

# Home trends and styles throughout Cedar Rapids

## Cedar Rapids Fall Parade of Homes

**Publishes:** October 1      **Deadline:** September 5

The Fall Parade of Homes will feature a variety of beautiful new and remodeled homes in the Linn County area. This guidebook will include featured homes plus advertising of products and services that appeal to the target audience (prospective homebuyers, remodelers!). Publication will be distributed in full-run in Sunday Gazette, Green Gazette and thegazette.com, reaching over 178,000 readers. Advertisers must be members of the Greater Cedar Rapids Home Builders Association.

### 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*	9.875" x 9.8"	\$4,110	\$5,190	\$6,690
• Inside Front*	9.875" x 9.8"	\$4,110	\$5,190	\$6,690
• Inside Back*	9.875" x 9.8"	\$4,110	\$5,190	\$6,690
Full*	9.875" x 9.8"	\$3,475	\$4,555	\$6,055
Half Horiz.*	9.875" x 5"	\$2,095	\$3,175	\$4,675
Half Vert.*	4.8875" x 9.8"	\$2,095	\$3,175	\$4,675
Quarter Square	4.8875" x 5"	\$1,295	\$2,375	\$3,875
Quarter Horiz.	9.875" x 2.5"	\$1,295	\$2,375	\$3,875
Eighth	4.8875" x 2.5"	\$580	\$1,660	\$3,160

**Participating Builders:** *Discounted rate available only to builders participating in the Fall Parade of Homes.*

Full*	9.875" x 9.8"	\$1,795	\$2,875	\$4,375
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\* 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.

**Subcontractor:** *Subcontractor advertising limited to Cedar Rapids HBA members only.*

Single Box	3.225" x 2.5"	\$275	\$1,355	\$2,855
Double Box	3.225" x 5"	\$565	\$3,145	\$3,145

\*2+ Subcontractor boxes booked will receive discounts, see separate sheet for detail.

**Package B:** 30,000 impressions per month on TheGazette.com for six months (October 15-April 15). Includes ad creation. Billed at \$180/month. *Print to be billed within publication month. Digital to be billed per month.*

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

### Add a video ad into the digital edition:

Incorporate a video into part or all of your ad space to bring your message to life. \$250

**Contact us today: Amy.McKelvy@thegazette.com | 319-398-8351**

