



Home Builders Association of Columbia

Spring Parade of Homes

ADVERTISING GUIDE

CONTACT

Jami Clevenger

Jami.Clevenger@ColumbiaHBA.com

www.ColumbiaParadeofHomes.com



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ABOUT THE HBAC SPRING PARADE OF HOMES AND ITS AUDIENCE

The HBAC 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 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 Spring Parade of Homes Magazine. The digital version is also available to download and the map is available through our exclusive Parade mobile app.

Tickets are at no cost to consumers and visitors have the opportunity to save homes in an Idea Book and pick their favorite homes through voting on the app.

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
- 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

2024 Schedule

Saturday, April 27

1:00 – 5:00 PM

Sunday, April 28

1:00 – 5:00 PM





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 this whole Parade of Homes possible. With 4 levels of support available, these sponsors have their logo displayed throughout the Parade, and in various forms of advertising, from print to online to major media outlets.

Top-tier visibility.

2

MAGAZINE AD

Our Spring Parade of Homes magazine is distributed with the April issue of COMO Magazine (8,000 copy distribution), and the digital format is on our website available online for anyone to view. Expect 4,000+ eyes that are actively looking for home ideas to see this. Ads available in 3 sizes to fit different budgets.

Most popular option.

3

PARADE APP

All consumers access the parade route and map through our Parade app and have the option to vote in our People's Choice voting (only available through our app). Your digital ad can be placed in various areas throughout the app.

Most affordable option.

1 SPONSORSHIP

Top-tier Visibility



Title Sponsor - \$5,000 - 1 Available

Benefits:

- Logo recognition prominently featured on print advertisements including but not limited to flyers, website, social media, and major media outlets (budget permitting)
- Logo recognition on advertising and on the 'Meet our Sponsors' page of the Spring Parade of Homes magazine
- Logo on our Spring Parade app Homes Page as Title Sponsor
- Exclusive logo on the cover of the Parade of Homes magazine
- Two-page spread/ad in the Parade of Homes magazine (\$2,500 value)
- Logo prominently featured on every 4'x8' builder sign in front of parade homes
- Option to present the Best in Parade award at our annual Holiday & Awards Dinner

Gold Sponsor - \$3,000 - 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 and name recognition on advertising and on the 'Meet our Sponsors' page of the Spring Parade of Homes magazine
- Banner ad on our Spring Parade app Homes Page
- Full-page color ad in the Parade of Homes magazine (\$1,000 value, upgrade to premium placement for an additional \$250)
- Name and logo featured on every 4'x8' builder sign in front of Parade Homes

1 SPONSORSHIP

Top-tier Visibility



Silver sponsor - \$2,000 - 4 Available (2 SOLD)

Benefits:

- Logo featured on the 'Meet our Sponsors' page of the Spring Parade of Homes magazine and highlighted on social media prior to the parade.
- Banner ad on our Parade app Homes Page
- Half-page color ad in the Spring Parade of Homes magazine. (\$750 value)

Bronze Sponsor - \$1,000 - 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.
- Quarter-page color ad in the Spring Parade of Homes magazine (\$400 value, upgrade to a half-page ad for an additional \$250)

2 MAGAZINE ADS*

Most Popular



Two-Page Spread

\$2,500

3 available

Full-Page

\$1,000

Unlimited

Back Cover

\$2,000

SOLD

Half-Page

\$750

Unlimited

Inside Front Cover, Full-Page

\$1,500

1 available

Quarter Page

\$400

Unlimited

Inside Back Cover, Full-Page

\$1,500

1 available

- Artwork submissions due by 3/15/2024
- All ads are full-color
- Ad specifications location on pages 8-10

* Artwork submissions due by 3/15/2024

3 PARADE APPS ADS

Most Affordable



TITLE SPONSOR, APP HEADER

This is the app's homepage, or Splash Screen. The Title Sponsor's ad will appear at the top of the page.

STATIC PAGE, BOTTOM - \$150

The app has many pages within Bottom where your ad can appear on the top or bottom of the screen. These might be the parade map, builder bios, subcontractor details, contact info, ticket info, etc.

HOMES LIST - \$150

This is a one-page comprehensive list of all the Parade homes, their thumbnail images, and basic info. Ad placement is available at the top, middle, or bottom.

HOME DETAILS - \$150

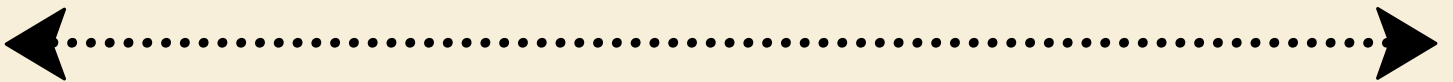
From the Homes List page, users may click on an individual home to open a new screen with more details about that home. Your ad will appear at the top of the page. This is a great spot if you are one of the subcontractors listed for the home.

All ads are clickable and will direct to your website.



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.



*For advertising inquiries,
please contact us.*

Jami Clevenger
Jami.Clevenger@ColumbiaHBA.com
www.ColumbiaParadeofHomes.com
www.ColumbiaHBA.com