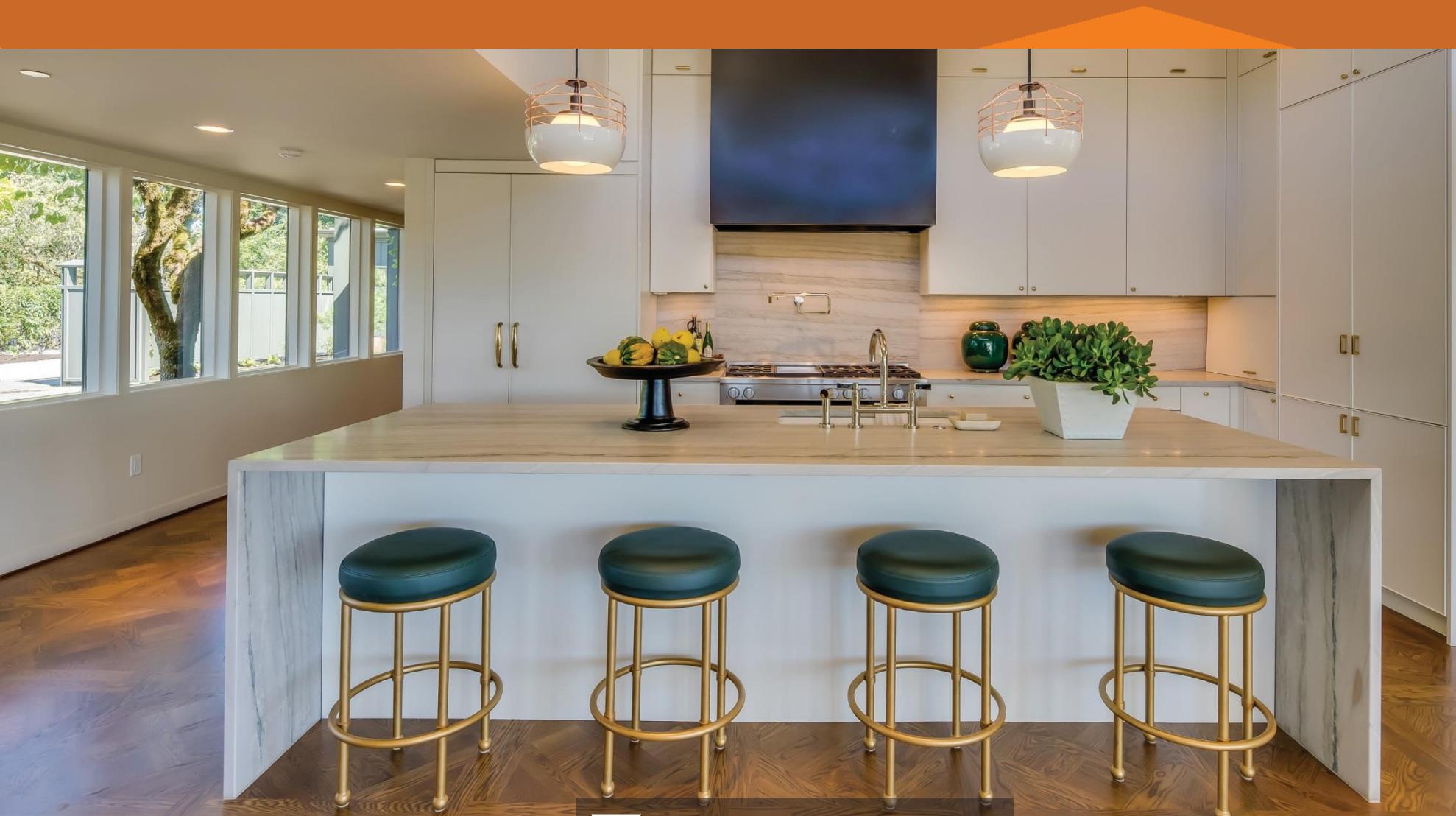


# In-App Advertising Guide

2016 Parade of Homes PARADE CRAZE APP Advertising Opportunities



 **parade****craze**<sup>®</sup>

# How It Works

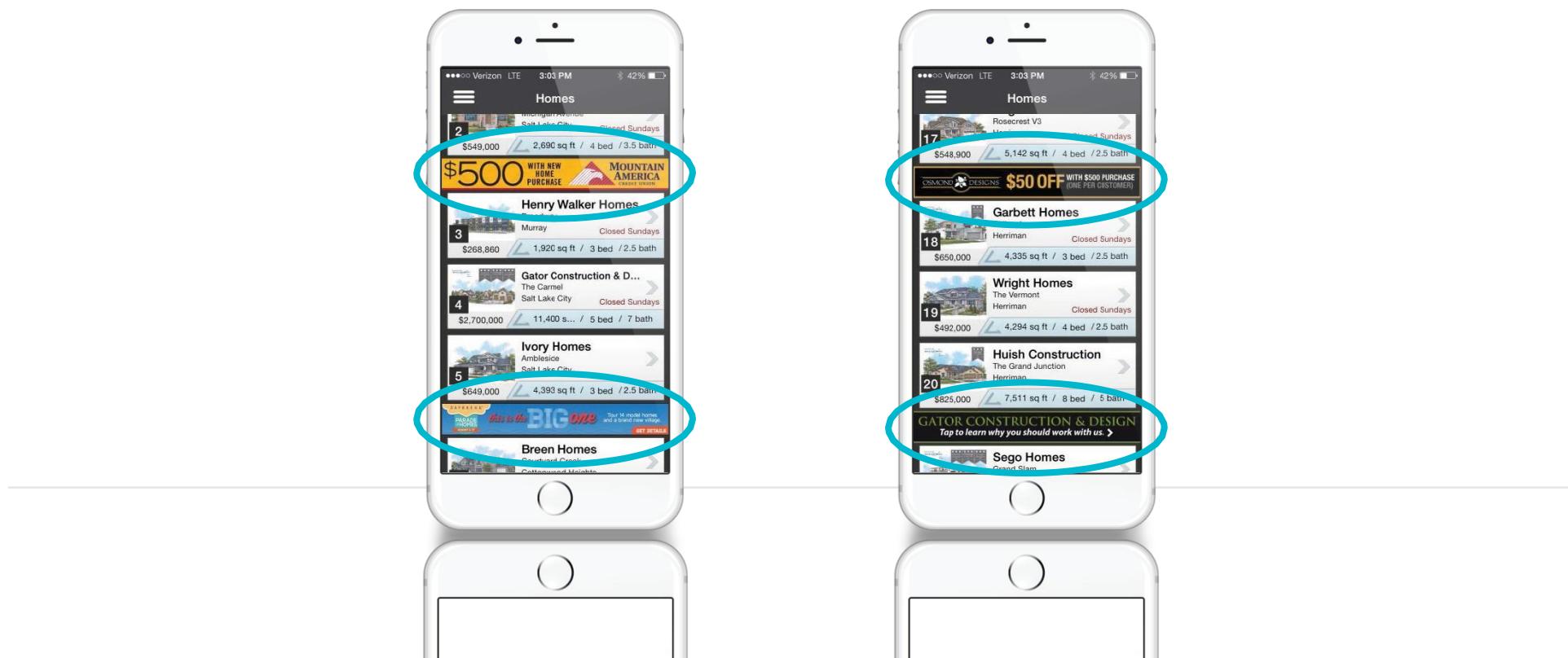
- 1 Parade Craze® strategically places ads throughout the map app for users to view.
- 2 Download the Parade Craze App from the Apple Store or Google Play Store.
- 3 View banner ads of other HBA Parades across the country.



# Rotating Ads: Homes List

Rotating ads on the Homes List view cycle through multiple advertisements. The ads change each time the screen is refreshed.

**\$200/ad for HBASC member in rotation**  
**\$250/ad for Non-HBASC member in rotation**



# Rotating Ads: Builder Level

On the Event Builder's Home Details screen, each ad position can rotate through multiple advertisements or can be locked. Builders can only purchase locked ads on their own pages. Builders can highlight key subcontractors, or to drive traffic to their website or social media page(s).

