



September 12, 13, 14 • September 19, 20, 21

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
August 1, 2025

Ad materials Due
August 4, 2025

Publication
At pick up locations
September 4, 2025

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.



FALL EVENT
September 12, 13, 14
September 19, 20, 21
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

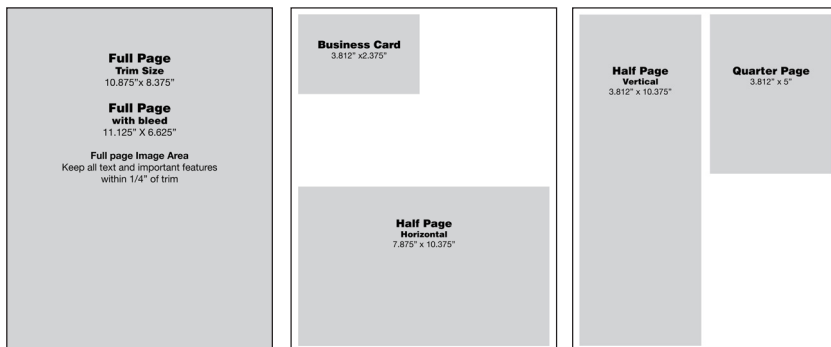
Ads	Dimension (H"xW")	Price
Premium Positions		
Inside Front Cover	10.875" x 8.375"	\$1,673
Inside Back Cover	10.875" x 8.375"	\$1,673
Back Cover.....	10.875" x 8.375"	\$2,240
Page 3.....	10.875" x 8.375"	\$1,573
Page 5.....	10.875" x 8.375"	\$1,573

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 & Submit Artwork

Reserve your Tour of Homes Ad by **August 1, 2025**. Contact Tracy Zwilling 320-290-2518 or email zwillingtracy@gmail.com (Subject Line Tour of Homes Ad Reservation)
Submit artwork by **August 6**. Email zwillingtracy@gmail.com (Subject Line Tour of Homes Artwork)

Print Publication:
September 4, 2025

Online Publication:
September 2, 2025

DIGITAL ADS in rotation on Tour of Homes Website and App

Tour of Homes Website Banner Ad in Rotation (Limit 12)
1024 x 171 \$200
Parade Smart App for Tour of Homes in Rotation (Limit 12)
1200 x 200 \$200
Files must be submitted as a .jpg or .png at 72PPI. Please include one click through link.
Digital RSVP September 2, 2025
Send to Nikki@cmbaonline.org
(Subject Line Tour of Homes Digital)
Website & App live March 4, 2025

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.