

GREATER CEDAR RAPIDS
Parade of Homes
 Fall 2021 • NEW & REMODELED HOMES

Display Advertising Opportunities



Full Page

Publishing:
Sunday, Sept. 19

**Final ad deadline:
 Monday, Aug. 2**



1/2 Page

1/4 Page

Display advertising limited to Cedar Rapids HBA members only.

Premium Positions*

- Back Cover - 8.75" x 9.25"
- Inside Front - 8.75" x 9.25"
- Inside Back - 8.75" x 9.25"

Full Page ad*

8.75" x 9.25"

1/2 Page ad*

Option A: Horizontal - 8.75" x 4.5833" • Option B: Vertical - 4.325" x 9.25"

1/4 Page ad

Option A: Horizontal - 8.75" x 2.25" • Option B: Vertical - 2.1125" x 9.25"
 Option C: Square - 4.325" x 4.5833"

1/8 Page ad

Option A: Horizontal - 4.325" x 2.25" • Option B: Vertical - 2.1125" x 4.5833"

1/16 Page ad

2.1125" x 2.25"

	Black & White	Full Color
Premium Positions*		\$4,110
Full Page ad*	\$2,925	\$3,475
1/2 Page ad*	\$1,545	\$2,095
1/4 Page ad	\$745	\$1,295
1/8 Page ad	\$395	\$580
1/16 Page ad	\$205	\$340

*Share of digital voice on Parade of Homes site