

PARADE ADVERTISING OPPORTUNITIES

ADVERTISING OPTIONS

Company Logo Upgrade

Each year the full BABRM Membership Directory is printed in the 'Business Guide' section of the Parade of Homes Magazine. Gain additional exposure and recognition by upgrading your online and printed directory listing to include your company's color logo. Upgrade includes print inclusion and also the main member's logo on the BABRM website for 12 months. This includes additional benefits online as well.

\$250 per Company

Publication

Around 7,000 full color magazines are printed and distributed annually. While the digital edition stays online for at least a full year on the Parade site with direct links to business websites.

Ad Type or Size	BABRM Member	Non-Member
Full Page Print	\$1,975	\$2,375
1/2 Page Print	\$1,025	\$1,525
1/4 Page Print	\$855	\$1,095
Full Page Prime Placement*	\$2,950	NA

Digitally Limited Banner Ads are available on the Parade of Homes Asheville website.
\$1200 for 12 months - or \$700 for 6 months

SIZING AND SPECS

Ad	Size
Full Page	Bleed : 8.5w x 10.875h* Non-Bleed : 8w x 10.375h
1/2 Page	Horizontal : 8w x 5.125h Vertical : 3.875w x 10.375h
1/4 Page	3.875 x 5.125

*Bleed ads should include a .125 bleed all around the ad and all text should be within a margin of .25
All ads except Full Page Bleed will have light gray outline, unless one already exists.

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. Ads layed out first come/first serve.

Email files to marketing@ashevillehba.com - Advertising Deadline - JULY 25

{ Ad design work can be completed by BABRM Staff for an additional charge.
Email marketing@ashevillehba.com to learn more about design offers. }

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. Advertiser also maintains images and information within their ads are good to use and free of copyright infringement.

Company/Advertiser: _____ Contact Name : _____

Ad Size: _____ Cost: _____ Contact Email : _____

Signature : _____ Date : _____