



PARADE *of* HOMES

MEDIA KIT *2018*



ABOUT THE PARADE OF HOMES™

Since the 1950's, the Home Builders Association of Greater Austin has brought to Central Texas premier home tours to showcase communities and exemplary builders — who with unique style and design — bring the forefront of homebuilding to the community.

The Parade of Homes™ is the area's longest standing home tour event for the homebuilding industry and the general public, and offers unmatched exposure & name recognition for both industry vendors, builders and the host community.

The Parade of Homes™ - originally known as the "Cavalcade of Homes" - allows attendees a first look at cutting-edge home designs and state-of-the-art home features. It's a once-a-year opportunity for potential homebuyers and the general public to view all the newest, most innovative industry products and services in a single location. The Parade of Homes™ draws between 7,000 and 10,000 attendees over the three weekend event.

Explore. Discover. Be Inspired.

2018 BUILDERS



2018 PARADE OF HOMES™ AT



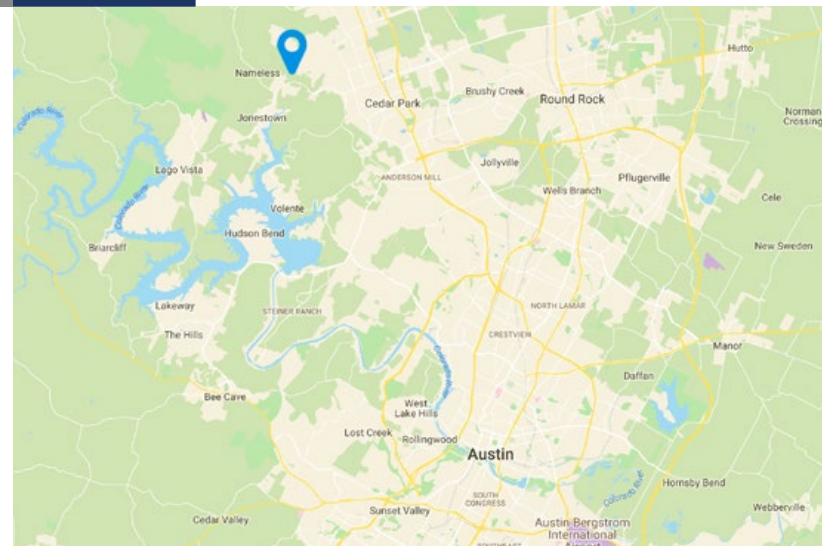
LIVE ABOVE IT ALL.

October 19 - November 4, 2018

The **2018 Parade of Homes™** will take place at Travisso in Leander October 19 - November 4.

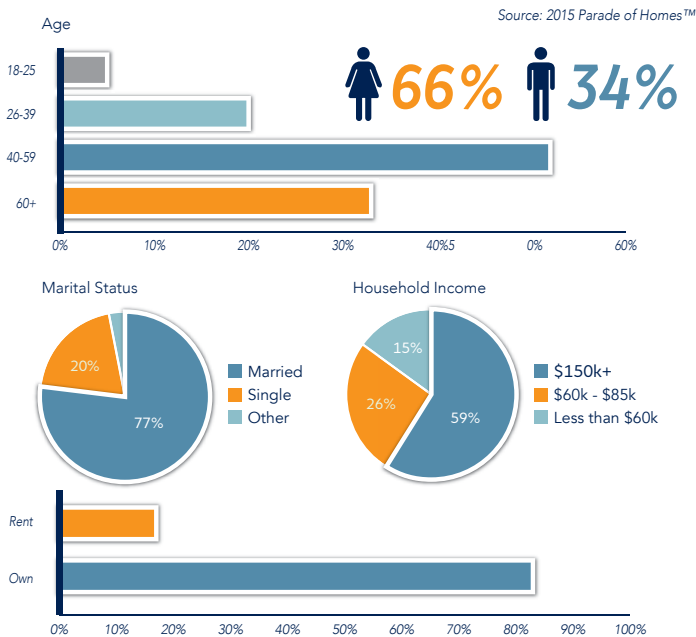
Four of the most prestigious custom home builders will showcase stunning, expansive custom luxury homes starting at \$1 Million.

www.ParadeofHomesAustin.com



REACH YOUR TARGET MARKET

DEMOGRAPHICS



DISTRIBUTION

More than 7,000 magazines will be distributed to visitors during the prestigious Parade of Homes™ tour September 21 through October 7, 2018. Magazines will also be made available in a digital “flip format” on the Parade of Homes website for years to come.

