

Parade of Homes & Fall Lineup Magazine, Map & Website

The Spring Parade of Homes and Fall Lineup offers a scattered-site tour of homes throughout the F-M area. Homes will cover a wide variety of price ranges, including options for those age 55 and better, first-time buyers, people needing more space and those wanting to downsize. Plus, the Remodeled Home Tour gives a glimpse inside renovated spaces.

10,000

copies of magazine printed

14,813

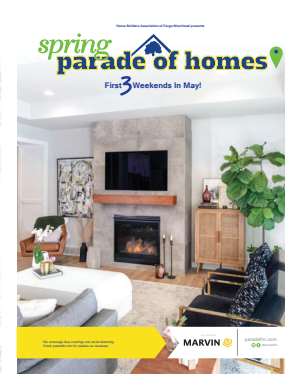
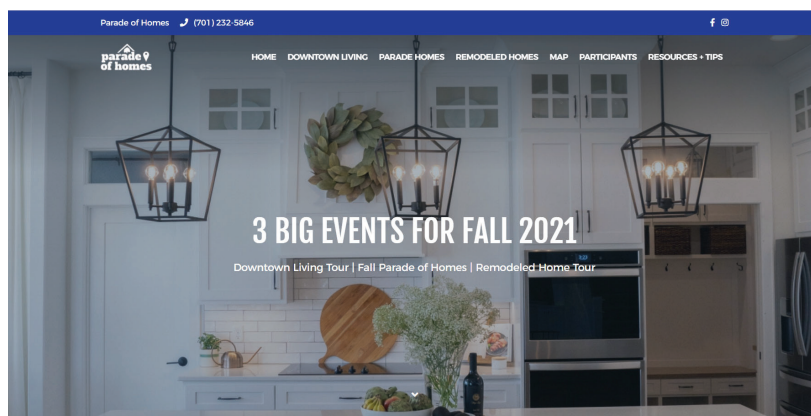
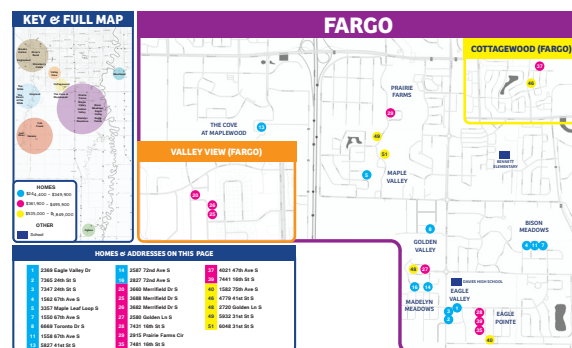
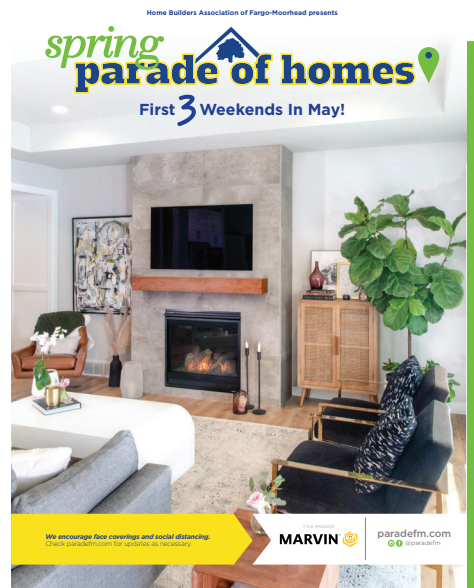
impressions at
paradefm.com homepage

Ad Size	Rate per Event
Magazine 1/4 Page	\$690
Magazine 1/2 Page	\$1,050
Magazine Full Page	\$1,675
Magazine Inside Front Cover	\$2,100
Magazine Inside Back Cover	\$2,100
Magazine Page 1 (full page)	\$2,100
Magazine Back Cover	\$2,450
Magazine 2-Page Spread	\$2,750

