HOME BUILDERS ASSOCIATION of COLUMBIA

2026

JamesHardie

HOME BUILDERS ASSOCIATION

PARADE of HOMES

ADVERTISING GUIDE

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www.columbiaparadeofhomes.com

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JamesHardie

HOME BUILDERS ASSOCIATION

PARADE of HOMES

ABOUT THE 2026 JAMES HARDIE SPRING PARADE OF HOMES AND ITS AUDIENCE

The James Hardie Spring 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 homes, in multiple area 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 Spring 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 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 are 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

2026 Schedule

Saturday, April 25
1:00 – 5:00 PM

Sunday, April 26
1:00 – 5:00 PM

JamesHardie
HOME BUILDERS ASSOCIATION
PARADE of HOMES

WAYS TO ADVERTISE

There are three options for advertising with us during the Spring Parade of Homes

1

SPONSORSHIP*

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

**Top-tier visibility.*

2

MAGAZINE AD*

Our Spring Parade of Homes magazine is distributed directly to area homes (10,000 copy distribution), and the digital format is emailed to our email subscribers and on our website available 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.*

1 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 Spring 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 Available

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 Spring 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

to sign up today!

1 SPONSORSHIP*

Top-tier Visibility

Silver Sponsor - $2,500 - ~~4~~ 3 Available ONE SOLD

Benefits:

- Logo featured on the 'Sponsors' page of the Spring 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 Spring Parade of Homes magazine. ($750 value)

Bronze Sponsor - $1,250 - 4 Available

Benefits:

- Name featured on the Spring 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 Spring Parade of Homes magazine ($400 value, upgrade to a half-page ad for an additional $250)

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2 MAGAZINE ADS*

Most Popular

JamesHardie
HOME BUILDERS ASSOCIATION
PARADE of HOMES

Two-Page Spread
$2,500
3 available

Back Cover
$2,000
~~1 available~~ **SOLD**

Inside Front Cover, Full-Page
$1,500
~~1 available~~ **SOLD**

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 03/20/2026
- All ads are full-color
- Ad specifications location on pages 8-10

Go to

columbiaparadeofhomes.com

to sign up today!

3 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 files will be accepted for all Web Ads.

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3 PARADE WEB ADS

Most Affordable

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HOME BUILDERS ASSOCIATION PARADE of HOMES

Web Ad Placements

VERTICAL ENGAGEMENT AD (380x480px)

PREMIUM WIDE BANNER
Wide Ad (1090x175px)

TILE SHOWCASE AD (400x340px)

FULL-PAGE
FULL-BLEED SPECS

TRIM SIZE
(final magazine size)
8.5" x 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

to sign up today!

For advertising inquiries,
please contact us.

www.ColumbiaParadeofHomes.com
www.ColumbiaHBA.com