

RICHMOND Homearama®

PRESENTED BY THE HOME BUILDING ASSOCIATION OF RICHMOND

• Homearama 2021 Event Guide Advertising •

Purchase a color ad in Richmond's HOMEARAMA Event Guide. This quality 8 3/8" x 10 7/8" magazine will be given free to more than 10,000 people who attend the show as well as area stores. The majority of these people attend to get ideas for new homes, remodeling, landscaping and decorating.

AD SUBMISSION DEADLINE: FRIDAY, MAY 21st

SUBMISSION:

- **Email to:** samerson@hbar.org **AND** shannon@atyourbeckandcall.com. If larger than 15mb please send via WeTransfer.com or through a Dropbox link.

FORMATS:

- High-resolution PDF (preferred); TIF or JPG are also acceptable. **NOTE: We CANNOT ACCEPT Microsoft files of any kind (Publisher, Word, Excel, Powerpoint, Project, FrontPage, Entourage, etc.)**

RESOLUTION:

- All images and logos in the ad must be at least 300 dpi at 100% size, otherwise they will print blurry. **NOTE: Pulling images from the web (Facebook, a website, etc.) will result in a low-resolution image which will print blurry.**

COLOR:

- CMYK. All photos and graphic colors in the ad must be CMYK. **NOTE: If RGB, Spot or Pantone (PMS) colors are used, they will be converted to CMYK and may not look as expected.**

Questions? Please contact Shannon Amerson at samerson@hbar.org **OR** Shannon Londeree at shannon@atyourbeckandcall.com

Please Fill Out Below and Return to Shannon Amerson for HBAR Billing.

AD PLACEMENT:	HBAR MEMBER	NON-MEMBER
Inside Front Cover	SOLD	—
First page	SOLD	—
Center Spread	SOLD	—
Inside Back Cover	_____ \$2,300	_____ \$2,650
Back Cover	SOLD	—
Full page	_____ \$1,995	_____ \$2,300
Half page	_____ \$1,495	_____ \$1,750

AD SPECS:

- **Full Page Ad WITH Bleed:**
8.375" wide by 10.875" high
PLUS .125" bleed on all sides
- **Full Page Ad NO Bleed:**
7.75" wide by 10.25" high
- **Half Page AD:**
7.75" wide by 5" high

Company Name: _____

Contact Name: _____ Email: _____ Phone: _____