

PARADE OF HOMES

MAGAZINE ADVERTISING

JUNE 13TH - 14TH 2026



NEW! HBA's printed Parade Magazine is BACK! The HBA Parade Magazine is sent to **750+ HBA members** and is distributed to **800+ Parade attendees**. An electronic version will be available all year long.

Ad Size	Overall Size	Trim Size	Live Area	Member / Non-Member
2 Page Spread	17" x 11.125"	16.75" x 10.875"	16.25" x 10.375"	\$1,450 / \$2,175
Back Cover	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$1,450 / \$2,175
Inside Front Cover	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$1,450 / \$2,175
Inside Back Cover	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$1,250 / \$1,875
Page One	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$1,250 / \$1,875
Full Page	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"	\$950 / \$1,425
Two-Thirds Page	4.875" x 9.75"	No Bleeds	No Bleeds	\$750 / \$1,125
Half Page	7.5" x 4.75"	No Bleeds	No Bleeds	\$550 / \$825
One-Third Page	4.875" x 4.75"	No Bleeds	No Bleeds	\$450 / \$675
One-Quarter Page	3.6" x 4.75"	No Bleeds	No Bleeds	\$250 / \$375

Ask about magazine wraps, inserts, and additional magazine advertisement options! We can **customize** to meet your advertising needs.

SALES CONTACT

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TWO-PAGE SPREAD

FULL PAGE

2/3 PAGE

1/2 PAGE

1/3 PAGE

1/4 PAGE