



Saturday & Sunday, June 12 & 13
Tuesday, June 15
Thursday, June 17
Saturday & Sunday, June 19 & 20



Publishes: Sunday, June 6 **Deadline: April 23**

Reach thousands of local prospects who are looking to buy a new home or improve their current home in The Gazette's exclusive Parade of Homes Guidebook.

Target Audience: Potential new-home buyers as well as homeowners; particularly age 30-55 with interest in improving their homes.

Total Distribution: 43,500

- The Gazette, Linn, Johnson and southern counties
- Southeast Iowa Union, Washington County
- Copies available at Iowa City & Coralville Businesses
- Parade attendees



Ad Sizes and Rates:

Ad Size	Dimensions (W x H)	PACKAGE A	PACKAGE B	PACKAGE C
		Print	Print + Digital	Print + Digital + Social
		Rate	Rate	Rate
• Back Cover*	7.5" x 9.05"	\$2,430	\$3,510	\$5,010
• Inside Front*	7.5" x 9.05"	\$2,010	\$3,090	\$4,590
• Inside Back*	7.5" x 9.05"	\$2,010	\$3,090	\$4,590
Full*	7.5" x 9.05"	\$1,190	\$2,270	\$3,770
Half Horiz.*	7.5" x 4.4833"	\$870	\$1,950	\$3,450
Half Vert.*	3.7" x 9.05"	\$870	\$1,950	\$3,450
Quarter Square	3.7" x 4.4833"	\$472	\$1,552	\$3,052
Quarter Horiz.	7.5" x 2.2"	\$472	\$1,552	\$3,052
Eighth	3.7" x 2.2"	\$291	\$1,371	\$2,871

** As a bonus, every full and half page in the Guidebook will receive a rotational digital ad throughout the parade website. This will link directly from the virtual parade to your website or Facebook page.*

Print to be billed within publication month. Digital to be billed per month.

Package B: 30,000 impressions per month on TheGazette.com for six months (April 15-October 15). Includes ad creation. Billed at \$180/month.

Package C: 30,000 impressions per month on TheGazette.com + 25,000 impressions social for six months (April 15-October 15). Includes ad creation. Billed at \$430/month.

[] Add a video ad into the digital edition of the Iowa City Parade of Homes, \$250

Contact us today: Advertising@thegazette.com | 319-398-8351





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Advertising is about keeping your name and quality of work in front of potential customers so when they have a need, they'll call you. We built a house last year for a couple who'd been coming to the parade for seven years. We also need to support our Home Building Association.

- Tim Ruth, McCreedy-Ruth Construction

As an organization we feel it's important to keep our name in the public eye as much as possible. Advertising in the POH magazine is an efficient, targeted way to get your name in front of qualified, interested clients. It is also a great way to support our local HBA.

- G.T. Karr, Sueppel Siding and Remodeling

NEW HOMES

Contractor	Parade House Address	City	Subdivision
Advantage	701 Leslie Lane	Tiffin	Prairie Village
Advantage	182 Kenneth Drive	Iowa City	Lindemann Part 7
Bedrock Builders	1223 Tamarack Trail	Iowa City	Tamarack Ridge
Elevation Homebuilders	1381 Tamarack Trail	Iowa City	Tamarack Ridge
Gary Frakes Construction	1356 Tamarack Trail	Iowa City	Tamarack Ridge
H&H Home Builders	2865 Buckle Down Circle	Iowa City	Tamarack Ridge
H&H Home Builders	1350 Salm Drive	North Liberty	Scanlon Farms North
Klosterman Construction	3528 Lake Ridge Court NE	North Liberty	Lake Ridge Estates
McCreedy-Ruth Construction	Virtual Only		
Navigate Homes	1237 Ava Circle	Iowa City	Cardinal Pointe West
Rocca Custom Homes	Virtual Only		
Watts Group Inc	16 Pinnacle Lane	Tiffin	Pinnacle Ridge
Watts Group Inc	Virtual Only	Iowa City	Westside Estates
Watts Group Inc	Virtual Only	North Liberty	The Preserve
Watts Group Inc	Virtual Only	Tiffin	Ridgeway Heights
Watts Group Inc	2219 Eversull Lane	North Liberty	The Preserve
Watts Group Inc	2227 Oak Terrace Avenue	North Liberty	The Preserve

REMODELERS HOMES

Company	Parade Address	City
Boileau Construction	4336 Oakridge Trail NE	Iowa City
Oak Tree Homes	1986 Highview Circle	Coralville
Sueppel's Siding & Remodeling	2023 Taylor Drive	Iowa City
Timber and Iron Restoration	415 Clark Street	Iowa City

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