



## 2017 Parade of Homes Magazine Advertising Information



*This full-color, glossy magazine will feature the homes in this year's Parade of Homes and will be distributed year-round to those interested in building a new home, upgrading their existing home or learning more about the latest in building, design and decor. Don't miss this great opportunity to showcase your quality products & services in this first-class publication that is heavily promoted and has a readership of over 25,000 targeted households.*

### Deadlines

**Parade of Homes:** May 13-14 (5pm-8pm) & 19-21 (12pm-5pm)

**Advertising Space:** Mar 31, **Materials/Prepayment:** Mar 31

### Parade of Homes Magazine Ad Rates/Sizes

	HBA Member	Non-Member
<b>Full Page</b> (Full bleed: 8.625 X 11.125, Trim 8.375 X 10.875, 7.625 X 10.125 bordered)	<b>\$1,750</b>	<b>\$2,150</b>
<b>2/3 Page</b> (Vertical: 4.875 X 10)	<b>\$1,300</b>	<b>\$1,550</b>
<b>1/2 Page</b> (Horizontal: 7.625 X 4.875 bordered)	<b>\$1050</b>	<b>\$1,250</b>
<b>1/3 Page</b> (Vertical: 2.625 X 10 bordered, Square: 4.875 X 4.875 bordered)	<b>\$785</b>	<b>\$950</b>
<b>1/6 Page</b> (Vertical: 2.625 X 4.875 bordered, Horizontal: 4.875 X 2.375 bordered)	<b>\$475</b>	<b>\$575</b>
<b>Page 3, 5, Inside Front/Back Cover</b> (Same as Full Page)	<b>\$2,500</b>	<b>N/A</b>
<b>Back Cover</b> (Same as Full Page)	<b>\$2,800</b>	<b>N/A</b>
<b>Front Cover With 2-Page Feature</b>	<b>\$6,500</b>	<b>N/A</b>
<b>1 to 2 Page Feature Articles</b>	<b>\$2,225-\$4,000</b>	<b>N/A</b>
<b>Other Editorial or Sponsored Features</b>	<b>(ask for pricing and approval process)</b>	

**Parade of Homes Magazine** The Parade of Homes event is a proven, branded, heavily promoted event that attracts people looking at building, remodeling, or improving their home. The event is not only strong locally, but also nationally which attracts those new or planning on moving to the area. In addition to getting in front of this important demographic, you are also supporting the home building industry and helping this key sector of our economy. If your business benefits from new home purchases or home improvements an ad in this magazine helps support and reach those involved.

**Mechanicals** Acceptable file formats include PDF, EPS, TIF, and JPG. Please keep all content in the ad at a resolution of 300dpi at full size or higher. Email files to [Russ@BuilderFusion.com](mailto:Russ@BuilderFusion.com).



### Reserving Advertising Space

To make it easy...just email **Russ** at [Russ@BuilderFusion.com](mailto:Russ@BuilderFusion.com) (or call him directly at **801-360-2636**). In the email include the ads you are interested in and your contact information. Russ can answer any question regarding availability, ad content and payment options. Here is an example of an email we can use to reserve advertising space:

Russ,  
Please reserve us the following: one full page - please place our ad close to our listing.  
Call me for ad content and payment, Sally Joe  
XYZ Company, 000-000-0000

