

2019 Asheville HBA Parade of Homes Magazine Media Kit



This full-color, glossy magazine targets those interested in building a new home, upgrading their existing home or learning more about the latest in building, design and decor. 8,000 copies printed and distributed.

Advertising Rates

	Member Rate	Non-Member Rate
Full Page Full bleed: 8.625w x 11.0625h, trim 8.375 x 10.8125, Live 7.375 x 9.875	\$1075	\$2275
1/2 Page Horizontal: 7.375w x 4.875h bordered, Vertical: 3.625w x 9.875h bordered	\$764	\$1525
1/4 Page 3.625 x 4.875 bordered	\$495	\$1075
Pages 4, 6, inside back cover Same as full page	\$2750	\$3267
Back Cover Same as full page	\$3225	\$4425
Online Advertising		
Highlight Ad - 640p x 88p (2 available)(Informational Pages)	\$900 (Full Year)	N/A
Banner Ad - 300p wide x 60 p high (3 available)(All Pages)	\$750 (Full Year)	N/A

Mechanicals

Acceptable file formats include PDF, EPS, TIF, and JPG. Outline or embed all fonts and keep all content in the ad at a resolution of 300dpi at full size or higher. We accept CAMERA-READY ADS only. The AHBA does not send proofs for your ads. Email files to marketing@ashevillehba.com.

Advertising Deadline - July 15

Additional Opportunities

Member Logo Listing

Each year the full AHBA Membership Directory is printed in the Parade of Homes Publication. Gain additional logo recognition by upgrading your online and printed directory listing to include your companies logo. Upgrade includes main member's logo on the AHBA website for 12 months. **\$250**

Renewed Spaces

The Renewed Spaces section provides great opportunity for builders to highlight a specific project in a newly constructed home or remodeling project in a specific section of the Parade of Homes Magazine and online. Highlight a project you have completed such as a kitchen makeover, outdoor living space, bathroom renovation, or exterior remodel. Renewed Spaces projects may be submitted in partnership with a supplier or subcontractor. Visit ParadeofHomesAsheville.com for detailed information. **\$675**

Coming Soon Ad

Builders can utilize this ad section to showcase a home that is under construction and not open for tour during the 2019 Parade of Homes. This is a great place to spotlight your work and be featured without being on tour. Visit ParadeofHomesAsheville.com for detailed information. **\$675**

Community Showcase

The Community Showcase section lists community details, availability, amenities, featured builders, and much more! Not only will the communities participating be in the magazine but they will also be listed online for a year with photo galleries, direct links and contact information for those who are interested in learning more about your community and taking the next steps towards purchasing. **Member: \$775 Non-Member: \$1275**

Advertising Space Reservation/Contract

Upon submitting this signed ad space reservation, advertiser agrees to adhere to the deadlines and formats of this rate sheet. Advertiser understands that rates listed above are for camera-ready ads ONLY and all rates are net. Prime locations are available on a "first come, first serve" basis. Other placements are not guaranteed. Please PRINT all information legibly.

Ad Position/Size: _____ **Ad Cost:** _____ **Signature:** _____ **Date:** _____

Company/Advertiser: _____ **Contact Name:** _____

Phone: _____ **Email:** _____

ASHEVILLE HBA PARADE OF HOMES SPONSOR PACKAGES

2019 Asheville Parade of Homes

Join us in the 2019 Parade of Homes!

Sponsorship gives you a chance to reach thousands of consumers throughout WNC. Packages are designed to fit any budget.

FRONT COVER FEATURES

FEATURED BUILDER SPONSOR Auction

- Home Photo (or color rendering) and Color Logo prominently displayed on front cover of Parade of Homes Magazine and all Promotional Materials
- Two-Page feature article in the Parade of Homes Magazine (photos and copy provided by builder)
- Home Entry in the Parade of Homes
- Recognition at Fall Awards Gala with presentation of framed cover
- Directory Upgrade with logo inclusion in Parade of Homes Buyer's Guide and Online Membership Directory
- Virtual Tour of Entry Home. Photos of completed home provided by Builder
- 8 Tickets to Fall Awards Gala
- 1 Reserved Table at Fall Awards Gala

FEATURED DEVELOPMENT SPONSOR \$7600

- Development Logo on Cover of Parade of Homes Magazine and Select Parade of Homes promotional materials
- Two Page Ad provided by sponsor on pages 2 & 3 of Parade of Homes Magazine
- Community Highlight in designated section of the Parade of Homes Magazine and Website
- Community Highlight Ad on Parade of Homes Website
- Logo included on Parade of Homes Website, sponsorship promotional material, and select advertising
- Highlight feature on AHBA Blueprints Blog
- Directory Upgrade with logo inclusion in Parade of Homes Buyer's Guide and Online Membership Directory
- Recognition at Fall Awards Gala with presentation of framed cover
- 8 Tickets to Fall Awards Gala
- 1 Reserved Table at Fall Awards Gala

For additional information on the Featured Builder & Development Sponsorship, please see the Featured Builder Auction Criteria & Regulations

FALL AWARDS GALA SPONSOR \$2,750

- Title Sponsor of Fall Gala Awards Event
- Full Page Ad in Parade of Homes Magazine
- Logo printed on Fall Awards Gala invitation, Awards (excluding Parade of Homes) and Program
- Company representative to give welcome announcement
- Company representative to present Builder, Associate, and Affiliate of the Year Awards
- Company signage displayed at Fall Awards Gala (signage provided by sponsor)
- Recognition in all promotions for event, including Parade of Homes Magazine and AHBA Blueprints Blog
- Guest spot on Blueprints Blog
- Logo displayed with company listing in print and online directory*
- 8 Tickets to Fall Awards Gala
- 1 Reserved Table at Fall Awards Gala

