

# Home trends and styles throughout Cedar Rapids

## Cedar Rapids Spring Parade of Homes

**Publishes: April 21**

**Deadline: March 12**

The Spring 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 153,000 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:**

		<b>PACKAGE A</b>	<b>PACKAGE B</b>	<b>PACKAGE C</b>
		<b>Print</b>	<b>Print + Digital</b>	<b>Print + Digital + Social</b>
<u>Ad Size</u>	<u>Dimensions (W x H)</u>	<u>Rate</u>	<u>Rate</u>	<u>Rate</u>
• 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 (April 15 - September 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:**

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