

2009 SPRING OFFICIAL GUIDEBOOK

ST. CROIX VALLEY TOUR OF HOMES

Posting the section on TwinCities.com will provide increased exposure to over 1.2 million readers will mean more traffic! Consider:

- 46% of St. Croix County's and 42% of Pierce County's new residents move from a St. Paul East Metro Area county, and the Pioneer Press's readership is a great target audience for each SCVHBA member.
- Printed on upgraded stock. You'll receive a 10% discount if you advertise in both spring & fall guidebook sections.



- The Pioneer Press will create your ad at no additional charge and will help you investigate whether or not co-op advertising funds are available to you, reducing the amount of your investment.
- The Pioneer Press circulation has grown three consecutive fall reporting periods.
- All this in 2009, at the same advertising rates as 2005!

Source: ABC Publisher's Statements, Sept. 2006, 2007, 2008

GUIDEBOOK • SUNDAY, FEBRUARY 22

Reach your target market — new home buyers interested in Western Wisconsin — when you advertise your business in the SCVHBA's Spring Tour of Homes section in the Pioneer Press!

This is the **ONLY "OFFICIAL" marketing publication** for the 2009 Spring Tour, which begins

on February 28. The Association will not publish an event guidebook, as in previous events. The PIONEER PRESS' section will reach more consumers — it will be inserted into the newspaper's full-run Sunday edition, reaching a readership of 693,000. Plus an additional 600,000 by posting this section on TwinCities.com.

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

Advertising Deadline: Monday, January 26



PIONEER PRESS
TwinCities.com



St. Croix Valley Home Builders Association



Participation Agreement

YES!

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

Company / Organization: _____

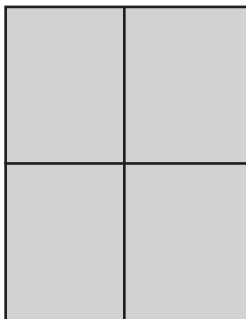
Contact Name: _____

Address: _____

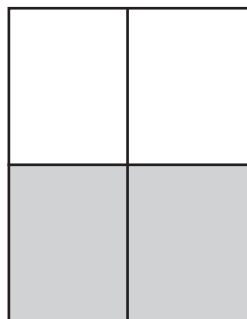
City / State / Zip _____

Phone: _____

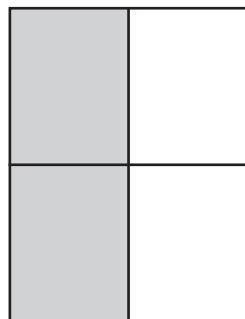
Fax: _____



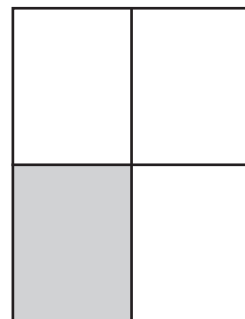
Full Page
9.55" x 10.5"
\$4,050



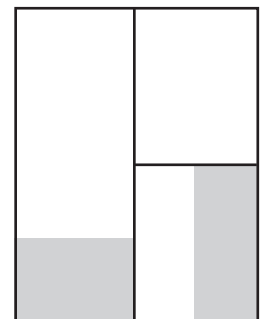
Half Page (Horizontal)
9.55" x 5"
\$2,175



Half Page (Vertical)
4.675" x 10.5"
\$2,175



Quarter Page
4.675" x 5"
\$1,150



1/8 Page
4.675" x 2.5"/2.235" x 5"
\$625

Deadlines:

Publication Date: Sunday, February 22

Space Reservations Must Be Made By: Monday, January 26

Camera-Ready Ads Must Be In By: Friday, January 30

New This Year! — Branding Campaign

1/15th of a page
Business card sized ad
on a shared page
(3.25" x 2")
\$350

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

Attn: Stephanie Reardon

PIONEER PRESS
TwinCities.com