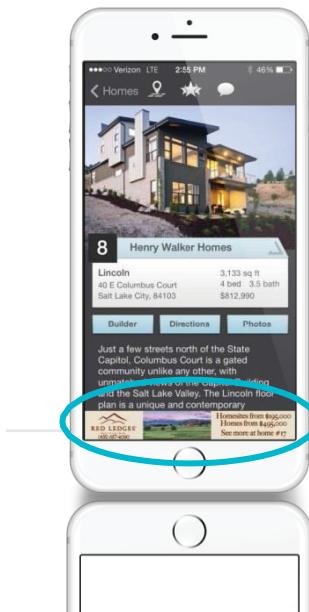
**\$200/ad for HBASC members in rotation (Subcontractors only)**

**\$250/ad for Non-HBASC members in rotation (Subcontractors only)**

**\$300 to lock all ads for a specific home (Builders or subcontractors)**

**\$350 for Non-HBASC members to lock ad for a specific home (subcontractors only)**

Home Details Screen



Builder Profile

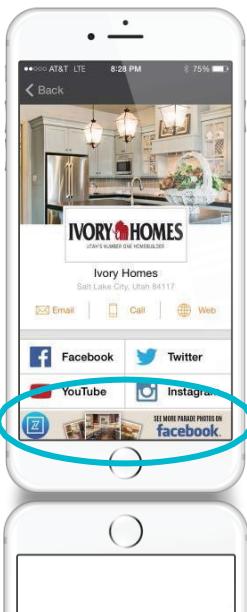
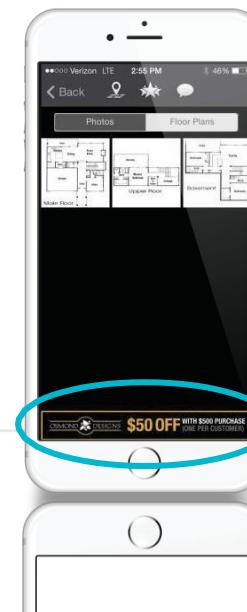


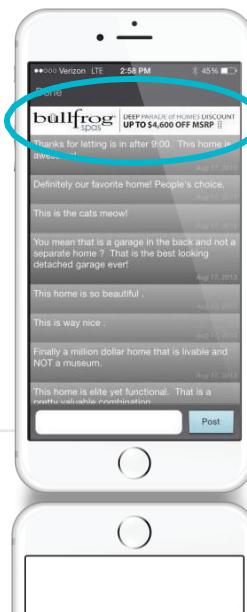
Photo Gallery



Floor Plan Gallery



Comments List



Ratings List



# Fixed Ads

These ad positions are fixed and each screen may be purchased by a different advertiser. These are the most visited screens in the app and will therefore serve the most impressions.

**\$300/ad (Available to non-builders only)**

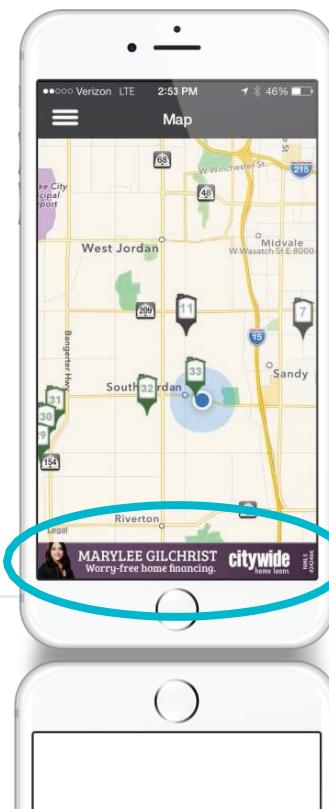
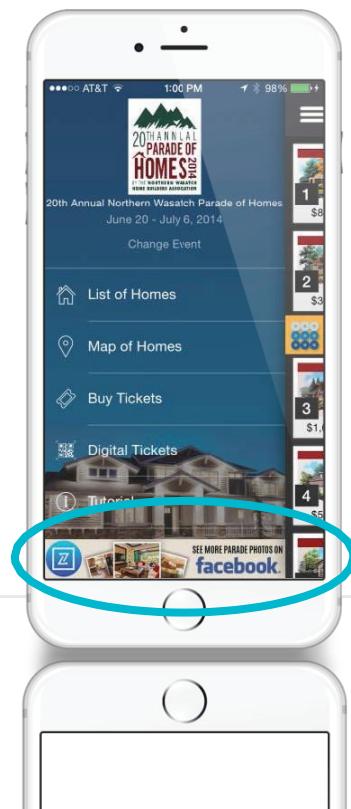
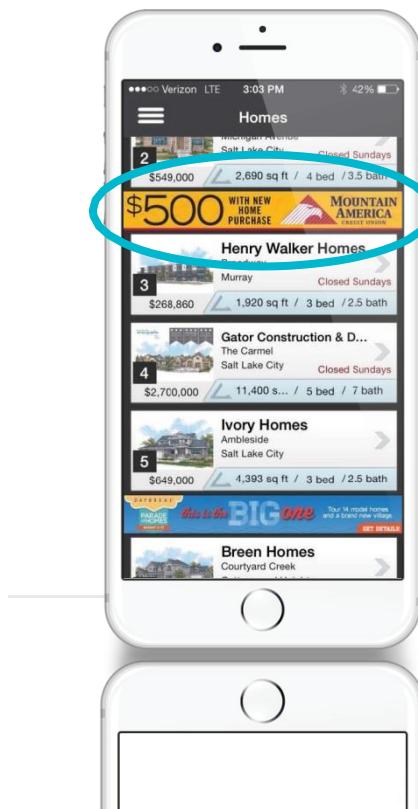
**\$350/ad for Non-HBASC members (Available to non-builders only)**

