

Home trends and styles throughout Cedar Rapids

Cedar Rapids Spring Parade of Homes

Publishes: April 23

Deadline: March 28

The return of Parade of Homes includes a showcase of homes in a half-page profile with photo and description of the house. Builders can upgrade their profile to a full page. The section includes a map for readers to follow throughout the Spring parade. Advertisers must be members of the Greater Cedar Rapids Home Builders Association.

Distribution:

Full publication run in Sunday Gazette, Green Gazette, and on thegazette.com reaching over 178,000 readers. 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*	9.875" x 9.8"	\$2,715	\$3,825	\$5,325
• Inside Front*	9.875" x 9.8"	\$2,515	\$3,595	\$5,095
• Inside Back*	9.875" x 9.8"	\$2,515	\$3,595	\$5,095
• Page 4*	9.875" x 9.8"	\$2,515	\$3,595	\$5,095
Full*	9.875" x 9.8"	\$2,225	\$3,305	\$4,805
Half Horiz.*	9.875" x 5"	\$1,175	\$2,255	\$3,755
Half Vert.*	4.8875" x 9.8"	\$1,175	\$2,255	\$3,755
Quarter Square	4.8875" x 5"	\$805	\$1,885	\$3,385
Quarter Horiz.	9.875" x 2.5"	\$805	\$1,885	\$3,385
Eighth	4.8875" x 2.5"	\$405	\$1,485	\$2,985

**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 (May 15-November 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 (May 15-November 15). Includes ad creation. Billed at \$430/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

