



# PARADE *of* HOMES

*May 12-13 & May 19-20, 2018*

Becoming a sponsor or advertiser in the 2018 Parade of Homes will place you along side this area's largest and best new home promotion. Public participation has been fantastic in the past years and we expect even greater crowds this year. As a sponsor/advertiser we can help you reach affluent prospective customers whether they are homebuyers, builders or real estate professionals.

## SPONSORSHIP (FOR MEMBERS ONLY)

### TITLE SPONSOR

**1 Available**

**\$5,000**

- Industry Exclusivity
- Recognition as Title sponsor on all promotions leading up to and during the Parade of Homes. Radio, Television, print, digital, social media, and front cover of the POH Guidebook.
- Recognition as Title Sponsor on all emails sent to the CRBA database
- 1 year rotating banner as title sponsor on CRBA Website
- Full page ad on the back cover of the POH Magazine
- Half page ad on the back of the pull-out map in the guidebook
- Full page ad on the back of the POH Realtors Map

### GOLD SPONSOR

**2 Available**

**\$3,500**

- Full Page, full color ad inside the front or back cover of the guidebook
- Half page ad on the back of the pull-out map in the guidebook
- Logo on all advertising, television, print, digital and all social media
- Logo recognition on the front of the POH Guidebook as a gold sponsor
- Recognition as Gold Sponsor on all emails sent to the CRBA database

### SILVER SPONSOR

**4 Available**

**\$2,500**

- Full page, full color ad in the guidebook
- Logo on all advertising, television, print, digital, and all social media
- Logo recognition on the front of the POH Guidebook as silver Sponsor
- Recognition as Silver Sponsor on all emails sent to the CRBA database

### BRONZE SPONSOR

**4 Available**

**\$1,500**

- Half page, full color ad in the guidebook
- Logo on all advertising, television, print, digital, and all social media
- Logo recognition on the front of the POH Guidebook as Bronze Sponsor
- Recognition as Bronze Sponsor on all emails sent to the CRBA database

## ADVERTISING

**DEADLINE  
MARCH 15TH**

SIZE	NET MEMBER RATE	NET NON-MEMBER RATE
Full Page (full color)	\$1,500	\$1,700
Half Page (full color)	\$900	\$1,100
Quarter Page (full color)	\$600	\$900
<b>BUILDERS ONLY!</b>		
Full Page Facing Your Home's Information Page	\$1,200	N/A

*These are the prices for advertising only. It does not include the cost of someone to design and produce the ads for you.*

The printed guidebook will also be accompanied by a digital version on the new CRBA website. It will be available to CRBA members and consumers for the entire year!

To reserve advertising space, call (225) 769-7696 / Fax (225) 769-7115 / [krystalin@capitalregionba.com](mailto:krystalin@capitalregionba.com)



# PARADE of HOMES

May 12-13 & May 19-20, 2018

## ADVERTISING AND SPONSORSHIP AGREEMENT

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Sponsorship Type: \_\_\_\_\_

Ad Type: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Check One: ☐ Run Same Ad As Last  
Year

☐ New Camera-Ready Ad

Select Ad Types: ☐ Print Ad in Guidebook

I understand and agree that the total payment amount must be received by March 15th

Enclosed is my check in the amount of \$ \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

FULL PAGE  
(WITH BLEED)

FULL PAGE  
(Non- BLEED)

Quarter  
Page

Half Page

### Ad Sizes:

Full page with bleed: 8.625 x 11.125  
(this includes an 1/8 inch bleed. Final trim size  
is 8.375 x 10.875)

Full page non-bleed: 8 x 10.5

Half page: 7.5 x 5

Quarter page: 3.75 x 5

## CRBA App Advertising



For information on advertising on the CRBA Parade of Homes App, please contact Justin Olsen  
Justin@emcconsultinginc.com

Email print ready file or graphics: krystalin@capitalregionba.com  
or for more information call (225)769-7696

Make all checks payable to Capital Region Builders Association  
MailChecks to: 10518 Kentshire Court Baton Rouge, LA 70810