

# 2009 Parade of Homes Fall Showcase<sup>SM</sup>

## Increase Traffic AND Set Yourself Apart From the Competition

### SIGN UP\* TODAY FOR OUR MINI TOUR LIFESTYLES ADVERTORIAL [\$2,500]

\*ONE MINI TOUR PER LIFESTYLE CATEGORY WILL BE CHOSEN ON A FIRST-COME, FIRST-SERVED BASIS.

#### RESERVE EARLY!

#### A MAXIMUM OF 1 ENTRY PER LIFESTYLE CATEGORY

WILL BE HIGHLIGHTED AND OFFERED, ON A 1ST-COME, 1ST-SERVED BASIS.

#### COST: \$2,500

Builder must supply photograph or other graphic.

Text can be provided by builder or will be professionally written for approval.

SUBMIT COMPLETED ENTRY FORM OR CALL

RUTH PETERMANN 651-697-7591

#### LIFESTYLE CATEGORIES:

- |                                 |                             |
|---------------------------------|-----------------------------|
| 1. ADULTS ONLY                  | 9. MOVE-IN NOW              |
| 2. CONDO LIFE                   | 10. PAR FOR THE COURSE      |
| 3. DUAL SUITES                  | 11. POOLS, PATIOS AND LAKES |
| 4. EARTH-FRIENDLY               | 12. UNIVERSAL DESIGN        |
| 5. FABULOUS FIRST HOMES         | 13. URBAN RETREATS          |
| 6. FAMILY-FRIENDLY LIVING       | 14. VACATION LIVING         |
| 7. LIFE IS SWEET ON EASY STREET | 15. WOODED RETREAT          |
| 8. LUXURY LIVING                |                             |



#### EXCELLENT EXPOSURE WITH A PREMIUM POSITION IN THE GUIDEBOOK:

Mini Tour editorial feature covers multiple pages front and center in the Guidebook. Editorial includes a separate map and lead copy plus each Mini Tour entry gets one-half page for an in-depth description. (Studies show editorial provides about four times the promotional value of the same-size display advertisement.)

**EXCLUSIVE EXPOSURE ONLINE:** The Mini Tour is promoted on our home-page and in our special searches which link directly to the online version of our editorial feature. An added bonus: Our TourTalk podcasts feature each of the Mini Tour homes.

**EXCLUSIVE PRESS KIT EXPOSURE:** Photos and write-ups for all Mini Tour homes are included in our press kit sent to over 250 local, regional and national media, and our media relations specialist will pitch your home to local print and broadcast reporters and producers.

**EXTRA PROMOTIONAL EXPOSURE, TOO:** Some radio, online, electronic and outdoor advertising will include additional mentions of the Mini Tour.



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**Parade of Homes**

## MINI TOUR ADVERTORIAL RESERVATION FORM

Submit to: BATC, c/o Marketing, 2960 Centre Pointe Dr., Roseville, MN 55113  
651-697-1954 | FAX 651-697-7575 | Questions? wendy@batc.org

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Entry Address: \_\_\_\_\_

Entry City: \_\_\_\_\_

Lifestyle Category: \_\_\_\_\_

Choose from choices in left column.

I UNDERSTAND THERE IS A \$2,500 FEE TO PARTICIPATE, WHICH WILL BE INVOICED TO ME.

Signature: \_\_\_\_\_

**Parade of Homes**<sup>SM</sup>

Sept. 11 - Oct. 4, 2009