Printed Map Full Page	\$1,500
Printed Map 2-Page Spread	\$1,700

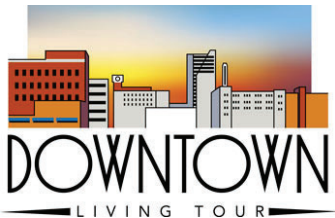
Website Side (380px X 480px)	\$1,000
Website Tile (400px X 340px)	\$1,000
Website Wide (1090px X 175px)	\$1,500

*Ad design specifications and deadlines can be found on page 33.





May 7-8, 14-15 & 21-22



September 10



September 17-18 & 24-25

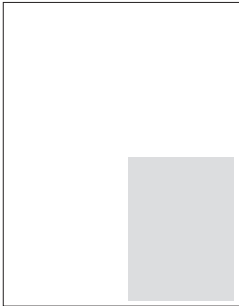


September 24-25

MAGAZINE AD SIZES

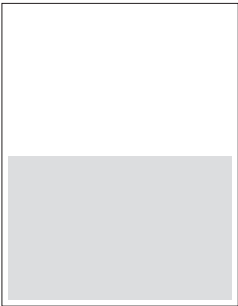
QUARTER PAGE

Print Size: 3.55" X 4.85"



HALF PAGE

Print Size: 7.25" X 4.85"

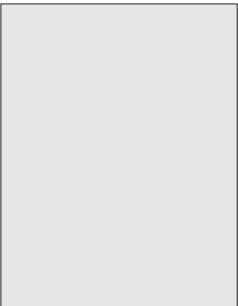


FULL PAGE

Trim size 8.375" X 10.875"

Bleed 8.625" X 11.125"

Live margins 0.25"

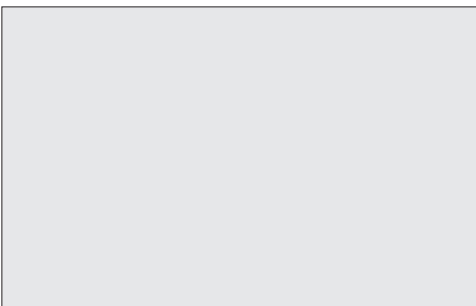


TWO PAGE SPREAD

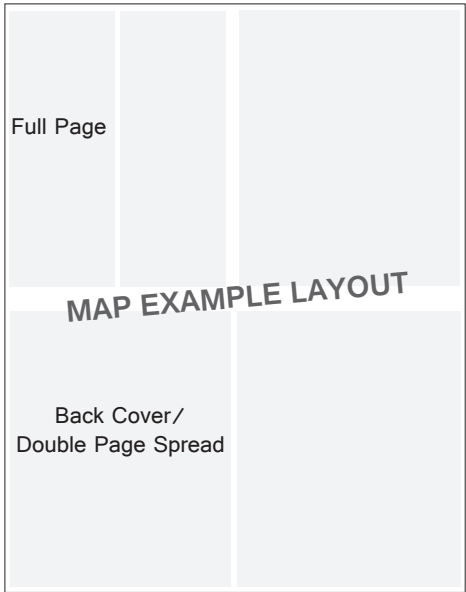
Trim size 16.75" x 10.875"

Bleed 17.25" x 11.125"

Live margins 0.25"



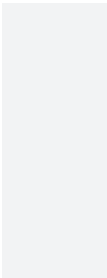
MAP AD SIZES



FULL PAGE

5.25 x 10.25

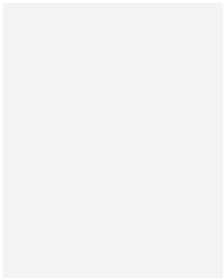
No bleed



DOUBLE PAGE SPREAD

10.5" X 10.25"

