

# Home trends and styles throughout Cedar Rapids

## Cedar Rapids Spring Parade of Homes

**Publishes: April 20**

**Deadline: March 11**

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 222,000 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
		Print	Print + Digital
		Rate	Rate
Back Cover*	9.875" x 9.8"	\$2,715	\$3,825
• Inside Front*	9.875" x 9.8"	\$2,515	\$3,595
• Inside Back*	9.875" x 9.8"	\$2,515	\$3,595
• Page 4*	9.875" x 9.8"	\$2,515	\$3,595
• Full*	9.875" x 9.8"	\$2,225	\$3,305
• Half Horiz.*	9.875" x 5"	\$1,175	\$2,255
• Half Vert.*	4.8875" x 9.8"	\$1,175	\$2,255
• Quarter Square	4.8875" x 5"	\$805	\$1,885
• Quarter Horiz.	9.875" x 2.5"	\$805	\$1,885
• Eighth	4.8875" x 2.5"	\$405	\$1,485

*\*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.

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