

# 2009 FALL OFFICIAL GUIDEBOOK

## ST. CROIX VALLEY TOUR OF HOMES

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

- 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 is the 4th fastest-growing Sunday paper among the country's top 50 newspapers.
- All this in 2009, at the same advertising rates as 2005!
- All Guidebook advertisers will be listed on SCVHBA website with links to their home page.

## TOUR OF HOMES GUIDEBOOK APPEARING SUNDAY, SEPTEMBER 6

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

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

September 12. 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, August 17**



**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:

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Contact Name:

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Address:

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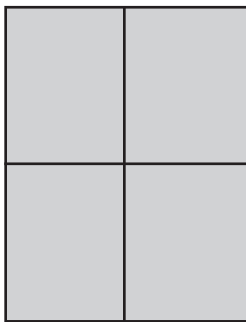
City / State / Zip

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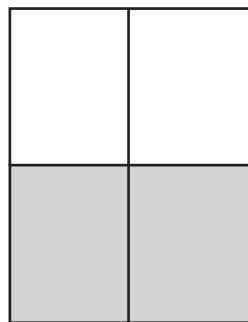
Phone:

Fax:

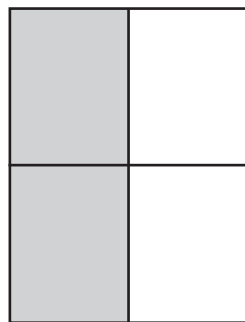
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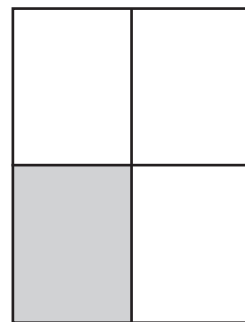
Full Page  
9.55" x 10.5"  
\$4,050



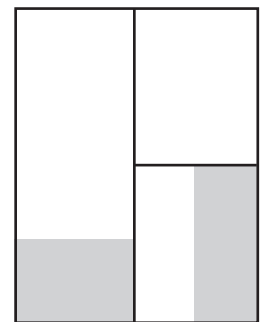
Half Page (Horizontal)  
9.55" x 5"  
\$2,175



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

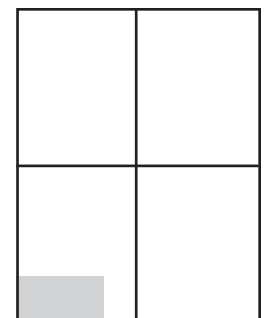
### Deadlines:

Publication Date: **Sunday, September 6**

Space Reservations Must Be Made By: **Monday, August 17**

Camera-Ready Ads Must Be In By: **Thursday, August 20**

1/15th 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