



2024 Spring Parade of Homes Advertisement Application

SUBMISSION DEADLINE: March 15, 2024

The 2024 Spring Parade Magazine will be distributed in conjunction with COMO Magazine/Columbia Business Times (8,000 copies), 2,500 copies to be distributed at racks in Columbia and surrounding areas, and 25 copies will be in each Parade Home

SPONSORSHIPS

| | | |
|----------------|---------|--------------------|
| Title Sponsor | \$5,000 | 1 Available |
| Gold Sponsor | \$3,000 | 3 Available |
| Silver Sponsor | \$2,000 | 4 Available |
| Bronze Sponsor | \$1,000 | 4 Available |

MOBILE PARADE APP ADVERTISEMENTS*

| | |
|----------------------|----------------------|
| Home Page App Header | Title Sponsor |
| Static Page, Bottom | \$150 |
| Home List Page | \$150 |
| Home Details Page | \$150 |

*All ads are clickable and will direct to the URL of your choosing

MAGAZINE ADVERTISEMENTS

| | |
|---------------|----------------------------|
| Back Cover | \$2,000 SOLD |
| Inside Front | \$1,500 |
| Inside Back | \$1,500 |
| 2-Page Spread | \$2,500 3 Available |
| Full Page | \$1,000 |
| Half Page | \$750 |
| Quarter Page | \$400 |

Ad Specifications

| | |
|---------------------|------------------|
| Full Page | |
| Trim Size | 8.5" X 10.875" |
| Live Image Area | 7.5" X 9.875" |
| Bleed Size | 8.625" X 11.0" |
| Half Page | 7.5" X 4.8125" |
| Quarter Page | 3.625" X 4.8125" |

PRINT AD REQUIREMENTS

PDF File

- Fonts embedded and flattened, CMYK format
- 300 dpi minimum (anything less may print blurry)

JPEG File

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

Application and camera-ready ads (high-quality images only please) must be received by March 15 with payment to: HBA of Columbia, via credit card online at receipt of invoice or check mailed to HBA of Columbia, 2531 Bernadette Dr, Columbia, MO 65203.

For more information, please contact Jami Clevenger at (573) 443-8622 or jami.clevenger@columbiahba.com. Home Builders Association is a not-for-profit organization. Tax ID: 43-1146648





2024 Fall Parade of Homes Advertisement Application

SUBMISSION DEADLINE: March 15, 2024

Advertiser/Company _____ Date _____

Street Address _____

City, State, Zip _____ Phone _____

Contact Name _____ Email _____

This advertising agreement is for advertising with the Home Builders Association of Columbia's official Parade of Homes Magazine, Mobile App, and Website. Email info@columbiabhba.com with any questions.

Please Check the Box next to Advertising Requested

SPONSORSHIPS

- ☐ Title Sponsor \$5,000
- ☐ Gold Sponsor \$3,000
- ☐ Silver Sponsor \$2,000
- ☐ Bronze Sponsor \$1,000

☐ CHECK HERE TO RESERVE YOUR AD FOR THE FALL PARADE
(prices will increase September 1)

MOBILE PARADE APP ADVERTISEMENTS

- ☐ Home Page App Header **Title Sponsor**
- ☐ Static Page, Bottom \$150
- ☐ Home List Page \$150
- ☐ Home Details Page \$150

MAGAZINE ADVERTISEMENTS

- ☒ Back Cover \$2,000 **SOLD**
- ☐ Inside Front \$1,500
- ☐ Inside Back \$1,500
- ☐ 2-Page Spread \$2,500
- ☐ Full Page \$1,000
- ☐ Half Page \$750
- ☐ Quarter Page \$400

Payment*

- ☐ Check Mailed
- ☐ Invoice to pay online via CC
- ☐ Invoice to pay via check

*Note: CC payments can be made online after invoice is emailed through our online payment system.

