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and Find Your Next Customer.**

# **MEDIA KIT**

Ad Reservations: July 15, 2011

Materials Due: July 29, 2011

**This guide will showcase work from New Hampshire's  
best Builders, Architects and Design Pros**



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OCTOBER 8-11, 2010  
**Parade of Homes**



www.nhparadeofhomes.com  
A Guide to Your Dream Home

**Ashwood Development**

**2 The Heights at Falcon Ridge**  
59 Falcon Ridge Road, Milford, NH 03055



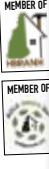
**4 Bedrooms, 2.5 Bathrooms, 2,150 Sq. Ft.**

SELLING PRICE: \$339,900

This four bedroom home has just the right touches for your family to fall in love with. Hardwood flooring and oak stair treads add to the first floor appeal. Along with an expansive family room and eat in kitchen, you will find a beautiful luxury master suite and 92%+ efficiency furnace. Come sit on the charming farmer's porch and enjoy the scenery. This home is located in Milford's newest exclusive neighborhood. The community location is a must see for its views, private setting, and 1+ acre lots.

**DIRECTIONS:** Route 101 West toward Milford. At the 101A merger on Elm Street go straight across, take first left onto North River Road. Bear right onto Maple Street, Falcon Ridge road is on your right.

**ASHWOOD**  
The Signature Builder  
De Zielinski  
603 883-9924  
dzzielinski@ashwoodcompanies.com  
www.theheights-falconridge.com



**Hayward & Company**

**5 Custom Log Home**  
903 New Hampton Road, Sanbornton, NH



**3 Bedrooms, 2.5 Bathrooms, 2,015 Sq. Ft.**

SELLING PRICE: SOLD

This traditional custom log home consists of 8" D" style eastern white pine logs with an exposed douglas fir raftered roof system. This open concept home boasts a great room with natural stone fireplace, first floor owner's suite, first floor laundry, eat-in kitchen with custom cabinetry and tile, loft, and two second floor bedrooms with custom window configurations. High performance insulation, building envelope air sealing and mechanical systems make Energy Star certification within easy reach for this home. This comfortable and livable home proves that small unique features make a new home really home...and fun!

**DIRECTIONS:**  
From the South: I-93 North to Exit 22. Take right at end of ramp. Take first driveway on left.  
From the North: I-93 South to Exit 22. Take right at end of ramp. Take first driveway on right.



Hayward & Company is a multi-generational company spanning back to 1971 when one of our family's patriarchs, Arthur Hayward, started selling and constructing traditional log homes. Today, Hayward & Company is a design/build company specializing in the design and construction of custom traditional log homes, custom hybrid post & beam homes utilizing Structural Insulated Panels (SIPs) and post and beam barns.

Our homes are the result of a combined effort between the client and us. Since all of our homes are custom, they are designed and constructed for you and only you. The close relationships we have with our clients allow us to control costs, manage timelines, and ultimately create a structure that will last for generations.

Custom design starts with what inspires you! We have many 'tried-and-true' designs, but many of these act as a springboard toward a custom design. Our goal is to take your ideas and desires when it comes to your new home and work them into a design that will be aesthetically pleasing but also will perform efficiently.

Hayward & Company utilizes age old traditional joinery with their wood structures but in turn use many of the latest technologies and green building methods to construct buildings for their clients which have low operational costs and will be enjoyed for generations to come.

For weathertight shells to complete turn-key construction, Hayward & Company is your quality local New Hampshire choice for your future construction project.

**Hayward & Company**  
603-744-0186  
355 Oakcrest Road, Bristol, NH 03222  
info@haywardandcompany.com  
www.haywardandcompany.com



**Flanders & Company**

**6 Custom Home**  
272 Meredith Neck Road, Meredith, NH 03253



**3 Bedrooms, 2.5 Bathrooms, 4,628 Sq. Ft.**

FOR PRICE & CUSTOM DETAILS CONTACT MARK FLANDERS

This custom designed modern farmhouse includes an attached 3 car garage, a very flexible family-friendly floor plan, and sits on 23 private acres featuring rolling fields, spectacular views and private frontage on Lake Winnepesaukee. This home offers many amenities that are both practical and luxurious including radiant heating, Viking appliances, spray foam basement and guest wing offering plenty of room to grow.

**DIRECTIONS:**  
From I-93 take Exit 23 and head East on Rt. 104 toward Meredith. At the end of Rt. 104, take a left on Rt. 3 North toward Meredith. At the intersection of Rt. 25 (by the Meredith Town Docks) turn right onto Rt. 25 East toward Center Harbor. Take the first right onto Pleasant St. Go approximately 3.8 miles (Pleasant St. turns into Meredith Neck Rd. along the way) and the house will be on the left.



