



The Official 2009 NARI Home Remodeling Directory

Advertising Contract & Rate Card

Ad Deadline: September 30, 2008

Advertise Now in the 2009 NARI Home Remodeling Directory

DON'T MISS OUT on this opportunity to be in 10,000 homes in the Greater Madison area! Fax or mail your completed advertising contract today. Special placements of inside front covers, inside back covers and back cover are reserved on a first come, first serve basis, so **DON'T DELAY!**

Distribution

New for 2009! This Directory is the ONLY guide distributed to ALL Expo Attendees.

10,000+ printed pieces are distributed through:

- NARI 2009 Remodeling Expo
- Spring + Fall Remodeled Homes Tours
- Local magazines
- Newspaper + television ads
- NARI website
- Realtor + Title companies
- Consumer requests
- NARI member supplier outlets

Specifications

- An 8.5" x 11" full-color glossy magazine-style publication

Articles

Informative articles on how NARI serves the community, e.g.:

- NARI's Code of Ethics
- Why Choose a NARI Contractor
- Certified Remodelers
- Interviewing a Remodeler - Questions to Ask?
- Living Through a Remodel
- Consumer Protection Tips
- Selecting a Qualified Remodeler
- Homeowner Remodeling Tips
- Homeowners Planning Tools

Member Benefits

- Free listing in Membership Roster
- Up to 5 Free category listings in the Shopper's Guide
- Free listing in Certified Remodeler category (when applicable)
- CotY Awards - 2009 winners listed free! Most photos in the directory are COTY entries

Paid Advertising Opportunities (see enclosed advertising rate card for pricing)

- Color ads (we can help design an ad for a production fee)
- 5 premium positions available - first come first serve
- Member profile paragraph added under listing in roster (you provide the copy) will also be posted on our website: www.RemodelingMadison.org





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5 Premium Ad Positions:

- Outside Back Cover** (7.25"w x 10"h) **\$2,750.00**
- Inside Back Cover Right** (7.25"w x 10"h) **\$1,875.00**
- Inside Back Cover Left** (7.25"w x 10"h) **\$1,875.00**
- Inside Front Cover Left** (7.25"w x 10"h) **\$2,100.00**
- Inside Front Cover Right** (1/3 page: 2.25"w x 10"h) **\$1,000.00**

Standard Ad Positions:

- Full Page** (7.25"w x 10"h) **\$1,375.00**
- 1/2 Page** (7.25"w x 4.75"h) **\$765.00**
- 1/4 Page** (3.5"w x 4.75"h) **\$525.00**
- 1/8 Page** (3.5"w x 2.125"h) **\$300.00**
- 80-Word Company Profiles:** (includes 20 word website profile) **\$110.00**
- 40-Word Company Profiles:** (includes 20 word website profile) **\$60.00**
- 20-Word Company Profiles:** (additional names, emails, tagline) **\$40.00**
- Extra Categories:** (5 Shopper's Guide categories are free with membership)... **\$30.00**

YES! I want NARI to produce my ad for an additional production charge: **\$325 - Full Page**
\$225 - Half Page
\$125 - 1/4 & 1/8 Page

NO. I will provide camera-ready art to NARI.

Please use last year's ad

All contracts, artwork + company profiles are due by September 30, 2008:

Kathy@RemodelingMadison.org
P: 608.222.0670 • F: 608.222.0061
49 Kessel Court, Suite 104
Madison, WI 53711-6275

Mechanical Requirements for Directory Ads:

- All ads must be submitted on disk in one of the formats listed below and a color laser must accompany disk. Save in Mac formats only: (CS3) Photoshop, Illustrator, InDesign, Quark Xpress. Please save as (minimum 300 dpi) tif, pdf or eps formats
- Company Profiles must be typed and submitted on disk or sent via email
- Any additional artwork necessary to be performed by NARI's agency will be invoiced by agency and paid by advertiser prior to publication

General Conditions:

- Closing Date: Contract and artwork must be received by NARI **no later than September 30, 2008**
- Payment is due in full with order. Check, Visa, MasterCard and American Express are accepted
- Commissions: Rates are net - no agency or cash discounts
- Cancellation Policy: If you decide to cancel before September 30, 2008, you will forfeit a \$150.00 process fee. After September 30, 2008, no refund will be allowed and you will be responsible for all production charges and the full rate of the ad reserved.

Advertiser: _____

Contact: _____ **Phone:** _____ **Fax:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____ **Website:** _____

Amount Enclosed (or to charge to credit card listed below) \$ _____

Signature of Authorizing Representative: _____

Credit Card Type: VISA MasterCard AmEx **Exp. Date:** _____