_\_\_\_\_ Auth. Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ **PAYMENT IN FULL MUST ACCOMPANY REGISTRATION FORM**



DEADLINE FOR EXHIBITING/ADVERTISING IS TUESDAY, APRIL 20