FUN FACT

Visitors to the Parade of Homes™ have reported keeping their magazines for several years as a reference and guide for their new home projects!

SPONSORSHIP OPPORTUNITIES

Members of the HBA of Greater Austin receive exclusive access to the Parade of Homes™ through physical activation and marketing opportunities! We invite you to participate as a Partner in this year's event, and benefit from the comprehensive marketing program, which generates over 13 million impressions:

THE MARKETING PROGRAM INCLUDES:

- PR & earned media
- Social media
- Traditional marketing with an extensive mix of radio, television, outdoor and print promotion leading up to the event.
- Premium online presence through the newly redesigned ParadeofHomesAustin.com.
- Presence in the Parade of Homes™ magazine and the online version.
- A specialty marketing campaign for real estate professionals – agents and brokers – to showcase the properties from start to finish.
- Promotion to the industry for the event begins nearly 12 months out; starting with the builder launch event, a framing stage special event, and culminating with the VIP Preview Party before the grand opening of the Event – drawing over 400 industry professionals.

Some partnerships include space in the Parade of Homes™ magazine; and additional print is available for purchase in addition to the Promotional Partnerships.

SPONSORSHIP OPPORTUNITIES

\$20,000 MEDIA PARTNER (E)

- » Company logo included in all collateral, on POH website & in POH email communication
- » Display ad on Parade of Homes™ Website leading up to and for duration of 2018 event
- » Video ad on POH Website & in POH Social Media
- » One (1) dedicated email blast to promote company (timing /content to be agreed upon)
- » Two-page spread ad in the POH magazine
- » 50 POH tickets - a \$750 Value!
- » 10 tickets to POH Preview Party - a \$750 Value!

\$10,000 PLATINUM PARTNER (E)

- » Company logo included in all collateral, on POH website & in POH email communication
- » Display ad on Parade of Homes™ Website leading up to and for duration of 2018 event
- » One (1) dedicated email blast to promote company (timing and content to be agreed upon)
- » Full page ad on page 3 in the POH magazine
- » Social Media Promotion Kit
- » 25 POH tickets - a \$375 Value!
- » 5 tickets to POH Preview Party - a \$375 Value!

\$5,000 REALTOR DAYS PARTNER (E)

- » Company logo included in POH collateral that promotes Realtor Days, on the POH website & in Realtor Days email communication
- » Opportunity to have a vendor space at entry to POH on Realtor Days
- » Social Media Promotion Kit
- » 10 POH tickets - a \$150 Value!
- » 4 tickets to POH Preview Party - a \$300 Value!

\$5,000 WATER PARTNER (E)

- » Company logo included on plastic water bottle wrapper for all water bottles handed out to visitors at the entry gate
- » 1/2 page ad in the POH magazine
- » Social Media Promotion Kit
- » 10 POH tickets - a \$150 Value!
- » 4 tickets to POH Preview Party - a \$300 Value!

\$5,000 GOLD PARTNER (NL)

- » Company logo included on the POH website
- » 1/2 page ad in the POH magazine
- » Social Media Promotion Kit
- » 10 POH tickets - a \$150 Value!
- » 4 tickets to POH Preview Party - a \$300 Value!

\$5,000 VOLUME BUILDER PARTNER (E)

- » Company logo included in POH collateral, on the POH website & in email communication
- » Social Media Promotion Kit
- » Full page ad in the POH Magazine
- » 20 POH tickets - a \$300 Value!
- » 4 tickets to POH Preview Party - a \$300 Value!