No bleed



WEBSITE AD SIZES

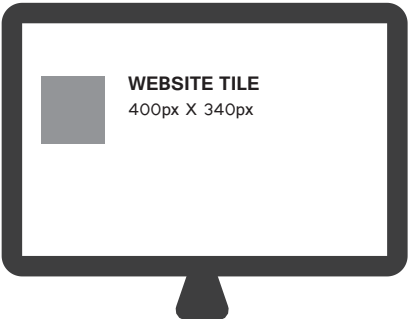
WEBSITE SIDE

380px X 480px



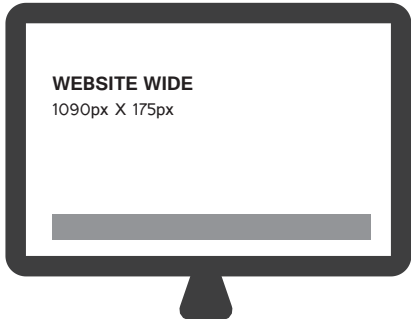
WEBSITE TILE

400px X 340px



WEBSITE WIDE

1090px X 175px



2022 HBA of F-M

ADVERTISING & SPONSORSHIP CONTRACT

The undersigned hereby makes application for advertising space and/or event sponsorships indicated on this contract published by the Home Builders Association of Fargo-Moorhead. I understand that this contract is non-cancelable and payment is due as indicated on this contract for the advertising and sponsorship options selected.

- Company acknowledges that the HBA of F-M is not guaranteeing or warranting that the company will experience an increase in sales due to the sponsorship/advertisement.
- Company ultimately acknowledges that all decisions regarding media buys, layout and designs of print, video and audio promotion will remain with the HBA of F-M.
- The HBA of F-M reserve the right to sell additional sponsorships/advertisements or to change the dollar amount of other levels or ad sizes.
- Company will provide the appropriate materials to fulfill sponsor benefits prior to necessary deadlines.

Company: _____

Contact (first and last): _____ Ad Agency (if applicable): _____

Phone: _____ Email: _____ Website: _____

Contact Signature: _____ Date: _____

HBA of F-M Staff Signature: _____ Date: _____

PAYMENT

*If you are sponsoring the Herdina Construction Trades Camp please make checks payable to Home Builders Care of F-M Foundation.

If paying with credit card, the card will be charged in separate transactions.

- ☐ Check enclosed to Home Builders Association of Fargo-Moorhead
- ☐ Check enclosed to Home Builders Care of Fargo-Moorhead Foundation
- ☐ Please use my credit card (circle one): Visa/Mastercard/American Express/Discover

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

Billing Address: _____ City, State, Zip: _____

Name on Card: _____ Email: _____ Phone: _____

Grand Total: \$ _____

Please return contract to:

Home Builders Association of Fargo-Moorhead | 1802 32nd Ave. S., Fargo, ND 58103 | allisonw@hbafm.com

2022 ADVERTISING OPPORTUNITIES

Permits Plus

- Business Card \$495
- 1/4 Page \$850
- 1/2 Page \$1,275

Online Member Directory

- Website link only \$35
- Enhanced listing (includes website link) \$260
- Business Categories \$42 each

Home & Garden Show Website

- 1,000px X 1,000px \$300

HBA Website Ad

- 400px X 400px (interior) \$940
- 90px X 728px (home) \$1,550

HBA Email Ad

- 580px X 72px (middle) \$25
- 334px X 195px (top) \$40

Parade of Homes & Fall Lineup Magazines

- Magazine 1/4 Page \$690
- Magazine 1/2 Page \$1,050
- Magazine Full Page \$1,675
- Magazine Inside Front Cover \$2,100
- Magazine Inside Back Cover \$2,100
- Magazine Page 1 (full page) \$2,100
- Magazine Back Cover \$2,450
- Magazine 2-Page Spread \$2,750
- Printed Map Full Page \$1,500
- Printed Map 2-Page Spread \$1,700
- Website Side Ad \$1,000 (380 x 480)
- Website Tile Ad \$1,000 (400 x 340)
- Website Wide Ad \$1,500 (1090 x 175)

