



2021 Spring Parade of Homes

This annual event is a great way to market and promote your company, products and services to area consumers and industry members through advertising in the *Parade of Homes* magazine and mobile app.

Advertising

The *Parade of Homes* magazine serves as an information resource for consumers looking to build, buy or remodel their next home. Printed copies are distributed at Parade homes and retail locations. A digital copy of the magazine is placed on the GBA website. Advertising is also available on the Parade of Homes mobile app.

| | Print | Print+APP |
|--------------------------|----------|-----------|
| _____ Back Cover | \$ 3,000 | \$ 3,300 |
| _____ Inside Front Cover | \$ 2,800 | \$ 3,100 |
| _____ Inside Back Cover | \$ 2,800 | \$ 3,100 |
| _____ Page Three | \$ 2,800 | \$ 3,100 |
| _____ Full Page | \$ 2,500 | \$ 2,800 |
| _____ 1/2 Page | \$ 1,400 | \$ 1,700 |
| _____ 1/4 Page | \$ 800 | \$ 1,100 |
| _____ 1/6 Page | \$ 500 | \$ 800 |
| _____ Business Card | \$ 250 | |

Sponsorship

Sponsorship of the annual Parade of Homes is another great way to increase your exposure both with GBA members and area consumers.

Sponsorships are \$ 3,500 which include:

- 1/2 page ad in the *Parade of Homes* magazine
- Logo placement on Sponsor Page in the *Parade of Homes* magazine
- Logo ad and website link on the GBA website - Parade of Homes page
- Logo ad on the Parade of Homes mobile app
- Promotion on Parade social media posts
- Inclusion in various print advertising promoting the Parade of Homes
- Logo ad and web link in *GBA Member News* email promotion for Parade of Homes (1100+)
- Recognition in the quarterly *Builder Update*

DEADLINE TO RESERVE AD SPACE: February 26, 2021

Contact: Mavis Holcombe (336) 706-6942 Email: mholcombe@GreensboroBuilders.org

2021 Parade of Homes: Advertising & Sponsorship Agreement

Company: _____ Phone: _____

Contact: _____ Mobile: _____

Email: _____

Advertising: ___Print ___Print+APP Sponsorship: \$ 3500 Total Payment \$: _____

Payment: Credit Card: ___MC ___Visa ___AMEX ___ Check Enclosed ___ Online / CC Payment

Card #: _____ Exp. Date: _____

Card V-code: _____ Signature: _____

Camera ready ARTWORK and PAYMENT are due by February 26, 2021

For Additional Information: (336) 706-6942 (336) 855-6255 www.GreensboroBuilders.org
Mavis Holcombe, Marketing Representative mholcombe@greensborobuilders.org

Mail with payment to: Greensboro Builders Association P.O. Box 41135 Greensboro, NC 27404

Online Payment Center: www.GreensboroBuilders.org