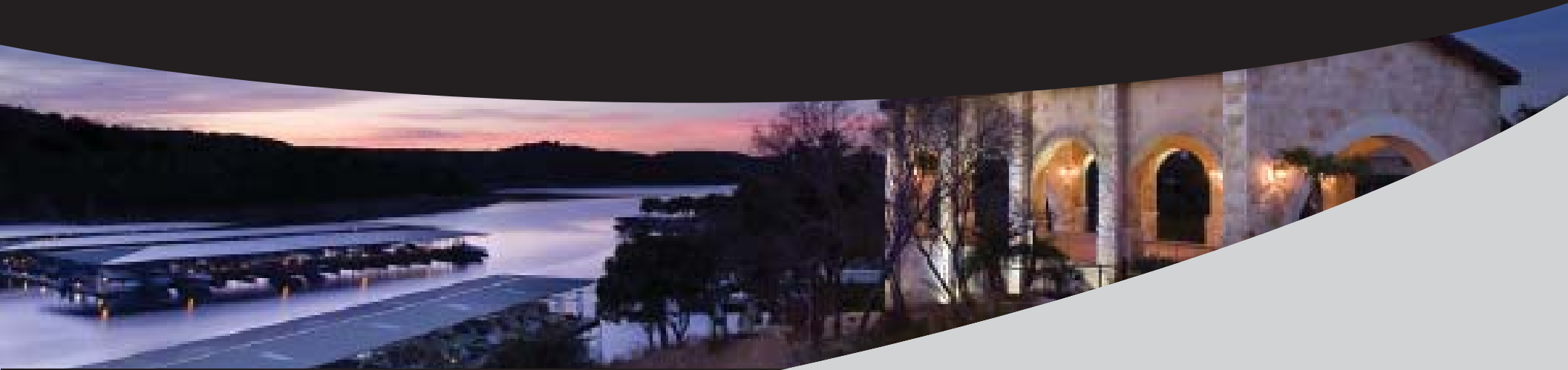


PARADE of HOMES™

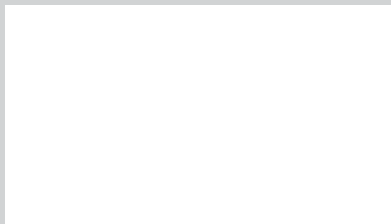
HOME BUILDERS ASSOCIATION OF GREATER AUSTIN

October 16 - 31, 2010



MEDIA KIT

2010



About the Parade of Homes[™]

Annually since 1953, the Home Builders Association of Greater Austin prepares to showcase the prestigious Parade of Homes[™]. The tour features some of the best our region's builders have to offer as well as the latest interior design and architectural trends of the year. No other home tour offers the general public the chance to visit several top-of-the-line, fully furnished, award winning homes where they can generate ideas for their own home building and improvement projects.

Tour Dates

Saturday, October 16 through Sunday, October 31, 2010

Location

Rough Hollow Lakeway - The Bluffs

Located in the heart of Lakeway amid the scenic terrain of the Texas Hill Country, the 1,787-acre Rough Hollow community is comprised of seven distinct neighborhoods – The Bluffs, The Enclave, Yacht Club Villas, Water's Edge, East Rim, The Woodlands and The Overlook. Homes in The Bluffs will range from 2,500 to 4,800 square feet, beginning in the low \$500's. Many of the homes offer breathtaking views of Lake Travis and the Texas Hill Country. The six select Parade of Homes[™] models will span 3,500 to 4,500 square feet, priced from the \$750's to \$1 million. Adding to the allure of Rough Hollow is the community's access to some of the state's finest schools through the Lake Travis ISD, long known for its educational achievements and corresponding exemplary ratings. The district's award winning schools, from elementary to high school level, are located right within the close-knit Lakeway community, some within walking distance of Rough Hollow. The outdoor recreation that Lakeway is known for can be found in abundance at Rough Hollow. Within the community, residents enjoy more than three miles of pristine shoreline and can hike, bike, jog or walk on over 22 miles of inter-connected hike and bike trails connecting multiple activity centers. And instant everyday access to Lake Travis opens the doors to a world of water sports such as yachting, scuba diving, jet skiing, fishing, wake boarding and tubing.

Featuring Seven Award Winning Builders

Zbranek Custom Homes • Rostrata Builders • VII Custom Homes • Masters Touch Custom Homes • Triton Custom Homes
• Jenkins Custom Homes • Stonewood Homes Ltd.

Reach Your Target Market!

