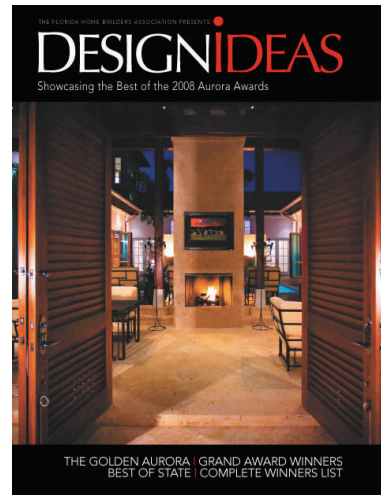


Florida Home Builders Association Print & Online Advertising Opportunities

the right market. the right price. the right buy.



Now Available Quarterly in Print and Digital Formats

Advertising aggressively during a recession
produces results!

FLORIDA HOME
BUILDER

DESIGN*i*DEAS

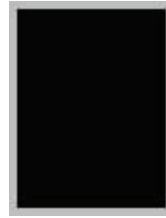
BUILDER

A Changing Market
Demands a New Approach

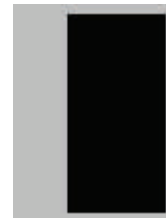
2010 RATES

AD SIZE	1X	4X
Full Page		
Black & White	2,675	1,850
4-Color	2,995	2,460
Two-Thirds Page		
Black & White	1,875	1,660
4-Color	2,140	1,750
One-Half Horizontal or Vertical		
Black & White	1,500	1,285
4-Color	1,605	1,275
One-Third Page		
Black & White	1,070	825
4-Color	1,450	910
One-Sixth Page		
Black & White Only	525	325
Inside Covers		
4-Color(Only)	4,500	3,250
Back Cover		
4-Color(Only)	4,800	4,250
BUILDER MARKET-PLACE		
4-Color	375	270
Cover Sponsorships		
	5,000	17,500

2010 MECHANICALS



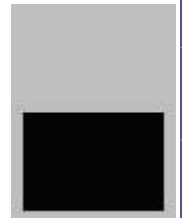
Full Page
7 1/4 x 9 3/4" live matter
8 3/4 x 11 1/4" bleed
3 columns wide
Trim size: 8 1/8 to 10 7/8"



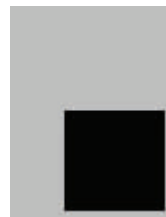
2/3 Page Vertical
4 3/4 x 9 3/4"
1-column width: 2 1/8"
2-column width: 4 1/2"



1/2 Page Vertical
4 3/4 x 7 1/4"



1/2 Page Horizontal
7 1/4 x 4 3/4"



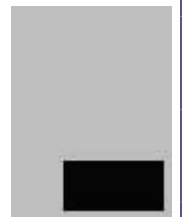
1/3 Page Square
4 3/4 x 4 3/4"



1/3 Page Vertical
2 1/4 x 9 3/4"



1/6 Page Vertical
2 1/4 x 4 3/4"



1/6 Page Horizontal
4 3/4 x 2 1/4"

For advertising information or to receive a media kit, please contact Lynne Edwards, Advertising Director at 1-800-261-9447 extension 109 or by email at ledwards@fhba.com.

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