Select One:

- Spring Parade of Homes
- Fall Lineup
- Both Events

2022 EVENT SPONSORSHIP OPPORTUNITIES

Home & Garden Show

- Title \$10,000
- Parking \$8,000
- Presenting \$7,500
- Preferred \$4,000
- Choice \$2,500
- Workshop \$1,500
- Show Guide \$1,500
- Supporting \$900
- Exhibitor Lounge \$900
- Kid's Corner \$750
- Exhibitor Beverage \$500

Spring Parade of Homes

- Title \$7,500
- Presenting \$4,000
- Preferred \$2,500
- Choice \$900
- Vehicle \$350 per driveway

Fall Lineup

- Title \$5,000
- Presenting \$2,500
- Preferred \$1,500
- Choice \$900
- Vehicle \$350 per driveway

Golf Outings

- Tournament \$4,000
- Eagle \$2,500
- Birdie \$2,000
- Beer Keg \$2,000
- Lunch \$1,500
- Dinner \$1,500
- Photo Cart \$1,500
- Registration \$1,200
- Snack Cart \$900
- Dessert \$650
- Golf Hole \$500

New Year Celebration

- Title \$1,500
- Drink Ticket \$1,000
- Presenting \$900
- Dessert \$650
- Preferred \$600

Remodelers Council Picnic

- Title \$750

Parade Celebration

- Title \$1,500
- Drink Ticket \$1,000
- Presenting \$900
- Dessert \$650
- Preferred \$600

High Noon Shootout

- Title \$1,500
- Presenting \$900
- Student Chapter \$500
- Prize \$450

HBA Happy Hour

- Host \$4,000
- Drink Ticket \$1,000
- Water \$100

Casino Royale

- Title \$2,000
- Drink Ticket \$1,000
- Presenting \$900
- Dessert \$650
- Prize \$500
- Red Carpet \$300
- Blackjack \$200
- Roulette \$200
- Poker \$200
- Bingo \$200

Networking Night

- Host \$500

Building Industry Connect

- Series Sponsor \$1,500

Education

- MN Contractors \$1,320
- MN Power Limited \$400
- Breakfast/Lunch Session \$350

Herdina Construction Trades Camp

- Contractors Lunch \$400
- Tool Box \$250
- Event Partner \$200
- Adopt-A-Student \$100

Health Tech & Trades Career Expo

- Platinum \$1,500
- Gold \$1,000
- Silver \$500
- Bronze \$250

Very Invested Partner

- Silver \$5,000
- Gold \$10,000
- Platinum \$20,000
- Diamond \$35,000
- Legacy \$50,000

FILE REQUIREMENTS

Submit all ads to allisonw@hbafm.com

LOGO ALLOWABLE FORMATS

- High resolution PDF
- Adobe InDesign
- Adobe Photoshop (.tif or .eps format)
- JPEG

All logos must be a minimum of 300 dpi and a minimum of 3.5" wide.

WEBSITE ALLOWABLE FORMATS

- JPEG preferred, PNG allowed.

All website advertisements must be a minimum of 72 ppi and no larger than 140 ppi. The file size must be less than 100 kb.

PRINT ALLOWABLE FORMATS

- High resolution PDF
- Adobe InDesign
- Adobe Photoshop (.tif or .eps format)

PRINT SPECS

- Include all fonts and supporting files (i.e., scans, logos, illustrations, photos, etc.).
- All images must be a minimum of 300 dpi.
- No application files such as InDesign, QuarkXPress, Illustrator, Word will be accepted.
- Include bleeds only when creating your PDF. Please do not include page information, trim or printers' marks.
- All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi.
- Images used from a website are not acceptable as they are RGB and 72 dpi.
- All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.
- Content must read left to right and no sideways or upside down rotations will be allowed.