Homes List

Event Home Screen

Map of Homes

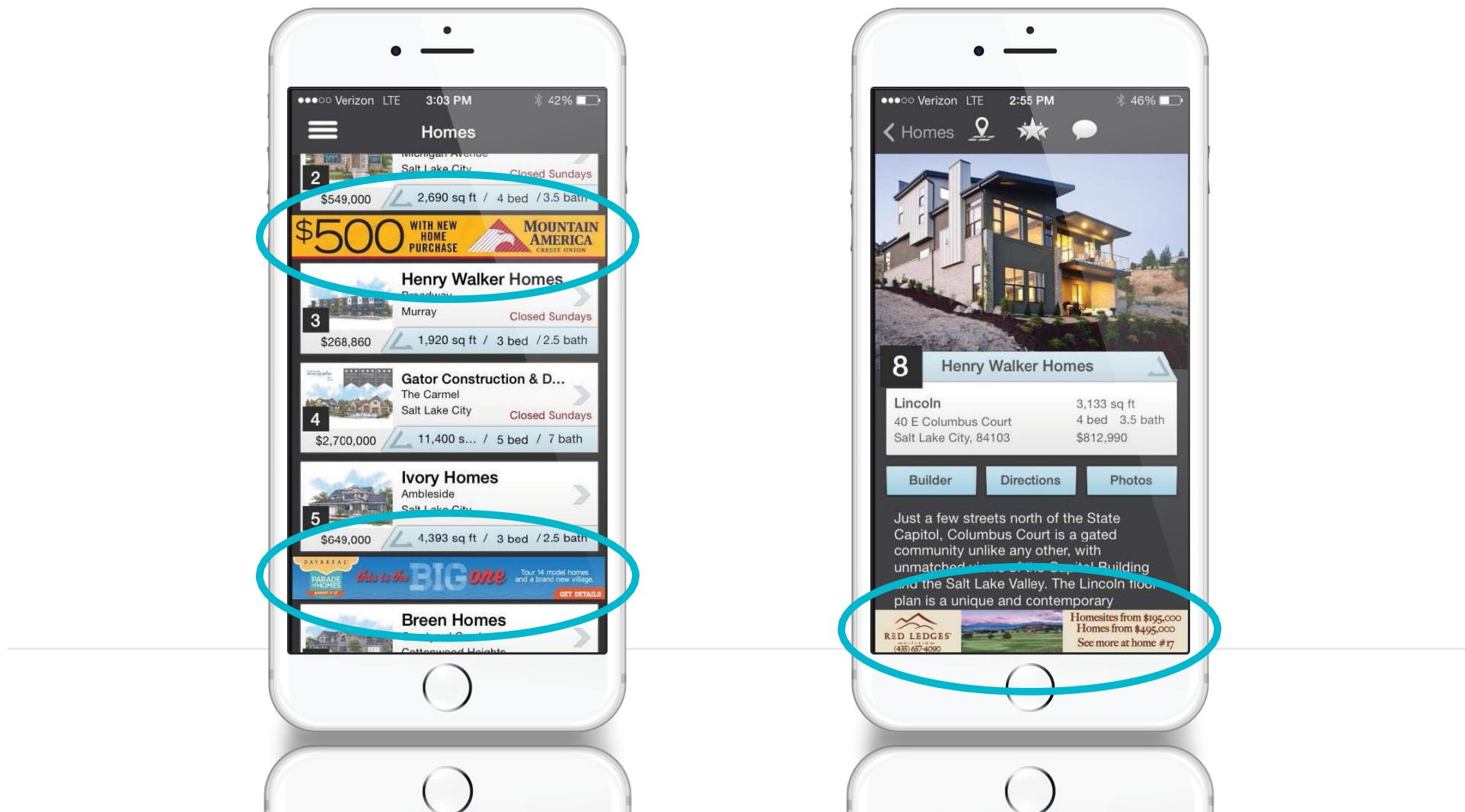
Digital Ticket Screen



# Sizing: Banner Ads

Screen size: 640 x 88 px

Files must be saved as a JPEG at 72 dpi

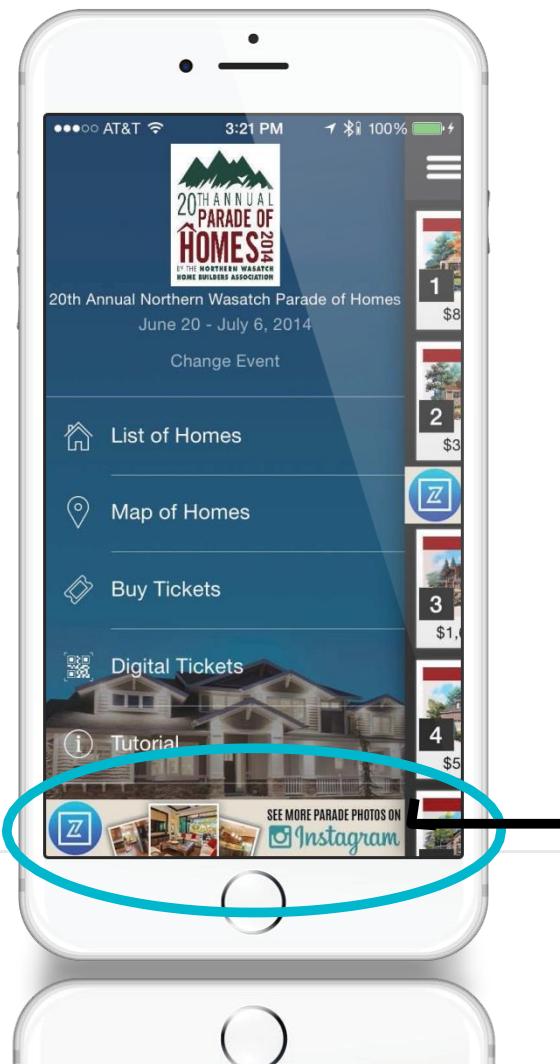


# Sizing: Menu Banner Ads

Screen size: 640 x 88 px

Files must be saved as a JPEG at 72 dpi

Note: 88 px on right side of banner will be covered by sliding view





## 2016 Parade of Homes/Parade Craze App Advertising Opportunity Agreement

Please return this form to the HBASC office to [office@hbasc.com](mailto:office@hbasc.com). Direct questions to Lisa Laughlin, HBASC Executive Officer, 382-0082 or [lisa@hbasc.com](mailto:lisa@hbasc.com). Payment is due before Parade of Homes.

Please send payment and sponsor form to HBASC, 109 S. Camino del Rio, Durango, CO 81303.

***Ads are subject to approval.***

### **Ad Type Preferred**

- Locked
- Fixed
- Roaming

Builder Name/Screen Type: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Thank you for advertising with our NEW ParadeCraze App!*