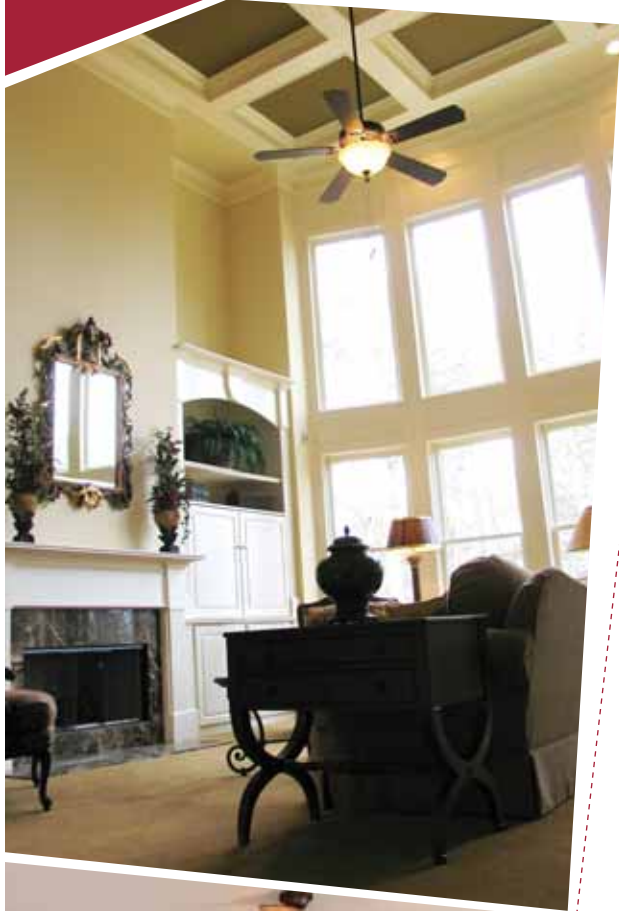


08



April 19 and 20
and 26 and 27, 2008



Don't miss this exciting promotional opportunity!

- **Increased Traffic** – This dynamic, comprehensive multimedia campaign will include 150 commercials on various Comcast digital networks leading up to the Parade, three ads in *The Atlanta Journal-Constitution*, as well as a promotional insert in the Home Finder, weekly e-mail blasts to real estate agents through Atlantanewhomedirectory.com and an extensive public relations campaign produced by Flammer Relations, all designed to increase traffic to your home sites!
- **Expanded Market Area** – The Barrow County Builders Association, Greater Atlanta Home Builders Association, Home Builders Association of Midwest Georgia and the Westside Home Builders Association are working together to cover 20 North Georgia counties.
- **Extensive Distribution** – 50,000 copies of the new, professionally printed, glossy stock, four-color Parade of Homes guide will be available on-site at all Parade homes and in targeted locations throughout the region.
- **Searchable Web Listings** – Each participating home will be featured on the Parade of Homes' official Web site, www.paradeofhomesatlanta.com, and will feature extensive searching and mapping capabilities. Listings will be featured on the Web site until the 2009 Parade of Homes.

Application Deadlines

Entry Deadline: January 23, 2008

Late Entry Deadline: February 7, 2008

Submit Applicable Fee and Entry Form to:

2008 Parade of Homes

Attn: Mandy Trowell

P.O. Box 450749

Atlanta, GA 31145

paradeofhomesatlanta.com

08



Entry Form

April 19 and 20
and 26 and 27, 2008

Take advantage of this tremendous marketing opportunity!

Please complete this entry form and return with full payment no later than February 7, 2008. Early entrants receive a discount (see below). Once your entry form has been received, we will send you more details about the marketing campaign and procedures for submission of Parade materials.

FEE CALCULATION – Option must be chosen and fee paid at the time of application.

Fee Description	Fee Amounts		Number of Entries	Location of Entry (County)
	By 1/23/2008	Between 1/23/2008 - 2/7/2008		
Entry Fee				
Single Home Entry	\$1,500	\$1,750		
Featured Development*	\$5,000	\$6,000		

*A Featured Development includes four homes and will be presented as a double-page spread.

Company Name: _____

Company Contact: _____ E-mail: _____ Cell: _____

Parade Contact: _____ E-mail: _____ Cell: _____

Company Phone No.: _____ Fax: _____

Credit Card Type (AmEx / MC / VISA): _____ Total Charge: \$ _____

Credit Card#: _____ Exp. Date: _____

Name on Card/Signature: _____

NOTE: By signing below, Entry agrees its Parade home will be staffed and open as follows: April 19 & 20 and 26 & 27, Saturday: 11 a.m. – 5 p.m. and Sunday: 1 p.m. – 5 p.m. Opening your home on weekdays April 21 through 25 between the hours of 11 a.m. and 5 p.m. is **OPTIONAL**, but if you want your guidebook information to reflect that your entry is open during the optional dates and times, you must indicate so below.

Do not promote that my entry will be open on the Optional Dates.

Please promote that my entry will be open on the Optional Dates.

Entries will be contacted by Naylor, LLC, the guidebook publisher, for information applicable to your listing. This information must be submitted in full no later than February 7, 2008, and may include the following: 1. Photo or rendering of entry; 2. Floor plan of entry; 3. Land/Lot price range; 4. Builder/Entry description information; 5. Price without land.

Entry also agrees to the Withdrawal Policy below:

Penalty for withdrawal after February 7, 2008, will be loss of entry fees.

Authorized Signature _____ **Date:** _____