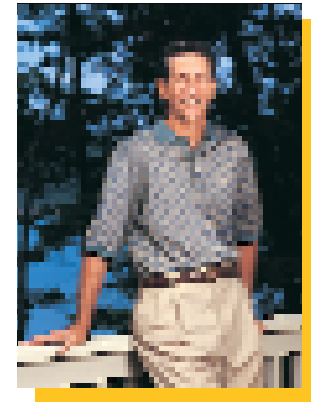




## Designer Information



**Don Gardner, AIA, NCARB: DONALD GARDNER, INC.** — Don Gardner graduated from Clemson University with a Bachelor of Architecture degree. He served in the Army Corps of Engineers and became a registered architect, gaining a range of architectural experience, before establishing the award-winning Donald A. Gardner Architects, Inc., in 1978.

**Building a Home or creating an Advertising Strategy....**

**..it all starts with a good**

**PLAN**

**GO Gardner**



**HEADQUARTERS**  
4440 North Ocean Shores Blvd.,  
Suite 106  
Palm Coast, FL 32137  
[www.athomewithdon.com](http://www.athomewithdon.com)

**PRODUCTION**  
150 Executive Center Drive  
Suite 215 • Greenville, SC 29615  
Phone 864.288.7580, x. 320  
[www.athomewithdon.com](http://www.athomewithdon.com)

Donald A. Gardner Publishing, LLC, invites you to go beyond print advertising. Market directly to plan buyers at the point of purchase with **GO Gardner!**

*Go Gardner!* gives you the opportunity to customize your marketing and advertising strategy directly to consumers, builders or consumers and builders—right at the point of purchase! A perfect complement to your company's presence in *At Home with Donald A. Gardner* magazine, the *Go Gardner!* insertion and leads programs allows you direct access to ready, willing and able consumers—ready to build their home...and ready to spend money on the products they will need and want!

### *Go Direct!*

Our leads and insertion program will put you in direct touch with the home plan buyer—both builder and consumer at the point of sale. Receive these leads and insert your product literature into the blueprint packages as they are sent to the customer! ONLY the designer can truly offer this benefit!

### *Go Team!*

Our leads program is solid and proven, with the sale generated directly from the designer's office—not from some third-party publisher. Each designer has put in place a highly skilled architectural and sales team to answer questions and drive the plan sale to accomplish the customers' needs. Who better to sell the designer's home plans than the designer's hand-picked team? Leads include name, address, plan number and square footage information.

### *Go Now!*

The insertion program is a second level of follow-up to your ad in *At Home with Donald A. Gardner* magazine. Your product information has a place inside each *At Home with Donald A. Gardner* plan package mailed from the designer's office. Expose your product to this qualified—customer at the point of purchase—when he's ready to build and furnish his new home!

*Go Gardner!* has a program designed especially for your marketing strategy.

# Go Gardner!

## Level 1

# \$55,000

- 4 full-page ads in *At Home with Donald A. Gardner* magazine, 300,000 total distribution
- 5 full-page ads in *e-dag newsletter* — each distributed via e-mail to over 5,000 subscribers
- 10,000 blueprint leads & 10,000 insertions in plan orders
- Action ad on plan pages of Donald A. Gardner Web sites, yielding 20.0M impressions
- Web site banner ad (468 x 60 pixels) yielding 20.0M impressions
- 10,000 promo sheets: Your company information on a 24"x36" sheet printed with the blueprint and included in the plan package.

## Level 2

# \$45,000

- 4 full-page ads in *At Home with Donald A. Gardner* magazine, 300,000 total distribution
- 4 full-page ads in *e-dag newsletter* — each distributed via e-mail to over 5,000 subscribers
- 8,000 blueprint leads
- Action ad on plan pages of Donald A. Gardner Web sites, yielding 15.0M impressions
- 8,000 insertions in plan orders
- 8,000 promo sheets: Your company information on a 24"x36" sheet printed with the blueprint and included in the plan package.

## Level 3

# \$35,000

- 3 full-page ads in *At Home with Donald A. Gardner* magazine, 225,000 total distribution
- 3 full-page ads in *e-dag newsletter* — each distributed via e-mail to over 5,000 subscribers
- 6,000 blueprint leads
- Action ad on plan pages of Donald A. Gardner Web sites, yielding 10.0M impressions
- 6,000 insertions in plan orders
- 6,000 promo sheets: Your company information on a 24"x36" sheet printed with the blueprint and included in the plan package.

All Donald A. Gardner  
**consumer and  
builder leads**

will be furnished for your

**direct marketing  
and advertising  
purposes.**

