

MARICOPA COUNTY
HOME SHOWS

Arizona State
Fairgrounds

Locally owned, producing quality
Home Shows for 20+ years
exclusively at these locations!



Show Program Magazine

Distribution & Demographics

Before, During & After

The Maricopa County Home Show Program targets qualified homeowners who are actively seeking the latest ideas and resources to aid in their home improvement projects. Attendees use the Program as a guide to the Home Show and as a Home Improvement resource tool for months after the Show.

REACH A TARGETED AUDIENCE

As a trusted name in the Home Improvement industry, homeowners look to the Maricopa County Home Shows as the best source to find trusted companies to complete all of their home improvement projects.

An ad in the Maricopa County Home Show Program guarantees that you are reaching 100% Home Improvement Shoppers.

PROGRAM DEMOGRAPHICS

GENDER

Female = 66%

Male = 34%

AGE OF HOME

> 10 years = 78%

< 10 years = 22%

BUDGET FOR PROJECTS

\$5-10K = 78%

\$10K+ = 22%

PLAN TO START PROJECT WITHIN

ASAP – 2 mo = 56%

2mo – 6mo = 44%

Home Show attendees are likely to spend their combined home improvement budgets of over \$124 million dollars with vendors at the Show. Your ad in the Home Show Program ensures that your company will stand out and be remembered.

207,500+ READERSHIP TO YOUR CUSTOMER

- **Direct Mailed:** In home delivery the weekend before each Home Show to every home in Maricopa County sold within the last 6 months (approx 24,000 homes, postage receipt verified).
- **Home Show Entry Gates:** Every attendee of the Maricopa County Home Show will pick up their copy of the Show Program magazine at the gated entrance and view your advertisement! Most homeowners keep their Show Program for months and refer back to it multiple times! (approx. 15,000).
- **Emailed to Qualified Homeowners:** Over 75,000 homeowners who have requested information from the Home Show will receive the Show Program via email prior to the Show.
- **Available Online:** A copy of the Show Program can be downloaded by homeowners from the MaricopaCountyHomeShows.com website. (5000+ daily visitors).
(A total of 39,000 printed, 75,000 copies emailed out and approx. 5,000 copies downloaded from website each day)

For more information...

Call (602) 485-1691 or email

Ads@MaricopaCountyHomeShows.com

Don't have an ad made up?

Let our Graphic Designer, Jill, create one for you at no additional charge. Call (480) 538-0530

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Show Program Magazine Ad Specifications

FULL PAGE AD BLEED SIZE - 8.625 X 11.25

If image is to print past the edge of the page, there must be an additional .125 of image beyond the **TRIM**. This cuts off when the books are bound.

TRIM SIZE - 7.625 X 10.125

The final size of the finished books is 8.375 x 10.875.

LIVE AREA - 7.625 X 10.125

All copy and images that must be fully visible in the ad (not affected by trim or gutter tolerances) must be positioned at least .375 from the **TRIM** size.

AD SIZES AVAILABLE IN INCHES

2-page center spread*	17 x 11.125
Full page	8.625 x 11.125
½ page vertical	3.75 x 10.125
½ page horizontal	7.625 x 5
¼ page	3.75 x 5

***2-page center spread must be provided in single-page format (two page files)**

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AD SUBMISSION

FONTS:

Please convert all fonts to curves or outlines.

PMS COLORS:

Please convert all designated PMS spot colors used in any application to CMYK in preparation for 4/C printing.

FILE FORMAT:

- PDF, JPG, or TIF (Do not click on the "LZW Compression" box for Photoshop TIFs.)
- CMYK (RGB or Pantone not accepted)
- Minimum Resolution: 300 dpi
- Please name files appropriately (ie: yourcompany.pdf)

ACCEPTABLE MEDIA:

- CDs, DVDs, or Email
- Digital File / PC Compatible
- Film will not be accepted.

**Send all art to tigertype@cox.net
For files larger than 10MB, please
contact Jill at 480-538-0530**

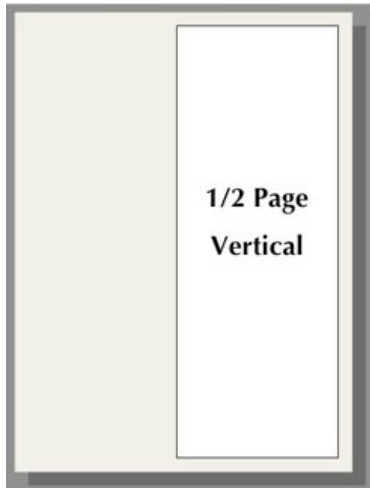
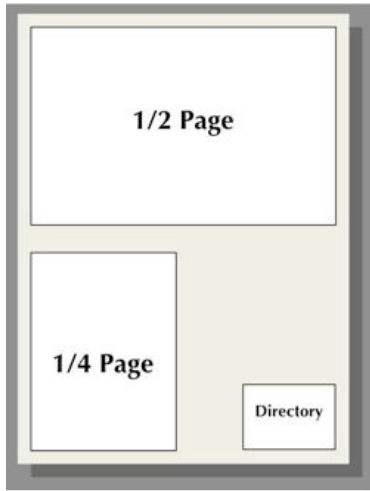
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Show Program Magazine Ad Rates



