

# 2020 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
<b>Full Page</b> Full bleed: 8.625w x 11.0625h, trim 8.375 x 10.8125, Live 7.375 x 9.875	<b>\$1075</b>	<b>\$2375</b>
<b>1/2 Page</b> Horizontal: 7.375w x 4.875h bordered, Vertical: 3.625w x 9.875h bordered	<b>\$795</b>	<b>\$1625</b>
<b>1/4 Page</b> 3.625 x 4.875 bordered	<b>\$525</b>	<b>\$1175</b>
<b>Pages 2,3, 4, inside back cover</b> Same as full page	<b>\$2750</b>	<b>\$3367</b>

### Online Advertising

Highlight Ad - 640p x 88p (2 available)(Informational Pages)	<b>\$1200(Full Year)\$</b>	<b>N/A</b>
Banner Ad - 300p wide x 60 p high (3 available)(All Pages)	<b>\$975 (Full Year)</b>	<b>N/A</b>

### 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 31**

## 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. **\$750 or \$950 with virtual tour**

### 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. **\$750**

### 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: \$850 Non-Member: \$1325**

## 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:** \_\_\_\_\_