Since 1980, Flanders & Company has been building and remodeling exceptional homes. We have the experience and the expertise to handle all of your building needs—from a new deck addition or bathroom remodel, to a whole house renovation or the construction of a new luxury waterfront getaway. We can even help you maintain and care for your home and property while you are away.

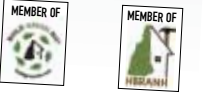
We offer expert in-house design services, or we can work closely with your architect. Either way, the earlier you involve the Flanders Team in your project, the more value we can add. We can expertly advise you on site layout, compliance with local and state regulations, permitting, and value engineering.

We take tremendous pride in creating homes that are as beautiful as they are functional. A Flanders home is designed and built to fit your lifestyle, budget and taste and to withstand the test of time.

We also believe that the process of building or remodeling your home should be a joy as well which drives us to do things a little differently than the average builder.

Give us a call for your next project to experience the Flanders difference and see for yourself why our clients say things like, "you breezed through the project with a level of professionalism and cooperation that is rarely seen."

**Flanders & Company**  
603-279-4254  
169 DW Highway, Meredith, NH 03253  
mark@flandersandco.com  
www.flandersandco.com



**Northstar Contractors, LLC**

**Custom Home 9**  
52 Marjories Walk, Gilford, NH 03249



**3 Bedrooms, 2.5 Bathrooms**



**Wes Hays**  
603-744-5500  
whays@northstarnh.com  
www.northstarnh.com

SELLING PRICE: \$210,000  
Come and see 21st Street! A complete custom home. Designed on the backside of a lot that stretches across the street. The house was built using Greatroom with beautiful ceilings and an open bath, seating area, and a concrete roof deck. Main garage on main level. Cedar Impressions Windows, Energy Star.

**DIRECTIONS:** From I-93 take exit 20. Turn left on US-3 North/NH-11 East for approx. 6 miles. Take the NH-11A (Gunstock Mountain Ave.) Stay on NH-11A East for approx. 2 miles. Continue for 3.4 miles, the road will come to a right and Belknap Mt. Rd. will continue to the left. Turn left onto Marjorie's Walk, go over the hill, input 738 Belknap Mt Rd, Gilford, NH. This is the house.

**Cargill Construction Co.**

**10 Custom Home**  
77 Ames Road, Moultonboro, NH 03254



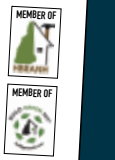
**3 Bedrooms, 2.5 Bathrooms, 4,014 Sq. Ft.**



**Liam Cargill**  
603-726-3939  
lvcargill@yahoo.com  
www.cargillconstruction.com

SELLING PRICE: SOLD  
NH's first Emerald award winning home sits on the shores of Lake Kanawaska. The Emerald award is the highest achievement presented by the National Home Builders Association, Build Green Standard. This home has many energy-saving products and technologies, such as FSC framing lumber, local hardwood flooring, 100% recycled underlayment, Energy Star appliances, concrete contains 30% fly ash, and reclaimed cabinets to name but a few. The envelope is ultra tight with BIPS insulation in the outside walls (R-23) and vaulted ceilings have an additional 2" of rigid insulation (R-49). The efficiency is reflected in the HERS of 46, despite the 4,000 sq. ft.

**DIRECTIONS:** I-93 North to Exit 23 (New Hampton/Bristol). Turn right onto NH-104/NH-132/Beulah-Meredith Rd. Continue to follow NH-104. Turn left onto US-3/Daniel Webster Hwy. Turn right onto NH-25/Daniel Webster Hwy/Winnepesaukee St. Continue to follow NH-25. Take a left onto Ames Rd, after Aubuchon Hardware in Moultonboro, NH.



**Stabile Homes**

**7 Custom Home**  
290 Meredith Neck Road, Meredith, NH



**5 Bedrooms, 5 Bathrooms, 5,000 Sq. Ft.**

SELLING PRICE: \$2,199,000  
A MUST SEE! Custom designed Adirondack style home located on 13 acres on Lake Winnepesaukee with original stone walls, rolling hills and beautiful trees. Top of the line Energy Star rated home with 165 feet of waterfront and panoramic views of the mountains. Two cultured stone gas fireplaces with limestone mantel and hearth. Andersen windows, red cedar shingle siding, Kohler fixtures and faucets, 3 car garage, ceramic tile showers. GE Profile appliances, granite countertops, white oak flooring plus more!

