



# 2024 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	\$ 2,600	\$ 2,900
_____ 1/2 Page	\$ 1,500	\$ 1,800
_____ 1/4 Page	\$ 800	\$ 1,100
_____ 1/6 Page	\$ 500	\$ 800
_____ Business Card	\$ 300	

## 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 29, 2024

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

## 2024 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 \_\_\_Online - CC Payment \_\_\_Check Enclosed

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Card V-code: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Signature: \_\_\_\_\_

## Camera ready ARTWORK and PAYMENT are due by February 29, 2024

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