



# 2010

## FALL OFFICIAL GUIDEBOOK

### St. Croix Valley Tour Of Homes

#### SUNDAY, SEPTEMBER 5

Reach your target market — new home buyers interested in Western Wisconsin — when you advertise your business in the SCVHBA's Fall Tour of Home section in the Pioneer Press. This is the ONLY "Official" marketing publication for the 2010 Fall Tour, which begins on Sept. 11.

- This guidebook will be inserted into the Pioneer Press' full-run Sunday edition, reaching a readership of **720,000!**
- This guidebook will also be posted on TwinCities.com, providing increased exposure to more than **1.2 million readers!**
- This guidebook will be inserted into the local Wisconsin newspapers, with model homes and other public locations, another **36,000** copies!
- This guidebook will be **available in all tour homes**, so that tour-goers can use it throughout the tour for guidance and reference!

#### Consider:

- More than 40% of St. Croix and Pierce counties' new residents move from a St. Paul East Metro-Area county, and the Pioneer Press and TwinCities.com's readership is the perfect target audience for each SCVHBA member.
- The Pioneer Press' Sunday circulation has grown for nine consecutive reporting periods.
- The Pioneer Press will create your ad at **no additional charge** — and help you investigate whether or not co-op advertising funds are available to you, reducing the amount of your investment.

**You'll reach 750,000 readers — costing you for only .0015¢ per reader!**

**Advertising Deadline: MONDAY, AUGUST 16**

**To advertise, contact Stephanie Reardon:  
651-228-5334 or sreardon@pioneerpress.com**



# St. Croix Valley Home Builders Association



## Participation Agreement

# YES!

- You receive 10% off if you advertised in both the Spring & Fall Guidebooks.
- Please investigate whether my company has co-op funds available.

Company / Organization

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Contact Name

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Address

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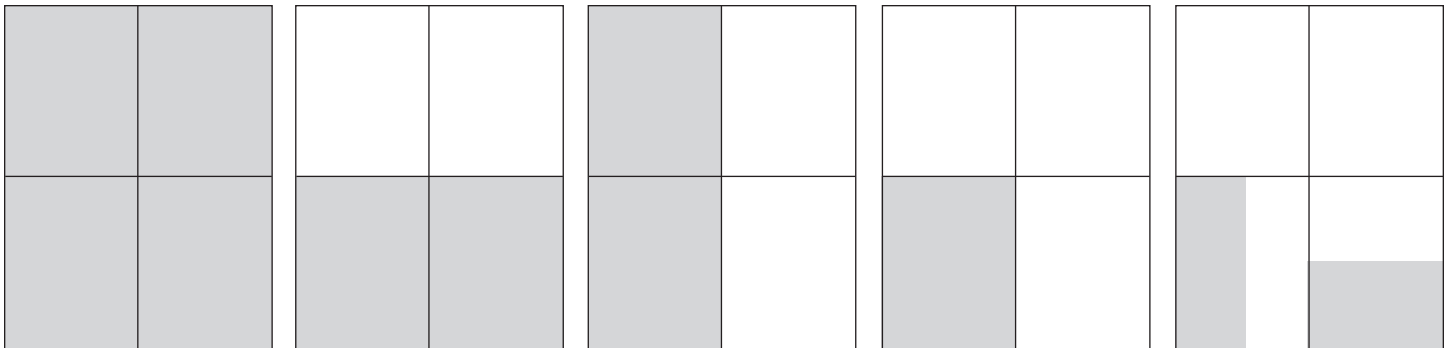
City / State / Zip Code

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Phone

Fax

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Full Page  
9.55" x 10.5"  
\$4,505  
(\$ .0054/reader)

Half Page (Horizontal)  
9.55" x 5"  
\$2,175  
(\$ .0029/reader)

Half Page (Vertical)  
4.675" x 10.5"  
\$2,175  
(\$ .0029/reader)

Quarter Page  
4.675" x 5"  
\$1,150  
(\$ .0015/reader)

Eighth Page  
4.675" x 2.5" / 2.234" x 5"  
\$625  
(\$ .008/reader)

### DEADLINES:

Publication Date: **Sunday, September 5**

Space Reservations Must Be Made By: **Monday, August 16**

Camera-Ready Ads Must Be In By: **Monday, August 23**

Please **FAX** this agreement to **651-228-5133**  
or **CALL 651-228-5334** with any questions.

Attention: Stephanie Reardon

**PIONEER PRESS**  
**TwinCities.com**