



# TOUR OF HOMES



CENTRAL MINNESOTA BUILDERS ASSOCIATION

**FALL EVENT**

**September 13, 14, 15**  
**September 20, 21, 22**

Homes are open two weekends

Friday 4:30-7 pm

Saturday & Sunday Noon-5 pm

## **PRINT AND DIGITAL ADVERTISING RATES**

### **WHY YOU SHOULD ADVERTISE IN THE CMBA TOUR OF HOMES MAGAZINE**

The CMBA Fall Tour of Homes is Central Minnesota's only model home tour showcasing the best of new homes and the latest in building materials, home innovation, and design. Don't miss out! Make sure your company is included in this issue of the CMBA Tour of Homes magazine.

- Around 5000 magazines are printed and available at local Coborns, Little Dukes, and additional locations.
- A full page replica of the Tour of Homes magazine cover will be inserted into the St. Cloud Times promoting pick up locations of magazine, directing readers to the Tour of Homes website and to download the CMBA Tour of Homes App, and will feature a QR code linked directly to the Tour of Homes website.
- The Digital Magazine will be available prior to the tour and will be available online for 2 years.
- Advertisers will have their ad in the digital magazine linked to their company website.
- In addition, you will have the opportunity to purchase digital ads in the newly redesigned CMBA Tour of Homes website and Tour of Homes app.
- Tour of Homes models average 200 - 500 visitors during the tour weekends.
- All Tour of Home models are archived on the Tour of Homes website.

### **DEADLINES**

**Ad Reservation**

August 2, 2024

**Ad materials Due**

August 7, 2024

**Publication**

Magazines on  
streets week of  
September 6, 2024

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](http://www.tracecreative.pro).

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## 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

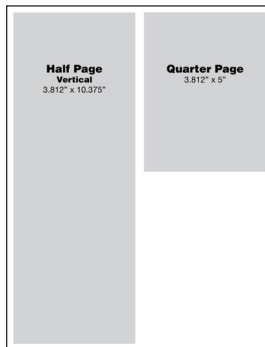
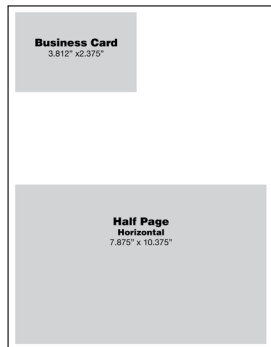
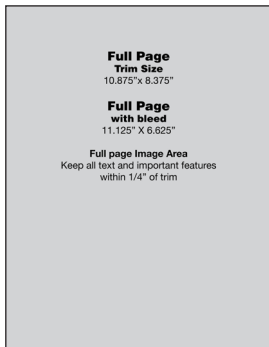
Ads	Dimension (H"xW")	Price
<b>Premium Positions</b>		
Inside Front Cover .....	10.875" x 8.375" .....	\$1,673
Inside Back Cover .....	10.875" x 8.375" .....	\$1,673
Back Cover.....	10.875" x 8.375" .....	\$2,240
Page 3.....	10.875" x 8.375" .....	\$1,573
Page 5.....	10.875" x 8.375" .....	\$1,573

### Ads

Builders who have a home on the Fall 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 2, 2024**. Contact Tracy Zwilling 320-290-2518 or email [zwillingtracy@gmail.com](mailto:zwillingtracy@gmail.com) (Subject Line Tour of Homes Ad Reservation)  
 Submit artwork by **August 7, 2024**  
 Email [zwillingtracy@gmail.com](mailto:zwillingtracy@gmail.com) (Subject Line Tour of Homes Artwork)

Print Publication:  
 Week of Sept. 6, 2024

Online Publication:  
 August 28, 2024

### 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.

**Ad Reservation** August 14, 2024

**Materials Due** August 21, 2024

Send to [Nikki@cmbaonline.org](mailto:Nikki@cmbaonline.org)

(Subject Line Tour of Homes Digital)

**Website & App live August 28, 2024**

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.