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ABOUT THE HBAC FAL PARADE OF HOMES AND ITS AUDIENCE

The HBAC Fall Parade of Homes features the area's top home builder members, the latest design & industry trends, and highlights some of our area's premier neighborhoods.

The Parade is held on 2 days over 1 weekend, features multiple custom home builders and their show-stopping luxury homes, in multiple prestigious communities.

Our Parade of Homes hosts attendees from all over the mid-Missouri area, all of whom have access to a digital and print copy of the Fall Parade of Homes Magazine. The digital version is also available to download and the map is available through our exclusive Parade website.

Tickets are at no cost to consumers and visitors have the opportunity to view homes, select their route, and pick their favorite homes. All available through our website, www.columbiaparadeofhomes.com Our audience typically falls into one of these categories:

- Actively looking to build a custom home in the Boone County area, and are shopping for a builder
- Existing homeowners looking for new design trends and ideas for their current homes
- Residents who have just moved or considering a future move to our area
- Soon-to-be homeowners interested in the design and decorating process
- Realtors doing research on local builders and design trends

2025 Schedule

Saturday, October 25

1:00 - 5:00 PM

Sunday, October 26 1:00 - 5:00 PM





SPONSORSHIP*

These all-star corporate partners make this whole Parade of Homes possible. With 4 levels of support available, these sponsors have their logo displayed throughout the Parade season and in various forms of advertising, including print, online, and major media outlets.

Top-tier visibility.

2

MAGAZINE AD*

Our Fall Parade of Homes magazine is distributed directly to area homes (10,000 copy distribution), and the digital format is on our website available online for anyone to view. Expect 5,000+ eyes that are actively looking for home ideas to see this. Ads available in multiple sizes to fit different budgets.

Most popular option.

3

PARADE WEBSITE*

All consumers access the parade route and map through our Parade website and have the option to vote in our People's Choice voting (only available through the site). Your digital ad can be placed in various areas throughout the site. See page 8 for more details.

Most affordable option.

^{*}Members receive a 10% discount on all sponsorships and ads.

SPONSORSHIP* Top-tier Visibility



Title Sponsor - \$7,000 - 1 Available SOLD Benefits:

- Logo recognition prominently featured on advertisements including but not limited to, flyers, website, social media, and major media outlets
- Logo recognition on advertising and on the 'Meet our Sponsors' page of the Fall Parade of Homes magazine
- Social Media features as the exclusive Title Sponsor of the Parade
- Logo on our Parade website Sponsor Page as Title Sponsor
- Exclusive logo on the cover of the Parade of Homes magazine
- Two-page spread or two full-page ads in the Parade of Homes magazine (\$2,500 value)
- Option to present the Best in Parade award at our annual Holiday & Awards Dinner

Gold Sponsor - \$3,500 - 3 2 Available ONE SOLD Benefits:

- Logo to be prominently featured on print advertisements including but not limited to: flyers, website, social media, and major media outlets
- Logo recognition on advertising and on the 'Meet our Sponsors' page of the Fall Parade of Homes magazine
- Social Media features as a Gold Sponsor of the Parade
- Logo on our Parade website Sponsor Page as Gold Sponsor
- Full-page color ad in the Parade of Homes magazine (\$1,000 value, upgrade to premium placement for an additional \$250)

Go to

columbiaparadeofhomes.com

^{*}Members receive a 10% discount on all sponsorships and ads.

SPONSORSHIP* Top-tier Visibility



Silver Sponsor - \$2,500 - 4 3 Available ONE SOLD Benefits:

- Logo featured on the 'Sponsors' page of the Fall Parade of Homes magazine and highlighted on social media prior to the parade.
- Logo on our Parade website Sponsor Page as Silver Sponsor
- Half-page color ad in the Fall Parade of Homes magazine. (\$750 value)

Bronze Sponsor - \$1,250 - 4 Available Benefits:

- Name featured on the Fall Parade of Homes magazine's 'Meet our Sponsors' page and highlighted on social media before the parade.
- Logo on our Parade website Sponsor Page as Bronze Sponsor
- Quarter-page color ad in the Fall Parade of Homes magazine (\$400 value, upgrade to a half-page ad for an additional \$250)

Go to columbiaparadeofhomes.com to sign up today!

