



It Pays to Advertise in... The Tool Box

The Tool Box is the monthly magazine of the Wilmington-Cape Fear Home Builders Association
The largest trade association east of I-95.

**The Tool Box reaches
1,100 member-firms**

(9500 builders, remodelors, real estate sales and marketing professionals & others in the building and development industries)

The Tool Box reaches

New Hanover - Pender - Brunswick - Bladen Counties

The Tool Box ensures delivery to your target audience monthly

2010 Advertising Rates

Full Page (7.5" x 10")		
Inside Back Cover	\$257	\$2,827
Inside Front Cover	\$257	\$2,827
Other Placement	\$227	\$2,497
1/2 Page (7.5" x 5")	\$177	\$1,947
1/4 Page (3.75"x5")	\$127	\$1,397
Double Business Card(3.5"x4")	\$97	\$1067
Business Card (3.5 x2)	\$77	\$847
Flyer Insert	\$217	\$N/A

The Tool Box Advertising Agreement

Advertisement SIZE & LOCATION

Full Page (Specify Placement) 1/2 Page 1/4 Page
 Inside Back Cover
 Inside Front Cover Double Business Card Business Card Flyer Insert
 Other

Frequency & Billing Procedures

This is an annual schedule (advertisement will appear in **ALL** 11 issues of The Tool Box) Run first ad in month of _____
I prefer to be billed: Annually Quarterly Monthly

This is a month-to-month schedule I UNDERSTAND THAT MY ADVERTISEMENT WILL BE PUBLISHED MONTHLY UNLESS I CONTACT WCFHBA BY THE 15TH OF THE MONTH PRIOR TO PRINT TO REQUEST OTHERWISE (advertiser to be billed monthly)

All ad material must be provided by the 15th of the month PRIOR to the issue the ad will appear—this includes ALL modifications to advertisements. Advertising is available exclusively to members of the Wilmington-Cape Fear Home Builders Association. Rates above assume receipt of camera ready art. Any modifications, changes necessary to make materials print-ready will be returned to advertiser for said changes. By signing below I hereby agree to the conditions and terms and subscribe, at the rates published herein, for an advertisement in *The Tool Box* for 2010.

Business Name: _____ Authorized By: _____
 Title: _____ Phone: _____
 Signature: _____ E-Mail: _____
 Date: _____

Please return signed contract to: Lindsay Fletcher—Director of Marketing & Communications
 Wilmington - Cape Fear Home Builders Association
 3801-5 Wrightsville Avenue: P.O. Box 3101, Wilmington, NC 28406
 P: 910.799.2611 F: 910.799.2610 www.wilmingtonhomebuilders.com