



**HOME BUILDERS ASSOCIATION OF GREATER NEW ORLEANS**  
presents

— Greater New Orleans —  
**PARADE**  
*of* **HOMES**

The official Parade of Homes Guidebook is a full-color, glossy magazine featuring each unique home on the Parade. This year the guidebook will be distributed in each home on the Parade, in 50+ retail locations in the Greater New Orleans area, and will be available online year-round. Attendees are homeowners looking to buy new, remodel, or simply refresh their homes.

**DEADLINES:**

Advertising Space/Materials/Prepayment: April, 6, 2018  
Parade of Homes Event: June 2-3, June 9-10

**ADVERTISING RATES/SIZES:**

Full Page (Full bleed: 8.625 X 11.125, Trim 8.375 X 10.875, Live 7.875 X 10.375)  
1/2 Page (Horizontal: 7.875 X 4.9375 bordered, Vertical: 3.75 X 10.125 bordered)  
1/4 Page (3.75 X 4.94 bordered)  
1/8 Page (3.75 X 2.34 bordered)  
Page 3, 5, Inside Front/Back Cover (Some as Full Page)  
2-Page Spread (Full bleed: 16.75"x10.875" Trim 16.75 X 10.875, live 15.75 X 9.875)  
Front Cover and 1 to 2 page Feature Articles (inquire for pricing and availability)

	HBA Member	Non-Member
Full Page	\$1,200	+25%
1/2 Page	\$780	+25%
1/4 Page	\$490	+25%
1/8 Page	\$290	+25%
Page 3, 5, Inside Front/Back Cover	\$1,800	+25%
2-Page Spread	\$2,100	+25%

**MECHANICALS:**

For best quality keep all ad content at a resolution of 300dpi or higher.  
Please save ads at exact size with no trim or bleed marks

**SPONSORSHIP CONTACT INFORMATION:**

Lauren Galliano, Home Builders Association of Greater New Orleans  
E-mail: Lauren@Home-Builders.org Phone: 504-837-2700

**ADVERTISING CONTACT INFORMATION:**

JAK MARKETING SOLUTIONS  
Jan Autin 985-264-8748

Magazines to be delivered to over 50 Prime Locations throughout Greater New Orleans 2 weeks prior to first weekend of Parade of Homes event.



## Parade of Homes

## Parade of Homes

The Parade of Homes is a 'super open house' in which HBA builders showcase their new homes throughout a 7-parish area. Visitors tour these homes to shop for their next new home, or for ideas in renovating their existing home. This event is marketed heavily to the public, and a great way for our members to market themselves to a group outside the industry.

### Sponsorship Opportunities

Sponsorship benefits may be negotiated. [www.nolaPOH.org](http://www.nolaPOH.org) had 8,000+ unique visitors during the 2017 Parade of Homes campaign. HBAGNO's Facebook page received 20,000+ impressions by 14,000+ unique users.

Presenting Sponsor (Limit 1, Members Only)..... \$5,000

- Full Page Ad in Guidebook
- Logo on Cover
- Distribution of Materials in every home during the Parade of Homes
- Logo Link on Parade of Homes Webpage
- Company Name or Logo on all Press Releases and Promotional Materials

Supporting Sponsor ..... \$2,500

Non-Members ..... \$3,500

- Full Page Ad in Guidebook
- Logo link on Parade of Homes Webpage
- Company Name or Logo on all Press Releases and Promotional Materials

Map Sponsor (Limit 5, non-competing) ..... \$1,000

Non-Members ..... \$2,000

- Logo on Guidebook Map (5,000 copies distributed)
- Logo link on Parade of Homes Webpage



20-25 houses on Parade of Homes



200-300 visitors reported per weekend



5,000 guidebooks distributed



8,000+ unique web visitors  
20,000+ social media impressions

## Parade of Homes



Parade of  
Homes

### Builders & Developers (Members Only)

Each home entered in the Parade is featured on a Full Page in the Guidebook. The Parade of Homes is advertised through radio and newspaper advertising, as well as via a PR campaign including a strong presence on social media and local TV news outlets. Final Deadline to enter a home or fixed site in Wednesday, April 4, 2018. Parade builders in 2016 & 2017 reported up to 400-500 visitors per weekend.

### Builder Entries/Individual Homes

Refundable Deposit.....	\$1,000 per Company
Entry Fee Before February 7th.....	\$2,100
Entry Fee After February 7th.....	\$2,500
Additional Home(s).....	\$1,500 each

### Fixed Site Sponsors (Must have at least 3 homes in 1 development)

Fixed Site Entry Before February 7th .....	\$8,000 (up to 5 homes)
Each Additional Home Before February 7th .....	\$1,000
Fixed Site Entry After February 7th .....	\$10,000 (up to 5 homes)
Each Additional Home After February 7th.....	\$1,500

## Advertise in both annual publications!

### Parade of Homes Guidebook Advertising

5,000 copies printed for event each year (June), distributed at every house on the Parade of Homes, sponsors' retail locations, and at 50+ retail locations.

Contact Jan Autin, JAK Publishing..... 985.264.8748

### Home Source, the Official Membership Directory and Homeowner Resource Guide

10,000 copies printed annually, mailed to all HBAGNO members, distributed at 50+ retail locations, at New Orleans Home & Garden Show, during Parade of Homes, and by request.

Contact Brooke LeBlanc, Renaissance Publishing .....504.830.7242



Print  
Advertising