

# 2024 MEDIA KIT

# PARADE STYLE

Reach over 8,000 people in the Greater San Antonio region.



## — WHY ADVERTISE? —

- Distributed to all Parade attendees, GSABA Members and through Hearst Publishing Corporation - estimated at 8,000+ digital and printed copies for 2024
- Digital distribution to registered ticket holders
- Targeted virtual distribution to GSABA members, the business community, Realtors, Hearst subscribers, and past attendees
- Opportunity to provide virtual video home tours and/or company sizzle videos about your products/services available for viewing in electronic magazines
- Published digitally at [sabuilders.com](http://sabuilders.com) and [mysa.com](http://mysa.com)

## — PRICING —

Back Cover	\$2,800
Inside Front Cover	\$2,600
Inside Back Cover	\$2,500
Full Page	\$2,000 (\$2,500*)
Double-Page Spread	\$4,200 (\$5,000*)
Center Spread	\$5,000
Half Page	\$1,400 (\$1,800*)

\*Non-member rate

## Reserve Your Space

Deadline: August 1, 2024

### Contact

Kristi Sutterfield  
210-696-3800  
[ksutterfield@sabuilders.com](mailto:ksutterfield@sabuilders.com)



# Parade of Homes Magazine Contract

## Member Information

Business Name

Contact Name Title

Address

City State ZIP

Office Phone Cell

Email

## Magazine Ad Specifications

- Full Page: Trim Size: 8 1/2" (8.5) W x 10 7/8" (10.875) H  
Bleed Size: 8 3/4" (8.75) W x 11 1/4" (11.25) H
- 2-Page Spread: Trim Size: 17" W x 10 7/8" (10.875) H  
Bleed Size: 17 1/4" (17.25) W x 11 1/4" (11.25) H
- Half Page: Horizontal: 7 1/2" (7.5) W x 5" H  
Bleed Size: 7 3/4" (7.75) W x 5 1/4" (5.25) H  
Vertical: 3 3/4" (3.75) W x 10 1/4" (10.25) H  
Bleed Size: 4" W x 10 1/2" (10.5) H

## GSABA Member Ad Rates

- Half Page . . . . . \$1,400  Back Cover . . . . . \$2,800
- Full Page . . . . . \$2,000  2-Page Spread . . . . . \$4,200
- Inside Back Cover . . . . . \$2,400  Center Spread . . . . . \$5,000
- Inside Front Cover . . . . . \$2,600

## Non-Member Ad Rates

- Full Page . . . . . \$2,500  Half Page . . . . . \$1,800
- 2-Page Spread . . . . . \$5,000

## Ad Requirements

Basic Requirements - A press-ready PDF, EPS with all text outlined or a flattened TIFF. All ads must be high resolution, at least 300 dpi and the CMYK color. No RGB, LAB or embedded color profiles.

**Full Page ads must be set up with bleeds and crop marks, even if they do not bleed.**

InDesign - Save and provide files as PDF for press.

PhotoShop - Images must be CMYK, at least 300 dpi. TIFF is the preferred file format and it must be flattened.

Illustrator - Fonts must be in converted to outlines. Files must be saved as a PDF for press or EPS.

Printing - For any questions regarding technical specifications or production, please contact communications@sabuilders.com.

**Ad and payment are due on or before August 1, 2024.**

## Payment Information

- Check Enclosed For \$ \_\_\_\_\_
- Or  AMEX  Visa  Discover  Mastercard

I authorize GSABA to process payment at the receipt of signed contract on the credit card provided.

Signature Date

**All Contracts are Non-Refundable, Non-Cancellable and Non-Transferable**

## Submit Form and Payment

Mail: GSABA  
3625 Paesanos Parkway, Suite 100  
San Antonio, TX 78231

Questions: 210-696-3800

Email: ksutterfield@sabuilders.com

CC# Expiration CVV

Cardholder Name

Billing Address

City State ZIP

## Binding Contract

Applicant agrees to abide by the terms, conditions and regulations printed on the reverse side of this form.

Print Name Title

Signature Date

# CONDITIONS OF CONTRACT

## Terms

All payments are due with signed contract at the Greater San Antonio Builders Association, 3625 Paesano's Pkwy #100, San Antonio, Bexar County, TX 78231, or no later than April 1, 2023.

## Important Note

Positioning of advertisement is at the discretion of GSABA. If Advertiser employs an agency to place the advertisement, both are jointly and severally liable for payment of advertising.

## General Conditions

- A. As used in this section entitled "General Conditions," the term "GSABA" shall refer to the Greater San Antonio Builders Association. "Advertiser" shall refer to the person or entity being advertised.
- B. All insertion orders are accepted subject to provisions of current rate card. No refunds or cancelations upon signature and payment of contract after August 1, 2022. Signature of contract does not guarantee placement unless accompanied by payment.
- C. Advertisements are accepted upon the representation that Advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, Advertiser and its agency each agree to indemnify and hold GSABA harmless against any expense or loss by reason of any claim arising out of publication, including but not limited to copyright infringement.
- D. All contents of advertisements are subject to GSABA's approval. GSABA reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. GSABA reserves the right to insert the word "advertisement" above or below any copy.
- E. GSABA is not liable for delays in delivery and/or non-delivery in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slowdown, or any condition beyond the reasonable control of GSABA, affecting production or delivery in any manner.

## Important

- I. GSABA shall have the right to hold Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to GSABA for advertising which advertiser or its agency ordered and which advertising was published.
- J. GSABA shall not be liable for any cost or damages, if for any reason, it fails to publish an advertisement. Advertiser and agency agree that GSABA's total liability for any error or failure to publish an advertisement is limited to the cost of the space purchased by this Contract.
- K. GSABA shall have no liability for errors in key numbers or advertiser's index.
- L. Conditions other than rates are subject to change by GSABA without notice.
- M. No condition other than those set forth in this contract shall be binding on the GSABA unless specifically agreed to in writing by GSABA. GSABA will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of the contract.

Advertiser and agency agree to abide by the terms, conditions and regulations printed on this page.

Advertiser Signature

Date

Agency Signature

Date