



SPRING EVENT
MARCH 20, 21, 22
MARCH 27, 28, 29
Homes are open two weekends
Friday 4:30-7 pm
Saturday & Sunday Noon-5 pm

PRINT AND DIGITAL ADVERTISING RATES

All ads will be in the PRINT and DIGITAL version of the Tour of Homes magazine and includes a link from your ad to your website.

PRINT AND DIGITAL MAGAZINE ADS

Ads	Dimension (H"xW")	Price
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Premium Positions

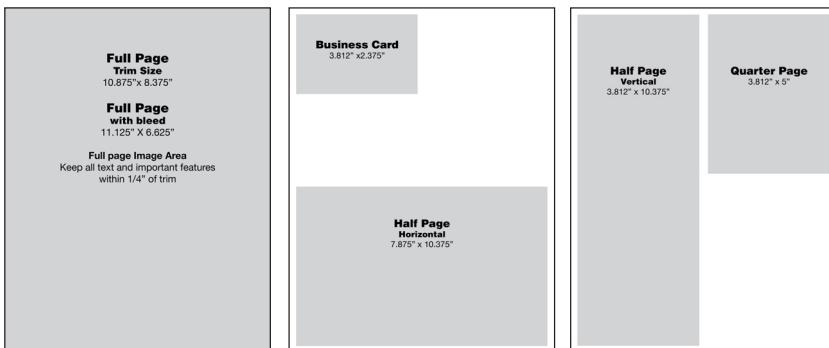
Inside Front Cover	10.875" x 8.375"	\$1,673
Inside Back Cover	10.875" x 8.375"	\$1,673
Back Cover.....	10.875" x 8.375"	\$2,240
Page 3.....	10.875" x 8.375"	\$1,573
Page 5.....	10.875" x 8.375"	\$1,573

Ads

Builders who have a home on the SPRING Tour of Homes will receive a 10% Discount on their print ad.

Does NOT include PREMIUM Advertising positions.

Full Page w/Bleed	10.875" x 8.375"	\$1,478
Half Vertical	3.812" x 10.125"	\$1,164
Half Horizontal.....	7.875" x 5"	\$1,164
Quarter	3.812" x 5"	\$892
Business Card	3.812" x 2.375"	\$324



Files must be submitted in a PDF (PDF/X-1A preferred) and built to dimensions listed. Include one click through link for online ad. **Full pages** should include trim marks .125" and .125" bleed. Keep all critical type and images .25" within trim. All elements and final ad should be at 266 DPI or higher.

**RESERVE
Your Print Ad by
February 5, 2026
Artwork is due
FEBRUARY 11, 2026.**

Print Publication On Streets:
March 13, 2025

Online Publication Live:
March 2, 2025

Call or Email
Tracy Zwilling
to reserve your spot or
for more information.

320-290-2518
zwillingstracy@gmail.com

Remember...
Builders who have a home on the
SPRING Tour of Homes will
receive a 10% Discount on their print ad.
Does not include premium positions

All orders are subject to credit approval. Premiums offered on First Served Basis. First right of refusal honored.
All prices include full color in print and digital version. CMBA MEMBERS ONLY.



TOUR OF HOMES

CENTRAL MINNESOTA BUILDERS ASSOCIATION

SPRING '26

MARCH 20, 21, 22 • MARCH 27, 28, 29

Homes are open two weekends
Friday 4:30-7 pm • Saturday & Sunday Noon-5 pm



PRINT AND DIGITAL ADVERTISING RATES

WHY ADVERTISING IN THE CMBA TOUR OF HOMES MAGAZINE WORKS FOR YOU!

The CMBA Tour of Homes is Central Minnesota's premier showcase of model homes, featuring cutting-edge building materials, home innovations, and stunning designs. Here's how advertising in this exclusive magazine can benefit your business:

- Maximize Your Reach:** With 5,000 magazines printed and distributed at local hotspots like Coborns, Little Dukes, and more, your business will gain visibility in high-traffic areas.
- Drive Engagement with Multi-Channel Promotion:** A full-page replica of the magazine cover will be featured in the St. Cloud Times, directing readers to pick-up locations, the Tour of Homes website, and the CMBA Tour of Homes App, complete with a QR code for easy access.
- Extended Visibility:** Your ad will appear in the digital magazine, available online prior to the tour and for up to two years afterward, giving your business sustained exposure.
- Direct Connections:** Digital ads link directly to your company website, streamlining the path from interest to action.
- Enhanced Opportunities:** Choose additional digital ad placements on the newly redesigned CMBA Tour of Homes website and app to further expand your reach.
- Impressive Foot Traffic:** Tour models see 200–500 visitors each weekend, offering direct exposure to engaged and interested audiences.
- Long-Term Value:** All models featured on the Tour of Homes are archived online, ensuring your business remains discoverable.

Make your business a part of this highly anticipated event and connect with a motivated audience looking for the best in home innovation and design.

DEADLINES

Ad Reservation

February 5, 2026

Ad materials Due

February 11, 2026

Publication

Magazines available at HomeShow and on streets March 13.

Advertising open to CMBA members only.

Published by

TraceCreative

Trace Creative specializes in Branding and Marketing Consulting, Fractional Marketing Services, and Design for web and print. For more information on what Trace Creative can do for you, call **320-290-2518** or www.tracecreative.pro.