\$2,500 SILVER PARTNER (NL)

- » Company logo included on the POH website
- » 1/4 page ad in the POH magazine
- » Social Media Promotion Kit
- » 5 POH tickets - a \$75 Value!
- » 2 tickets to POH Preview Party - a \$150 Value!

\$2,500 PHOTO FRAME PARTNER (E)

- » Company logo included on Photo Frame Prop at Event & on the Parade of Homes website
- » Social Media Promotion Kit
- » 5 complimentary POH tickets - a \$75 Value!
- » 2 complimentary tickets to POH Preview Party - a \$150 Value!

\$2,500 GOLF CART PARTNER (E)

- » Company logo included on Golf Carts for the duration of the Parade & on the POH website
- » Social Media Promotion Kit
- » 5 POH tickets - a \$75 Value!
- » 2 tickets to POH Preview Party - a \$150 Value!

2,500 TINY HOME PARTNER (LIMIT 6 HOMES)

- » Up to 2 "tiny homes" to show to the public during the official hours of the event
- » Promotion in all collateral, on website and in POH email communication for special events:
- » 1/4 page ad in the POH magazine
- » Social Media Promotion Kit
- » 5 complimentary POH tickets
- » 2 complimentary tickets to POH Preview Party

\$2,000 TICKET PARTNER (E)

- » Logo on all tickets & on the POH website
- » Social Media Promotion Kit
- » 4 POH tickets - a \$60 Value!
- » 2 tickets to POH Preview Party - a \$150 Value!

SPONSORSHIP OPPORTUNITIES

PREVIEW PARTY: OCTOBER 17, 2018

\$5,000/\$6,000 TITLE PARTNER (E)

- » 10 Preview Party tickets - a \$750 Value!
- » Display ad on Preview Party page POH website, logo in official email & on general event signage
- » Provide swag bag with logo (for \$5,000 or \$6,000 and HBA will provide bags with partner logo)
- » Sponsor recognition on thank you flyer

\$3,500 PLATINUM PARTNER (E)

- » 8 Preview Party tickets - a \$600 Value!
- » Display ad on Preview Party page on POH website, logo in official email & on event signage
- » Flyer or promotional item with company logo for swag bag given to attendees

\$2,500 PHOTO BOOTH PARTNER (E)

- » 4 Preview Party tickets - a \$300 Value!
- » Logo on Preview Party page on POH website, in email & in general event signage
- » Flyer or promotional item with company logo for swag bag given to attendees
- » Sponsor recognition on thank you flyer

\$2,500 EVENT PHOTO PARTNER (E)

- » 4 Preview Party tickets - a \$300 Value!
- » Logo watermark on all event photos posted to Parade of Homes & HBA websites
- » Logo on Preview Party page on POH website, in email & on general event signage
- » Flyer or promotional item with company logo for swag bag given to attendees
- » Sponsor recognition on thank you flyer

\$2,500 BAND PARTNER (E)

- » 4 Preview Party tickets - a \$300 Value!
- » Logo inclusion on Preview Party page on POH website, in email & on general event signage
- » Flyer or promotional item with company logo for swag bag given to attendees
- » Sponsor recognition on thank you flyer

\$1,000 BAR PARTNER (LIMIT 2)

- » 2 Preview Party tickets - a \$150 Value!
- » Logo inclusion on bar signage, Preview Party page within official Parade of Homes™ website, in official HBA email & on general event signage
- » Branded napkins at bar(s)
- » Sponsor recognition on thank you flyer

\$1,000 FOOD PARTNER (LIMIT 3)

- » 2 Preview Party tickets - a \$150 Value!
- » Logo inclusion on food tent signage, Preview Party page within official Parade of Homes™ website, in official HBA email & on general event signage
- » Logo on branded napkins at buffet
- » Sponsor recognition on thank you flyer

\$1,000 GOLD PARTNER (NL)

