



Citirama® 2010 Planbook

Housetrends and the Home Builders Association of Greater Cincinnati have partnered to produce the Citirama® 2010 Planbook. The complete show program will be published inside the May issue of Housetrends Magazine.

- Distribution will be to show visitors but will also be direct mailed to 30,000+ homeowners in affluent neighborhoods in Greater Cincinnati.

- The Citirama Planbook will become a resource for ideas and inspiration for consumers.

- Housetrends has a tremendous shelf life that will serve as a branding tool for builders and suppliers before, during and after the show.



Where: Rockford Woods
Northside

When: June 3-13

Total Distribution:	35,000
Direct Mailed	30,500
Show	3,500
Retail	1,000

Planbook Rates

<u>Size</u>	<u>Rate</u>
Full Page	\$2,895
Half Page	\$1,895
Quarter Page	\$ 995

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