BASIC RATES:

Full Page with bleeds	8.625" x 11.125"	\$1,950*
Full Page without bleeds	7.625" x 10.125"	
2/3 Page:		\$1,560*
1/2 Page	3.75" x 10.125"	\$1,170*
1/3 Page	7.625 x 3.25	\$936*
1/4 Page	3.75" x 5"	\$702*

PREMIUM PLACEMENT RATES:

Center Spread (2 pgs)	17" x 11.125"	\$3,510*
Back Cover	8.625" x 11.125"	&2,535*
Inside Front Cover	8.625" x 11.125"	\$2,340*
Inside Front Right Read	8.625" x 11.125"	\$2,340*
Inside Back Cover	8.625" x 11.125"	\$2,340*

*This cost includes art production for 2 proofs.

*Add \$200 for Show Program special placement requests

* Additional fees may apply if artwork requires more than 2 alterations.

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***NEWSPAPER AD WRAP GUIDELINES:**

Companies are given 4 lines for text, 35 characters per line, please see required info example →	Company Name Slogan or Description Company Special Booth Number
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**Show Program Magazine
 Ad Contract**

CUSTOMER INFORMATION - Please fill out completely

Date: _____

First Name: _____ Last Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

SELECT AD SIZE

- | | |
|---|--|
| <input type="checkbox"/> Center Spread \$3,510 | <input type="checkbox"/> Full Page \$1,950 |
| <input type="checkbox"/> Back Cover \$2,535 | <input type="checkbox"/> 1/2 Page Horizontal \$1,170 |
| <input type="checkbox"/> Inside Front Cover \$2,340 | <input type="checkbox"/> 1/2 Page Vert. \$1,170 |
| <input type="checkbox"/> Inside Front Right \$2,340 | <input type="checkbox"/> 1/3 Page \$936 |
| <input type="checkbox"/> Inside Back Cover \$2,340 | <input type="checkbox"/> 1/4 Page \$702 |

PROGRAM ISSUE(S)

AD DEADLINE

- | | |
|---|---------|
| <input type="checkbox"/> January 2012 | 12/9/11 |
| <input type="checkbox"/> March 2012 | 1/27/12 |
| <input type="checkbox"/> April 2012 | 3/23/12 |
| <input type="checkbox"/> August 2012 | 6/29/12 |
| <input type="checkbox"/> September 2012 | 8/24/12 |

Cost Per Issue \$ _____ + (.5% Tax) \$ _____ = Total Per Issue* \$ _____

x Number of Issues _____ **Total \$** _____

***All ads must be paid in full by no later than the Magazine art deadline.**

PAYMENT INFO

Payment Method: Visa MasterCard Discover AMEX Check # _____

Credit Card # _____ Exp Date: _____ CVV # (code on back of card) _____

Billing Address: _____

Name (printed) _____ Authorization Signature (required) _____

Questions? Call (602) 485-1691 Fax completed contracts to (602) 485-1697



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Show Program Magazine Ad Contract Terms

1. It is agreed that the full payment is due by the advertisement closing date.
2. It is understood that the Maricopa County Home Shows Magazine, in its sole discretion, reserves the right to refuse any advertisement submitted.
3. The Maricopa County Home Shows Magazine will not be held responsible for losses sustained from errors in advertisement. If a significant error is made and it is the Maricopa County Home Shows Magazine omission, the correction will be run in the next issue. The Maricopa County Home Shows Magazine shall have no liability.
4. All advertisements are accepted and published upon the representation that the advertiser is authorized to publish the entire contents and subject matter thereof. In the consideration of the publication of advertisements, advertiser will indemnify and save the Maricopa County Home Shows Magazine, its employees, agents and representatives harmless from and against any loss or expense arising out of the publication of such advertisements, including; without limitation, those resulting from claims of lawsuits for libel, violation of privacy, plagiarism or copyright infringement.
5. The Maricopa County Home Shows Magazine shall not be subject to any liability whatsoever for the failure to publish or circulate all or any part of any issue or issues because of strike, work stoppages, accidents, fires, acts of God, or any other circumstances not within the Maricopa County Home Shows Magazine control.
6. If the Maricopa County Home Shows Magazine is in default under provisions of this contract, the Maricopa County Home & Garden Magazine may terminate this contract without prejudice to any of its rights, herein, on 5 days written notice.
7. Advertiser must be in compliance with the Arizona Registrar of Contractors and the Better Business Bureau of Central and Northern Arizona. If advertiser is not in good standing, the advertisement will be withdrawn and any money paid is non-refundable.
8. Returned checks will incur a \$25.00 charge.
9. A \$25.00 late charge will be applied to payments received after 5 days from payment due date.
10. In order to keep magazine advertising costs down, the Maricopa County Home Shows Magazine signs its print contract well in advance and pays the print contract well in advance. Due to this commitment, if a company decides to terminate this contract, a 3 month advanced notice must be given and payments up to the actual termination of this contract are due.
11. This contract contains the entire agreement and understanding of the Maricopa County Home Shows Magazine and advertiser and is not transferable.