^{*}Members receive a 10% discount on all sponsorships and ads.

MAGAZINE ADS* Most Popular



Two-Page Spread

\$2,500 3 available

Back Cover

\$2,000 1 available SOLD

Inside Front Cover, Full-Page

\$1,500 1 available

Inside Back Cover, Full-Page

\$1,500 1 available

Full-Page

\$1,000 Unlimited

Half-Page

\$750 Unlimited

Quarter Page

\$400 Unlimited

- Camera-Ready Artwork submissions due by 10/01/2025
- All ads are full-color
- Ad specifications location on pages 8-10

Go to

columbiaparadeofhomes.com

^{*}Members receive a 10% discount on all sponsorships and ads.

PARADE WEB ADS* Most Affordable



Our new Parade of Homes website offers prime advertising opportunities to showcase your business to thousands of engaged visitors exploring beautiful homes, seeking inspiration, and planning their next home purchase.

Size: 1090x175px

Placement: High traffic pages Duration: 6 months exposure

PREMIUM WIDE BANNER

\$500

- Visibility on high traffic pages
- Perfect for brand awareness campaigns
- Prime real estate for your message
- Six months of continuous exposure

Size: 400x340px

Placement: Browse Homes page Duration: 6 months exposure

TILE SHOWCASE AD

\$300

- Strategic placement on browse home webpage
- Targets active home browsers
- Perfect for product showcases
- Reaches motivated home buyers

Size: 380x480px

Placement: Scavenger Hunt, People's Choice, FAQ Pages Duration: 6 months exposure

VERTICAL ENGAGEMENT AD

\$200

- Targeted placement on engagement pages
- Multiple page placements
- Cost-effective advertising solution
- Ideal for local businesses

PNG, JPEG, or PDF files will be accepted for all Web Ads.

Go to

columbiaparadeofhomes.com

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Web Ad Placements



CHIPPEWA VALLEY
HOME BUILDERS
ASSOCIATION

View our
Member Directory
to find a professional for your
next hame project

VERTICAL ENGAGEMENT AD (380x480px)

At CSE Wurzer Builders, we recognize that building a house tast just about constructing walls and roofs—it's about crafting the backdrop for life's most cherished moments. From the laughter shared in a bustling kitchen to the cozy evenings spent watching football in the living room, and the anticipations of welcoming a new family member into a lovingly proposed nursery, every comes of your frome holds the potential for precious memorium.



Craig Wurzer



PREMIUM WIDE BANNER Wide Ad (1090x175px)







TILE SHOWCASE AD (400x340px)

FULL-PAGE FULL-BLEED SPECS

TRIM SIZE

(final magazine size) $8.5^{"} \times 10.875^{"}$

LIVE IMAGE AREA

(keep all important text or images inside) $7.5^{"}$ X $9.875^{"}$

BLEED SIZE 8.625 " X 11.0 " HALF-PAGE AD SPECS 7.5" X 4.8125"

QUARTER-PAGE AD SPECS 3.625" X 4.8125"

PRINT AD REQUIREMENTS



Please submit your print-ready Ad in one of the following formats

PDF FILE

- with fonts embedded flattened CMYK format
- 300dpi (anything less may print blurry)

JPG FILE

- CMYK format
- 300dpi (anything less may print blurry)

WE WILL NOT ACCEPT

- Microsoft Publisher (.pub)
- Microsoft Word (.docx)
- Microsoft PowerPoint (.pptx)
- If you build your ad with one of these programs, please convert it to a PDF file with the requirements listed. If you are unable to convert, reach out to Jami Clevenger for assistance.

Go to

columbiaparadeofhomes.com



For advertising inquiries, please contact us.