



# 2019 Mid Atlantic Home & Outdoor Living Show

**You must sign and return pages 1 and 2**  
Fax to 757-420-5539 or email to tnobles@tbaonline.org

## ADVERTISING AGREEMENT

This is a contract between Tidewater Builders Association (TBA) and: \_\_\_\_\_  
(Legal Business Name)

Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address (required): \_\_\_\_\_

**AD GUIDE:** Please reserve the following ad space.

|   |   |
|---|---|
| <input type="checkbox"/> Cover Position (Inside Back-\$1,200, Back-\$1,500)         | <input type="checkbox"/> 1/3 page square \$400                  |
| <input type="checkbox"/> Full Page \$800  | <input type="checkbox"/> 1/3 page vertical \$400                |
| <input type="checkbox"/> 1/2 page horizontal \$600                                  | <input type="checkbox"/> Center Position (double truck) \$2,000 |
| <input type="checkbox"/> Special Position (specify):<br>(Additional \$100)<br>_____ |   |

**Exhibitors Special:**

Business Card Size \$200

Special Instructions:  
\_\_\_\_\_  
\_\_\_\_\_

**Camera ready ads are due by Monday, February 18, 2019.**

**Total Due: \$** \_\_\_\_\_  Check if Exhibitor  Check if TBA Member

\*Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

Print Name: \_\_\_\_\_

Accepted by (TBA Rep): \_\_\_\_\_ Title: \_\_\_\_\_

*\*Authorizer is ultimately responsible for all advertising charges, if any legal steps are taken to retrieve this indebtedness, all costs will be advertiser's expense, including reasonable attorney's fees.*

|                             |                       |                         |            |            |                  |
|-----------------------------|-----------------------|-------------------------|------------|------------|------------------|
| Payment method: _____       | Check # _____         | MC _____                | Visa _____ | AmEx _____ | Exp. Date: _____ |
| Name on Card: _____         | Account Number: _____ | Billing Zip Code: _____ |            |            |                  |
| Amount to be charged: _____ | Signature: _____      | Security Code: _____    |            |            |                  |

# General Terms

The Publisher reserves the right to edit and/or refuse any advertisement it may consider unsuitable for any reason. All advertisements are accepted upon representation that advertiser is authorized to publish the entire contents and subject matter offered. Advertiser agrees to indemnify and hold harmless Publisher against loss, damage, cost and expense which Publisher may incur, or become liable for, by reason of any and all claims or actions for libel, violation of any right of privacy, plagiarism, copyright infringement, and any and all claims of any kind or nature in connection with advertising matter published pursuant to this Agreement.

Publisher shall have no liability whatsoever in the event of any act of God, the public enemy or government authority, labor dispute, war, civil disobedience, riot, Printer service failure, or other occurrences beyond its control which shall in any way restrict or prevent the distribution of the MAHOL 2019 show guide.

Publishers shall have no liability whatsoever, by reason of any errors, failure to publish advertising on desired dates, omissions or additions to advertisement; provided, however, that Publisher shall be obligated to adjust or rebate the charge on any advertisement or any portion of an advertisement which has been materially affected by any error of Publisher.

Advertisers are responsible for the full payment of advertisements once under contract, including advertising cancelled after reservation deadline. If any legal steps are taken to retrieve this indebtedness, all costs will be at advertiser's expense, including reasonable attorney's fees.

A 50% deposit must be received within ten days of submitting this agreement. **Payment in full is due by February 28, 2019.** If a balance remains after this due date and credit card information has been provided, the balance will be charged to the credit card automatically by TBA staff.

Checks should be made payable to:

Tidewater Builders Association  
2117 Smith Avenue  
Chesapeake, Virginia 23320

For more information call Tammy Nobles, TBA Sales, Production, Social Media Administrator, (757) 305-9065 or email [tnobles@tbaonline.org](mailto:tnobles@tbaonline.org).

This acknowledges that I have read and understand the above mentioned general terms.

\_\_\_\_\_  
Authorizing Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

# Show Guide Ad

## Ad Prices

### Full Color

|                                |         |
|--------------------------------|---------|
| Full page                      | \$800   |
| 1/2 page                       | \$600   |
| 1/3 page                       | \$400   |
| Inside back cover              | \$1,200 |
| Back cover                     | \$1,500 |
| Center Position (double truck) | \$2,000 |

Add \$100 for guaranteed position  
Limited Availability

**TBA members  
receive a 5%  
Discount for Full Price  
Ads**

**Special!  
Limited Space Available  
Exhibitors Only**  
**(no other discounts apply)**  
**Business Card Size \$200**

## Ad Image Area Dimensions

Standard units (width x depth in inches)

|                                 |               |
|---------------------------------|---------------|
| Center position (double truck): | 16 1/4 x 10   |
| Full page:                      | 7 1/2 x 10    |
| 1/2 page horizontal:            | 7 1/2 x 4 7/8 |
| 1/3 page vertical:              | 2 1/4 x 10    |
| 1/3 page square:                | 4 7/8 x 4 7/8 |
| Business card:                  | 3 3/4 x 2     |

## Acceptable Digital Formats

- **Platforms:** Macintosh or PC
- **Removable-media:** CD, flash drive
- **File Formats:** Press optimized PDF, InDesign file, EPS
- **On the disk:** In addition to the print file, include separate folders for: Links, FPO's, fonts and a publication report.
- **Preferred art file types:** (print optimized) pdf or eps. (No bmps, wmf or gifs). The printer will output directly from images supplied in the "Links" folders, Include all fonts in one folder.
- **INCLUDE ALL LINKED FILES & FONTS ON DISK, ALONG WITH A HARD COPY OF AD.**
- **Comps, ads:** CMYK process inks will be used.
- **When creating solid black areas:** 1/4" x 1/4" or larger, please make these areas "rich black." The color formula for "rich black" is 100 Black, 40 Cyan, 20 Magenta, and 30 Yellow.
- **All type should be 100% black.**

## Ad Specifications

- **Trim size:** The magazine trims to 8 3/8 inches wide by 10 7/8 inches high.
- **Image area:** For all live materials, the image area is 7 1/2 inches wide by 10 inches high. Keep all text 1/4 inch from trim on all sides of bleed ads! Allow additional 1/4 inch of image on sides that bleed beyond trim. The ad provided must conform to space purchased or publisher reserved the right to adjust size.
- **Magazine specs:** The magazine is printed on a web press, using process (CMYK) inks and coated paper. It is saddle-stitched.
- **Color matches:** Exact color matches cannot be guaranteed with process inks.
- **Comps:** Must accompany digital media. See comp instructions below.
- **Printing:** Web, offset, screen-built process inks, coated text/cover.
- **Art accepted:** Digital preferred (see formats left)
- **Ad design fee:** \$50  
Additional charges may apply to excessive advertiser-requested proofs or complicated ad design.
- **Add \$100 for guaranteed position** (i.e.: right hand read) limited availability.