

2021 MBA Home Show and Tour Events

**SPECIAL
SECTIONS**



2021 MBA Special Section Pub Dates:

Spring Tour Mar. 7
Building and Remodeling Show Apr. 25
Parade of Homes Aug. 15



Spring Tour Pub Date: 3/7/21 | Reservation Deadline: 2/12/21 | Final Creative Due: 2/19/21
Home Show Pub Date: 4/25/21 | Reservation Deadline: 4/2/21 | Final Creative Due: 4/9/21
Parade of Homes Pub Date: 8/15/21 | Reservation Deadline: 7/23/21 | Final Creative Due: 7/30/21

Print Packages		Package Ad Investment Options	
PRINT – Full Color	ROP Ad Size	Total Net Investment	
Journal Sentinel	Tabloid Format	Print 1X	Print 3X
Back Cover	10" x 9.75"	\$3,600	\$8,100
Inside Front or Back Cover	10" x 9.75"	\$3,000	\$6,840
Full Page	10" x 9.75"	\$2,400	\$5,400
Half Page	10" x 4.75" or 4.92" x 9.75"	\$1,500	\$3,600
Quarter Page	4.92" x 4.75"	\$900	\$2,160

Package Details: The 3X RATE includes ad space in the Home Show (April 25th) and Parade of Homes (August 15th) publications



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