

HOME & OUTDOOR LIVING



PRODUCT GUIDE ADVERTISING FORM

Once again, we are creating a high quality product guide with glossy paper and full color which will allow attendees to reference your ad well after the close of the show. The 2010 guide will be 6" x 9" which we think will be more user friendly and allow cheaper ad rates for you, our advertisers. It will be distributed exclusively to show attendees at the Mississippi Trade Mart, ensuring your products and services are seen by your target market.

| | |
|---|-------|
| Quarter page ad 4 1/8" x 2 5/8" horizontal or 2 1/16" x 5 1/4" vertical | \$100 |
| Half page ad...4 1/8" x 5 1/4"..... | \$200 |
| Full page ad...5 1/4" x 8 1/4"..... | \$400 |
| Two page spread...8 1/4" x 11 1/4"..... | \$650 |
| Inside Front Cover ad *...5 1/4" x 8 1/4".... SOLD | \$550 |
| Inside Back Cover ad *...5 1/4" x 8 1/4".. SOLD | \$550 |
| Back Cover ad *...5 1/4" x 8 1/4".... SOLD | \$700 |

Please note that there is a 3/8" border surrounding all ads.

*These ads will be placed on a first come first served basis

Please e-mail a high-resolution PDF file that is camera ready to:

kjohnson@hbam.com

or mail camera ready ads to:

Home & Outdoor Living Extravaganza
P.O. Box 3556
Jackson, MS 39207-3556

Company: _____ Contact Name: _____

Phone: _____ Fax: _____ E-mail: _____

Credit Card Information: (please circle one):
Mastercard American Express Visa

Card #: _____ Expiration Date: _____

THE DEADLINE FOR PURCHASING AN AD IN THE PRODUCT GUIDE IS FEBRUARY 1, 2010. THIS MEANS ALL ADS MUST BE AT THE HBAM OFFICE BY FRIDAY, FEBRUARY 1ST, 2010 AT NOON! THERE WILL BE NO EXCEPTIONS!!!