- » 2 Preview Party tickets - a \$150 Value!
- » Logo inclusion on Preview Party page within official Parade of Homes™ website
- » Logo inclusion in general event signage
- » Sponsor recognition on thank you flyer

\$750 DRAWING PARTNER (E)

- » 2 Preview Party tickets - a \$150 Value!
- » Logo inclusion on signage at event, Preview Party page within official Parade of Homes™ website and on general event signage
- » Sponsor recognition on thank you flyer

\$750 AWARDS PARTNER (E)

- » 2 Preview Party tickets - a \$150 Value!
- » Logo inclusion on Preview Party page within official Parade of Homes™ website and on general event signage
- » Sponsor recognition on thank you flyer

\$500 SILVER PARTNER (NL)

- » 1 Preview Party ticket - a \$75 Value!
- » Logo inclusion on Preview Party page within official Parade of Homes™ website
- » Logo inclusion on general event signage
- » Sponsor recognition on thank you flyer

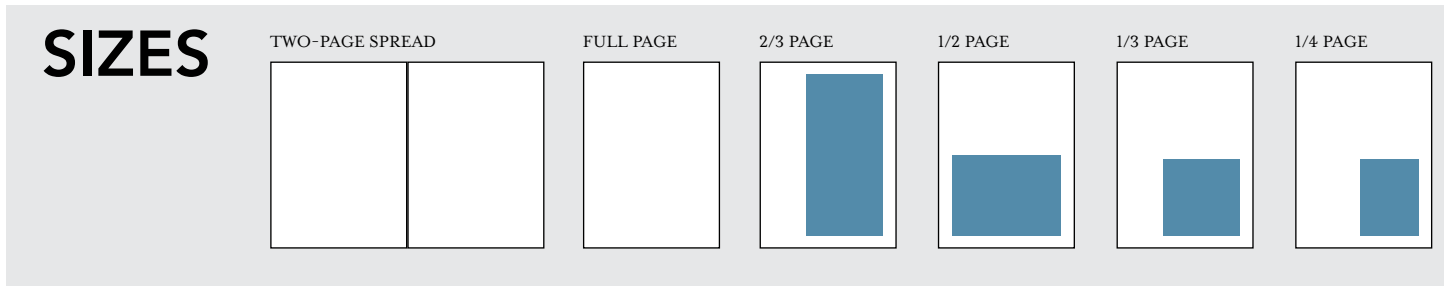
(E) EXCLUSIVE | (NL) NO LIMIT

PARADE OF HOMES™ MAGAZINE 2018 AD RATES



Ad Size	Overall Size	Trim Size	Live Area	Member / Non-Member
Two-page Spread	17" x 11.125"	16.75" x 10.875"	16.25" x 10.375"	\$4,505/\$5,180
Back Cover	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$4,245/\$4,880
Inside Front / Back Cover	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$3,410/\$3,920
Page One	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$3,065/\$3,525
Full Page	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$2,395/\$2,755
Two-Thirds Page	4.875" x 9.75"	No Bleeds	No Bleeds	\$1,775/\$2,040
Half Page	7.5" x 4.75"	No Bleeds	No Bleeds	\$1,535/\$1,765
One-Third Page	4.875" x 4.75"	No Bleeds	No Bleeds	\$1,355/\$1,560
One-Quarter Page	3.6" x 4.75"	No Bleeds	No Bleeds	\$1,075/\$1,430

*Guaranteed placement for non-premium full page ads is available for an additional 15% (total = \$2,755/\$3,168).



AD MATERIALS DEADLINE: AUGUST 31, 2018

Before submitting your ad

- Size your ad to 100% at 300 dpi
- All ads produced in full color
- Convert photos/images to CMYK (BEFORE converting to PDF - Acrobat does not convert)
- Convert all type to paths/curves
- Embed or include all images graphics and fonts used in the ad

Acceptable formats

- A high resolution PDF (300 dpi or higher)
- A graphic element saved as .TIFF or .EPS in CMYK Format
- An Adobe InDesign file including all fonts and images

How to Submit Your Ads

Files under 10MB can be submitted via email to naomi@hbaaustin.com.

