

Unique homes and the latest trends.

2023 Iowa City Spring Parade of Homes

Publishes: June 4 **Deadline: April 24**

Reach thousands of local prospects looking to buy a new home or improve their current home in The Gazette's exclusive Parade of Homes Guidebook. Our target audience to promote and distribute this guidebook includes an age bracket of 30-55 with interest in home repair, home improvement. Advertisers must be members of the Greater Iowa City Area Home Builders Association.

Distribution:

Full publication run in Sunday Gazette, Green Gazette and thegazette.com reaching over 178,000 as well as Southeast Iowa Union and Washington County.

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"	\$2,430	\$3,510	\$5,010
• Inside Front*	9.875" x 9.8"	\$2,010	\$3,090	\$4,590
• Inside Back*	9.875" x 9.8"	\$2,010	\$3,090	\$4,590
Full*	9.875" x 9.8"	\$1,190	\$2,270	\$3,770
Half Horiz.*	9.875" x 5"	\$870	\$1,950	\$3,450
Half Vert.*	4.8875" x 9.8"	\$870	\$1,950	\$3,450
Quarter Square	4.8875" x 5"	\$472	\$1,552	\$3,052
Quarter Horiz.	9.875" x 2.5"	\$472	\$1,552	\$3,052
Eighth	4.8875" x 2.5"	\$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 (June 1-November 30). Includes ad creation. Billed at \$180/month.

Package C: 30,000 impressions per month on TheGazette.com + 25,000 impressions social for six months (June 1-November 30). 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

