

THE KANSAS CITY STAR.

A BLUEPRINT FOR BUILDING SALES...



THE 1996 HOME BUILDERS ASSOCIATION SPRING HOMES TOUR

All headers are
to be 22 grade 40

CREATE A ROCK-SOLID FOUNDATION FOR YOUR BUSINESS AND REACH YOUR PRIME BUYERS

The Spring Homes Tour will lay the groundwork for an assembly of eager home-buyers who are looking for your services. Now you can help them draw up a plan for the future.



Your ad will reach *The Star's* 888,112 Sunday readers.

We've engineered the tour guide in a convenient tabloid format with a four-color cover, which will be published in two of *The Star's* Sunday editions - April 14 and 21. Packed with informative articles and interesting photos, this section is a great reference guide for home-buyers. And the official tour map will be included in the guide to pinpoint all the sites.



ADVERTISE IN THE HBA
SPRING HOMES TOUR GUIDE.
IT'S JUST THE RIGHT
DESIGN FOR SUCCESS.



Let *The Star* pave your way to a sound business structure. Reserve your ad space in the HBA Spring Homes Tour Guide, by Friday April 5.

Publication date: April 14 and 21

Deadline: Friday, April 5

Format: Tabloid

For more information, call: 234-4059

THE KANSAS CITY STAR.

