

GREATER CEDAR RAPIDS Parade of Homes

Spring 2021 • NEW & REMODELED HOMES



Spring Parade Dates: May 15-23

Publishes: Sunday, May 9 **Deadline: April 16**

The 2021 Spring Parade will be late April/early May. Homes will be featured in a half-page profile including a photo and description of the house. Builders can upgrade their profile to a full page. The section also will include a map to find each featured Spring Parade home.

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

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	8.75" x 9.25"	\$2,730	\$3,810	\$5,310
• Inside Front	8.75" x 9.25"	\$2,500	\$3,580	\$5,080
• Inside Back	8.75" x 9.25"	\$2,500	\$3,580	\$5,080
• Page 4	8.75" x 9.25"	\$2,500	\$3,580	\$5,080
Full	8.75" x 9.25"	\$2,210	\$3,290	\$4,790
Half Horiz.	8.75" x 4.5833"	\$1,160	\$2,240	\$3,740
Half Vert.	4.325" x 9.25"	\$1,160	\$2,240	\$3,740
Quarter Square	4.325" x 4.5833"	\$790	\$1,870	\$3,370
Quarter Horiz.	8.75" x 2.25"	\$790	\$1,870	\$3,370
Eighth	4.325" x 2.25"	\$400	\$1,480	\$2,980

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, \$250

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