Files larger than 10MB must be sent via one of these approved file sharing services: Dropbox, FileShare, or Hightale. Files from any other services that require the end user to create an account in order to receive (such as Microsoft OneDrive or GoogleDrive) will not be accepted)

Sales Contact

Tina Mullins
(512) 694-7114
tmullins@austinmonthly.com

Graphics Contact

Naomi Bludworth
(512) 354-7099
Naomi@hbaaustin.com

NOTE: The publication will be created in Adobe InDesign and printed CMYK at 150 line screen on glossy stock. Dot gain will be approximately 20%



SPONSORSHIP/ADVERTISING COMMITMENT

Company _____ Contact: _____

Phone: _____ E-mail: _____

Billing Address (same as credit card if applicable): Billing Zip Code _____

Payment Method: Check Visa MC AMEX Discover

Card #: _____ CVV: _____ Exp. Date: _____

Name on Card: _____

If paying by check, mail this form with payment to: HBA of Greater Austin, 8140 Exchange Drive, Austin, TX 78754. If paying by credit card, email this completed form to info@hbaaustin.com and nicole@hbaaustin.com.

Sponsorship:

Parade of Homes™ \$ _____ Partnership Name (ex:Title): _____
Parade of Homes™ Preview Party \$ _____ Partnership Name (ex:Title): _____

Advertising:

Parade of Homes™ Magazine \$ _____ Ad Size: _____
Premium Pos: _____

TOTAL: _____

- Payment in Full
- 50% of Balance w/Contract

TERMS & CONDITIONS

- PAYMENT AND TERMS.** 50% of the total amount owed for a Partnership / Promotional Sponsorship must be received upon signing or within 30 days of signing. If the Partnership / Sponsorship is obtained within the 30 days prior to the event, the full payment is due upon signing. For All HBA Partnership / Sponsorships, remaining balance of amount owed must be received by the date of the event. Failure to comply with payment terms may result in loss of this and future value and promotional opportunities. Advertising payments for the Parade of Homes Magazine must be paid in full on or before publication proof dates. Failure to comply with payment terms may result in loss of this and future value and advertising opportunities. An invoice will be sent electronically at the time the Advertising commitment is made; noting the publication proof dates (if no date applies, the date will be noted as date commitment is made).
- ELIGIBLE SPONSORS.** Only Active HBA members are eligible to be sponsors of an HBA event. Only the company whose name appears on the face of this contract may benefit from the print or other promotional and participation opportunities as outlined. Failure to comply with promotion terms may result in loss of this and future promotional partnership opportunities.
- CANCELLATION OF SPONSORSHIP.** In the event that written notification of cancellation of Partnership is sent from the authorized representative of Partner / Sponsor to HBAGA on or before 90 days prior to the event; all sums paid up until that date will be refunded. No refunds will be made within 90 days of the event.
- CANCELLATION OF ADVERTISEMENT.** In the event that written notification of intent to cancel is received from Advertiser by HBAGA on or before 30 days prior to publication proof date; all sums paid will be refunded. No refunds will be made within 30 days of the publication proof date unless the partner / sponsor or advertisement is resold.
- SPONSOR CONDUCT.** The distribution of samples, souvenirs, and publications, etc. may be conducted by the sponsor only with written approval of HBA of Greater Austin.
- CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN SPONSORSHIP CONTRACT.** In the event an event is canceled, the sponsor will be given a full refund. If the event is postponed, the sponsor can cancel if written notification of intent to cancel is received at least 60 days prior to the new event/publication date; and all sums paid will be refunded. No refunds will be made after this date unless the ad space or sponsorship is resold.

By signing this agreement, I certify that I am authorized to enter into this agreement and obligate my company to the charges herein.

Authorized Company Representative Signature: _____ **Date:** _____