

ROC HOME 2019 & REMODELING

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One Ad = One Full Year Of Exposure!

Distributed in March of 2019 - right at the start of spring construction & remodeling season!

- Full Color Magazine Format
- Articles & Homeowner Information
- Consumers Keep as a Reference

Distributed at the ROC Home & Garden Show in March 2019!



BUYER'S GUIDE

Please give these members your first consideration when buying materials

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In the last decade of home building there has been a desire for open concept living. The early 90's brought in the "open floorplan" where common areas of the floorplan were divided by decorative walls. By removing barriers, walls & windows allow people to entertain with family across and create an open view from one side of the house to the other. This trend had continued through the first part of the century and has now evolved into the modern by expanding the floor plan to include a 3-Season Room or large deck space. Having an outdoor entertaining space on the outside of the house has become a must. Outdoor furniture, entertainment systems, barbeques, and more! It was found that people wanted to enjoy the fresh air while not sacrificing the amenities of modern living.

The challenge to meet the consumer's needs were far more difficult than the industry in the 90's. Historical non-loadbearing interior walls were simply loadbearing interior walls and needed to find a way to remove structural load bearing, insulated exterior walls while complying with the energy code standards. Window and door manufacturers acknowledged their need and have answered with a solution to the latest industry trend.

Wide Open Spaces

One of the largest trends hitting the building industry in larger than the space with the interior of the home. Gone are the days of a single window. Homeowners want large openings to entertain, travel, expanding their entertaining space for gathering and events. While being able to create these spaces all when not needed.

There are many different door configurations to choose from, depending on the final needs of the customer. Every remodeling project and renovation show has been demonstrating different ways to achieve this. Full height sliding doors and large doors. Sliding patio doors and large doors. Sliding patio doors and large doors. Sliding patio doors and large doors.

Rochester Colonial
MFG. CO. INC.
The Window and Door Experts™
www.rochestercolonial.com • (585) 254-8191
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Homeowner's Guide to Professional Products & Services

ROC HOME & REMODELING

NOTE: 2018 advertisers have until November 15, 2018 to reserve same location.

1. SEND RESERVATION FORM BELOW & ARTICLES TO:

**Rochester Home Builders' Association
20 Wildbriar Road • Rochester, NY 14623**

Email: pam@findthehomepros.com • Fax: 585-272-8206

2. EMAIL ADS TO:

Email ADS ONLY to: Gina Doran: ginad@pennylaneprinting.com
(Subject Line: RHB HANDBOOK) Technical questions can be directed to Gina at Penny Lane Printing email above or: **585-226-8111 x154**

Pdf files preferred, others will be checked. You will be contacted if there are any questions.

RHBA/UBIA MEMBERS ONLY EXCLUSIVES:

- Purchase a **Full Page Ad with Article** option to include an article on the facing page with the ad.
- All members receive a business listing free with their membership. This includes company, contact, address, phone and email.
- Members receive a "yellow page listing" by business categories.
- Covers are only available to members.
- Check & update your information on www.findthehomepros.com

Ad Prices:

- Inside Front/Back Cover***\$1,000**
- Outside Back Cover* **\$1,100**
**Covers include article*
- Full Page with Article (MEMBERS ONLY) (400 words, no graphics) **\$875**
- Full Page no article..... **\$725**
- 1/2 Page..... **\$375**
- 1/4 Page..... **\$225**

Ad Sizes: (All Full Color - No Bleed)

- Full Page: 7.667" wide x 9.833" high
- 1/2 Page: 3.70" wide x 9.833" high
OR 7.667" wide x 4.8125" high
- 1/4 Page: 3.70" wide x 4.1825" high

Deadlines: Ads and all articles due by Friday, Jan. 15, 2019.

ROC Home & Remodeling Guide Advertising Reservation

- Inside Front Cover Inside Back Cover Outside Back Cover Inside Full Page
- Include Article with my Full Page (RHBA/UBIA members only) **Call for article guidelines.**
- 1/2 Page Horizontal 1/2 Page Vertical 1/4 Page

Name _____ Company _____

Phone _____ Email (REQUIRED) _____

Total Order \$ _____ (Check your ad selection above) Payment: Check Enclosed Visa/MC/Disc/AmEx

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NO CANCELLATIONS after January 15, 2019. Payment in full is due February 1, 2019.
Rochester Home Builders' Association | Upstate Industry Alliance | FindTheHomePros.com
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