

# Unique homes and the latest trends.

## 2024 Iowa City Spring Parade of Homes

**Publishes: June 2    Deadline: April 22**

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 153,000 as well as Southeast Iowa Union and Washington County.

### **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"	\$2,430	\$3,510	\$5,010
• Inside Front*	9.875" x 9.8"	\$2,010	\$3,090	\$4,590
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• 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

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