PRESENTING SPONSOR (non-compete) \$3850

- Color Logo on Cover of Parade of Homes Magazine
- Color Logo on select Parade of Homes Promotional Advertisements
- Full Page color ad in Sponsor section of Parade of Homes Magazine
- Logo inclusion on Parade of Homes website with link to company website
- Logo printed on AHBA Signage for display in Parade homes during Parade hours
- Recognition and logo displayed at Fall Awards Gala
- Logo displayed with company listing in print and online directory
- 8 tickets to Fall Awards Gala
- 1 Reserved Table at Fall Awards Gala

CONTRIBUTING SPONSOR \$1650

- 1/2 Page color ad in Sponsor section of Parade of Homes Magazine
- Logo inclusion on Parade of Homes website with link to company website
- Acknowledgement in Parade of Homes Blueprints Blog Post
- Logo printed on AHBA Signage for display in Parade homes during Parade hours
- Recognition and logo displayed at Fall Awards Gala
- Logo displayed with company listing in print and online directory
- 4 tickets to Fall Awards Gala

PATRON SPONSOR \$825

- 1/8 Page color ad in Sponsor section of Parade of Homes Magazine
- Inclusion on Parade of Homes website with link to company website
- Acknowledgement in Parade of Homes Blueprints Blog Post
- Company Name printed on AHBA Signage for display in Parade homes during Parade hours
- Company Name displayed at Fall Awards Gala
- Logo displayed with company listing in print and online directory
- 2 tickets to Fall Awards Gala

FRIENDS OF THE PARADE \$350

- Listing in Parade of Homes Magazine to include: Company Name, Member Name, Phone Number, and 2 Category Listings
- Inclusion on Parade of Homes website with link to company website
- Acknowledgement in Parade of Homes Blueprints Blog Post
- Company Name printed on AHBA Signage for display in Parade homes during Parade hours
- Company Name displayed at Fall Awards Gala
- Logo displayed with company listing in print and online directory
- 1 ticket to Fall Awards Gala

For more information or to secure a sponsorship level call 828-299-7001 or email Marketing@AshevilleHBA.com

FEATURED BUILDER AUCTION

2019 Asheville Parade of Homes

The Asheville Home Builders Association is excited to announce the 2019 Featured Builder Auction for the 38th Annual Parade of Homes.

Auction Dates

Opens: June 3 at 12:00 pm

Closes: June 6 at 3:00 pm

ParadeofHomesAsheville.com/Auction

Auction Criteria & Regulations

1. Builder must be a member in good standing with the Asheville HBA and have a valid NCGC License
2. Home must meet the Level 1 requirements as outlined in the Level of Completeness (LOC) policy, meaning the home is 100% complete with CO by October 1, 2019.
3. A \$750 LOC refundable deposit applies to your entry and is refunded if LOC is met.
4. Auction Winner understands that Presenting Sponsor's logo will be displayed on front cover.
5. 50% of total winning bid is due by June 10, 2019. If payment not received by June 10, the next highest bid will be notified as the featured builder.
6. If featured builder's home entry is located in a development, this development has first right of acceptance for one week after close of auction to secure featured development package outlined in 2019 Parade of Homes Sponsorship Packet.
7. If the partnering development chooses to not take featured development sponsorship, or home is not located in a development, then the featured development sponsorship is open to all AHBA Member developers.
8. Member Developer Companies may purchase the featured builder package for an active AHBA Builder Member. If developer company wins 2019 Auction, they are required to purchase the Featured Developer Package outlined on 2019 Parade of Homes Sponsorship Packet.
9. Bid increments = \$100 (minimum)

Featured Builder Package Includes:

Opening Bid \$3275

- Cover Photo - Builder may submit a photograph of the featured home for approval. If home is not complete by July 31st, the builder's artist rendering will be utilized on the front cover.
- Home photo (or color rendering) and company logo prominently displayed on front cover of Parade of Homes magazine and all promotional materials.
- Two-Page feature within the Parade of Homes magazine in the first twenty pages of publication. (photos and copy provided by builder)
- Home Entry fee in the Parade of Homes. Feature Builder must complete online entry application no later than June 30.
- Recognition at Fall Awards Gala with presentation of framed cover.
- Directory Upgrade with logo inclusion in Parade of Homes Buyer's Guide and online Membership Directory.
- Virtual tour of the featured home. Photos of completed home provided by the builder.
- 8 tickets to the Fall Awards Gala.
- 1 reserved table at the Fall Awards Gala

Featured Development Package Includes:

\$7800

- Development Logo on Cover of Parade of Homes magazine and select Parade of Homes promotional materials
- Two page ad provided by sponsor on inside over & adjoining page in Parade of Homes magazine.
- Community Highlight in designated section of the Parade of Homes magazine and website.
- Logo included on Parade of Homes website, sponsorship promotional material, and select advertising
- Highlight feature on AHBA Blueprints Blog
- Directory Upgrade with logo inclusion in Parade of Homes Buyer's Guide and Online Membership Directory
- Verbal Recognition and Logo displayed at Fall Awards Gala with presentation of Framed Parade Magazine Cover
- 8 tickets to the Fall Awards Gala.
- 1 reserved table at the Fall Awards Gala

Payment Terms - A 50% deposit is due by June 10, 2019. Full payment is due by June 30, 2019. This is a non-refundable, non-cancelable & non-transferable deposit.