



2024 Advertising

Parade Tour Magazine & Mobile App

HBA Grand Traverse Area
 3040 Sunset Lane | Traverse City, MI 49684
 (231) 946-2305 | caroline@hbagta.com

1,200 Hard Copy Parade Tour Magazines Distributed
Electronic Magazine Featured on HBAGTA Website for 1+ Years

Parade Tour Magazine	Size	Price
<i>PREMIUM OPPORTUNITY!</i>		
<input type="checkbox"/> Center Insert Full Color 4 Sided	4" w x 6" h	\$2,500.00
<input type="checkbox"/> Back Cover Outside	8.5" w x 11" h	Platinum Sponsor
<input type="checkbox"/> Back Cover Inside	8.5" w x 11" h	\$2,000.00
<input type="checkbox"/> Front Cover Inside	8.5" w x 11" h	\$2,000.00
<input type="checkbox"/> Full-Page Full Color Inside	7.5" w x 10" h	\$1,650.00
<input type="checkbox"/> Insert Full Color 2 Sided	4" w x 6" h	\$1,500.00
<input type="checkbox"/> ½ Page	7.5" w x 4.75" h	\$850.00
<input type="checkbox"/> ¼ Page	3.5" w x 4.75" h	\$550.00

Magazine File Criteria: PDF ready to print, Minimum Resolution 300 DPI

Mobile App	Price
<input type="checkbox"/> Top Banner Ads	\$350
<input type="checkbox"/> Bottom Banner Ads	\$350
<input type="checkbox"/> Middle Banner Ad	\$350
<input type="checkbox"/> Home Display Ads	\$425
<input type="checkbox"/> Splash Ad	\$750
<input type="checkbox"/> Enhanced Builder Ultimate Listing	\$250
<input type="checkbox"/> Enhanced Builder Listing	\$150
<input type="checkbox"/> Additional Builder Photos/Files	\$25 ea

Ad Submission & Payment Deadline April 26, 2024

Member Name:		Company Name:	
Billing Address:			
Phone Number:		Email:	
Method of Payment <input type="checkbox"/> Check <input type="checkbox"/> Credit Card		Total Due (Check Marked Above):	
Name on Card:			
Card #:	Exp Date:	V Code:	
Authorizing Signature:			



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Specs for Magazine & Mobile App Ad Copy File

Tour Guide Ad File Criteria: PDF or JPEG, Minimum Resolution 300 DPI
Please make sure your ad specs match the measurements provided!

App Ad File Criteria: PNG, 300 DPI

- **Top Banner** (*1 available, static ad on main screen*)
 - 2500px wide by 313px tall
 - URL/website
- **Bottom Banner** (*1 available, static ad on main screen*)
 - 2500px wide by 313px tall
 - URL/Website
- **Middle Banner** (*unlimited, placed every 3 homes*)
 - 2500px wide by 313px tall
 - URL/Website
- **Home Screen Displays** (*up to 6 available*)
 - 1042px wide by 1042px tall
 - URL/Website
- **Splash Page Ad** (*2 available*)
 - Multiple sizes are needed to accommodate device variety.
 - 768px wide by 1024px tall
 - 1536px wide by 2048px tall
 - 750px wide by 1334px tall
 - 1242px wide by 2208px tall
 - 1125px wide by 2436px tall
 - URL/Website
- **Listings (Ultimate, Logo/Company Bio & Web Link, Logo & Web Link)**
 - Limited to companies that would be showing for homes (builders, realtors, subcontractors)
 - Logo file should be minimum 200px wide by 200px tall



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FREE App available in the App Store & Google Play



EVENT DATES

June 15th – 18th, 2023

ANALYTICS

10,519+
SCREEN VIEWS

9:13
Avg Session
Duration

APP BUTTONS

- ALL HOMES
- \$0 - \$400,000
- \$400,001 - \$999,999
- \$1,000,000+
- MAPS
- CALENDAR OF EVENTS

**EXCLUSIVE
MEMBER-ONLY
ADVERTISING**

WHY ADVERTISE?

- ▶ **Mortgage lenders** advertise to potential home buyers looking for home loans before, during, and after the event.
- ▶ **Audio/Video companies** advertise security, entertainment systems, home theater systems, and other industry trends.
- ▶ **Specialty Contractors** (Roofers, Electricians, Plumbers, etc.) advertise to parade attendees looking for remodeling ideas.
- ▶ **Participating Builders** advertise to gain additional exposure for other communities or home models available.

PARADE APP CONTENT POSTED FOR 1 FULL YEAR



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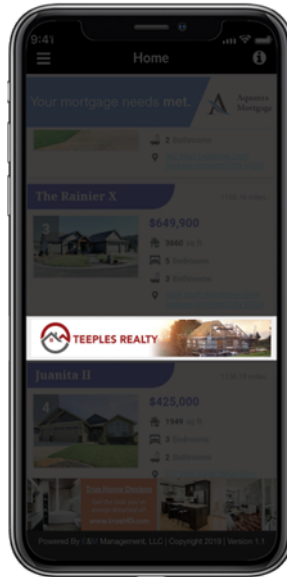
Mobile App Advertising Options



TOP & BOTTOM BANNER ADS

Exclusive hyperlinked ad, visible at the top/bottom of the screen throughout the app.

\$350



MIDDLE BANNER AD

Hyperlinked ad visible within the home listings and products & services section of the app.

\$350



HOME DISPLAY AD

Hyperlinked display ad on the home screen of the app.

\$425



SPLASH PAGE AD

Hyperlinked full-screen ad, visible every time the app is launched before any other content is viewed.

\$750

SALES NOTES:

Premium Ads Available:

- (2) Splash Page
- (1) Top Banner
- (1) Bottom Banner
- (6) Home Screen Display

Display Ads:

(Unlimited) Middle Banner
 Runs every 3 listings in each home listing category and products/services section.

GIF Animation Upgrade:

\$400 per digital ad

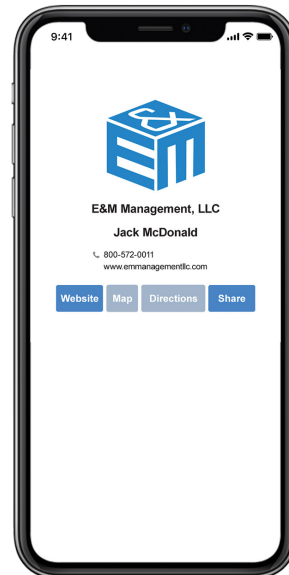


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Mobile App Enhanced Builder Listing Options

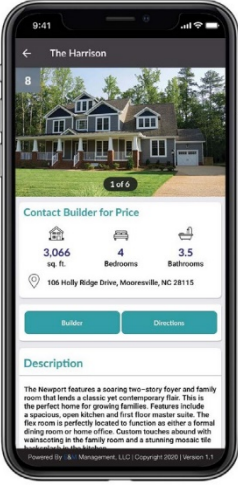


BUILDER ULTIMATE LISTING

- Company Logo
- Website Link
- Company Bio/Photos
- Map Link
- Social Media Links
- **\$250**

BUILDER LOGO & WEBSITE LISTING

- Company Logo
- Website Link
- **\$150**



BUILDERS STANDARD APP DISPLAY PER ENTRY

(without enhancements)

- **5 file uploads:** i.e. 4 photos, 1 blueprint
- **Home Specs:** Bed, Bath, Sq Footage, Price, Description, Address
- **Builder Listing:** Company, Contact, Phone Number

\$25 PER ADDITIONAL PHOTO/FILE
(12 max per entry)