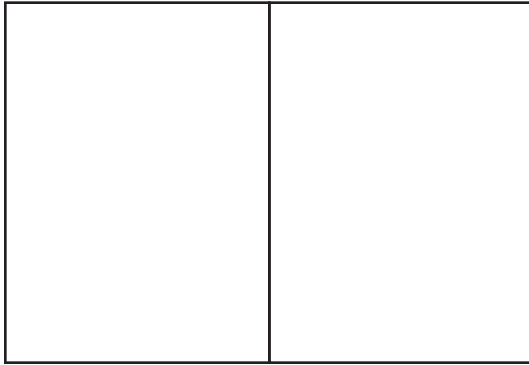
Status	Income	Own Home?
69% Married	30% \$150,000+	80% Yes
74% Female/26% Male	27% \$85,000 - \$150,000	
	19% \$60,000 - \$85,000	
Age	Purchasing a Home in Next Two Years?	
48% Age 40-59	56% Yes	
23% Age 26-39		

Source: Demographics obtained from 2009 Parade of HomesTM event

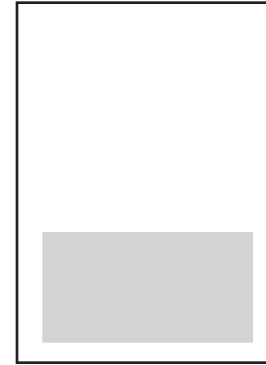
Circulation

17,000 magazines will be distributed during the prestigious Parade of HomesTM tour October 16 - 31, 2010. Past tours have generated up to 25,000 attendees.

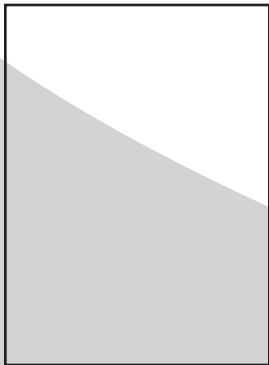
Advertising Rates & Specification



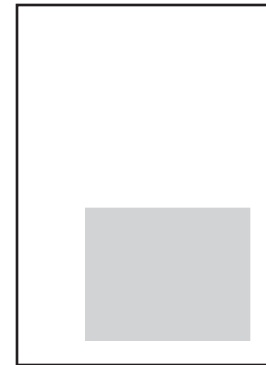
Two-page Spread
\$3,132 (member)/\$3,480 (non-member)
full bleed: 17" x 11 1/8"
trim size: 16 3/4" x 10 7/8"
live area: 16 1/4" x 10 3/8"



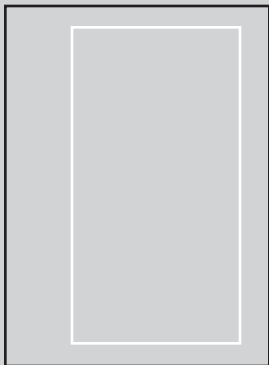
Half Page
\$1,206 (member)/\$1,340 (non-member)
7 1/2" x 4 3/4"



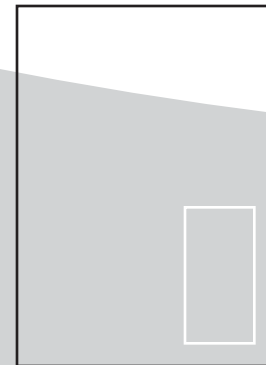
\$2,673 (member)/\$2,970 (non-member) Back Cover
\$2,493 (member)/\$2,770 (non-member) Inside Front/Back Cover
\$2,403 (member)/\$2,670 (non-member) Page One
\$1,881 (member)/\$2,090 (non-member) Full Page
full bleed: 8 5/8" x 11 1/8"
trim size: 8 3/8" x 10 7/8"
live area: 7 7/8" x 10 3/8"
Full Page no bleed: 7 1/2" x 9 3/4"



One-Third Page
\$1,062 (member)/\$1,180 (non-member)
4 7/8" x 4 3/4"



Two-Thirds Page
\$1,395 (member)/\$1,550 (non-member)
4 7/8" x 9 3/4"



One-Sixth Page
\$612 (member)/\$680 (non-member)
2 5/16" x 4 3/4"

Ad Materials Deadline is September 10, 2010

Before Submitting your ad/logo

- Size your ad to 100% at 300 dpi (submitted logos should be approximately 5" x 5")
- All ads produced in full color. Please convert all photos/images to CMYK
- Convert all type to paths/curves
- Embed or include all images/graphics and fonts used in creating the ad

Acceptable Formats

- a graphic element saved as a .TIF or .EPS file
- a high resolution PDF file (300 dpi or higher)
- a native Photoshop file with layers and fonts OR
- a Adobe InDesign file including all fonts and images

We are unable to accept files from any other program including QuarkXpress, Word, Freehand or Publisher

The publication will be created in Adobe InDesign and printed CMYK at 150 line screen on glossy stock. Dot gain will be approximately 20%.

Sending Your ad/logo

Please submit ads via email to naomi@hbbaustin.com, OR mail a CD including all backup files to:

Naomi Bludworth
8140 Exchange Drive
Austin, TX 78754

Graphics Contact: Naomi Bludworth, naomi@hbbaustin.com, (512) 454-5588, ext. 105.

Ad Sales: Debbie Horridge, debbie@hbbaustin.com, (512) 454-5588, ext. 103.