**DIRECTIONS:** Take Exit 23 off I-93 onto State Route 104. Continue on 104 east into Meredith. Take a left onto US-3/Daniel Webster Hwy. Turn right onto Pleasant St. Bear right on Meredith Neck Road. Follow Meredith Neck Road until you arrive at 286 Meredith Neck Road on the left (290 Meredith Neck Rd is a shared driveway with #286).

**Meredith Bay**

**8 Meredith Bay**  
421 Endicott Street North, Laconia, NH



**5 Bedrooms, 7 Bathrooms, 4,885 Sq. Ft.**

SELLING PRICE: \$2,100,000  
Live where the world comes to play at Meredith Bay, a private resort-style community where all the fun of the Lakes Region is right outside your door! This new custom home was the former New Hampshire Designer Show House. It was built to take every advantage of the Lake Winnepesaukee panorama and respectfully compliment the natural surroundings. Rustic with an understated elegance best describes this timeless Adirondack designed for the modern lifestyle!

**DIRECTIONS:** I-93 North to I-93 Junction and follow I-93 North to Exit 23 (New Hampton/Bristol). At the bottom of the ramp, bear right onto Rt. 104 and follow it 8.5 miles to its termination at the blinking traffic light. You will be at Rt. 3 and will be facing a McDonalds. Turn right again onto Rt. 3 South. Follow for 3.1 miles passing through 2 sets of lights. You will see "Eunapor" on the left. Shortly after, you will see the entrance for Meredith Bay on your left.

**Jennifer**  
603-524-1111  
jhea@meredithbay.com  
www.meredithbay.com



**Call Kathy Poggi Today!**  
**603 772-5899**

# The Parade of Homes Guide Rate Card 2011

## ALL BUILDER PARTICIPANTS

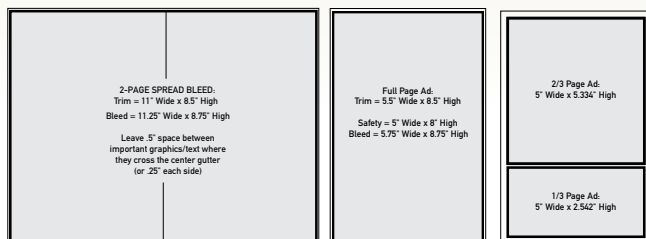
All entries require submission of a high-res logo, high-res property photo and completed entry form.

**1-page feature** FREE

**2-page feature:** \$800  
Upgraded spread includes additional photo/art insertions and full builder profile

## DISPLAY ADS

	B/W	4/C
2-page spread	\$1600	\$1650
Full page	\$800	\$850
2/3 page	\$550	\$600
1/3 page	\$275	\$325



## ADDITIONAL OPPORTUNITIES

Custom Company Advertorial \$800  
featuring supplied text and images

Website link to your Online Virtual Tour \$250

Marketplace Company Listings \$45

Custom Design Services Available \$100/pg  
Call for details.

## DIGITAL REQUIREMENTS

### WE ACCEPT THE FOLLOWING FORMATS:

- Flattened, CMYK, Hi-Res 300 dpi PDF, exact dimension
  - Save with NO compressions
  - All fonts embedded & no white overprints
- QuarkXPress v.6.25 (or below) for Macintosh
- Adobe Illustrator CS5 or below (EPS)
- Adobe Photoshop CS5 or below (EPS/TIF/JPG)

### FILES CAN BE SUPPLIED VIA:

- CD (return upon request only); include a paper proof
- Email PDFs (or compressed folders) under 5MB
- Upload files larger than 5MB via [www.yousendit.com](http://www.yousendit.com). (See below.)

### PLEASE INCLUDE THE FOLLOWING:

Native application files need to be compressed into folders. Include all Macintosh printer & screen fonts, images, and logos. Use actual fonts. Do NOT apply "local" style attributes (bold, italic, bold italic).

### QUARK REQUIREMENTS:

- CMYK or grayscale (NO spot colors)

### PHOTOSHOP REQUIREMENTS:

- CMYK or grayscale (not RGB) mode
- 300 dpi or greater. (Images taken from a web site are 72 dpi in resolution and not acceptable for high-quality, gloss printing.)

### ILLUSTRATOR REQUIREMENTS:

- Colors CMYK (NO spot colors; NO white overprints)
- Convert all type to outline paths
- If ad is created on PC, open in Illustrator, outline the type, then save as Macintosh EPS.

## SUPPLY FILES

- Send files larger than 5MB using [www.yousendit.com](http://www.yousendit.com)
- Email files under 5MB (JPGs, PDFs Or compressed folders)
- Mail a CD - with paper proof

### SEND ADS & MATERIALS:

- Email your Sales Representative or Art Director, Randy Kerstein: [randye@seacoastink.com](mailto:randye@seacoastink.com)