



2022 Parade of Homes Advertising & Sponsorships

DEADLINE

Submit Ad Copy / Materials - March 25, 2022

Parade Book Advertising Rates & Specifications

AD RATES

Full Page	\$1650
2/3 Page	\$1205
1/2 Page	\$1040
1/3 Page	\$875
1/6 Page	\$490

-Covers & prime locations are part of packages

AD SPECS - (BLEED INCLUDED)

**please submit ads within the bleed included specifications*

Full Page	8.625" wide x 11.125" tall
2/3 Page	8.625" wide x 8.125" tall
1/2 (horizontal)	8.625" wide x 5.5" tall
1/2 (vertical)	4.25" wide x 11.125" tall
1/3 Page	8.625" wide x 4.0" tall
1/6 Page	4.25" wide x 4.0" tall

AD SPECS - (LIVE AREA, safe for logos, artwork and copy.)

Full Page	7.625" wide x 10.125" tall
2/3 Page	7.625" wide x 7.375" tall
1/2 (horizontal)	7.625" wide x 4.75" tall
1/2 (vertical)	3.625" wide x 10.125" tall
1/3 Page	7.625" wide x 3.25" tall
1/6 Page	3.5" wide x 3.25" tall

CMYK 300dpi Fonts Embedded

CONTACT: Audra Kain

to reserve sponsorships and/or ad space

P: 812-479-6026 F: 812-479-6340

Email: akain@sibaonline.org

WEBSITE ADS www.SIBAParadeofHomes.com
 Secondary Pages Banner \$850
 Right Side Homepage \$465
 Right Side Secondary Pages \$375

ADVERTISING NOTES

- Full Color included on all ads - no extra charge!
- If you submit an ad, please design within the **bleed included specifications**
- Ad space is sold on a **first-come, first served** basis.
- Assistance with Ad Production is included. Please provide SIBA with digital or clean scanable artwork and logos.
- Website ads include a link to your website.

DISTRIBUTION

- 11,000 Copies + 5,000 inserted with Courier
- Distributed through Major Sponsors offices & showrooms, the SIBA office & Parade Homes
- Distributed to Evansville Courier Subscribers in the Newburgh/McCutchanville market
- The Parade Magazine will be displayed, in full, online at www.SIBAParadeofHomes.com.
- Other locations approved by the Parade committee.

PEOPLE'S CHOICE AWARD (Limit 1)

Includes:

- Exclusive People's Choice Award Sponsor
- 1/3 Page, w/ Full Color in Parade Magazine
- *1/3 page on Home page promoting the PCA
- Logo (active link) on Sponsor Page of Website
- Logo (active link) on People's Choice voting page

PRICE: \$1,000 (Value: \$2,000)

Sponsorship Packages

PLATINUM (Limit ONE)

Includes:

- Radio Campaign with sponsor voiceover
- :05 billboards on WFIE 2x/day June 3-14
- Midday with Mike Segment - 6 minutes
- Exclusive 2020 Parade Preview Sponsor
- Inside Back Cover, GLOSS AD of Parade Magazine
- 2/3 page FULL COLOR ad in Parade Magazine
- Skyscraper ad on Home Page of Parade website
- Featured in Parade Edition of Parade Book cover
- Logo on Parade Website
- Logo on Promoboard at Every Home
- Podium Sign at Parade Banquet
- Signage with logo next to all entry signs
- Active link to sponsor's website on Parade website
- Advertised POD location
- Logo on magazine racks at Schnucks
- Reserved table (8 tickets) at Banquet
- Logo in Parade Magazine Ad
- Link on Parade FB page

PRICE: \$6,500 (Value: \$15,730)

GOLD (Limit 6)

Includes:

- Category Sponsor (announce winners) at Banquet
- Radio Campaign
- 2/3 page FULL COLOR ad in Parade Magazine
- Logo on Promoboard at Every Home
- Advertised POD location
- Reserved table (8 tickets) at Banquet
- Logo (active link) on home page of website
- Logo (active link) on sponsors page of website
- Sign at the Parade Banquet
- Logo on the Parade Magazine cover
- Logo in Parade Magazine Ad
- Link on SIBA FB page
- Link on Parade FB page

PRICE: \$3,140 (Value: \$5,705)

AWARDS (Limit ONE)

Includes:

- 2/3 page FULL COLOR ad in Parade Magazine
- Photo Opportunity (1 rep) with Parade Winners
- Logo (active link) on Home Page of Website
- Logo (active link) on Winners Page Parade Website
- Logo on Parade Banquet tickets
- Logo on all Power Point winner frames at Banquet
- Reserved table (8 tickets) at Banquet
- Sign displayed up front at the Parade Banquet
- 5 minute podium time at Parade Banquet
- Active link on SIBA & Parade Facebook Pages

PRICE: \$4,635 (Value: \$5,730)

DRIVEWAY FEATURE (Limited)

Includes:

- Auto display space in driveways of 3 Parade Homes
- 1/3 Page FULL COLOR ad in Parade Magazine
- Logo (active link) on Parade Website
- Logo in Parade Edition of Action News
- Logo in Parade Magazine

PRICE: \$1,565 (Value: \$3,963)

CORNERSTONE SPONSOR (Limit ONE)

Includes:

- Radio Campaign
- Outside Back Cover, GLOSS AD of Parade Book
- Banner ad on Home Page of Parade website
- Skyscraper ad on all pages of Parade website
- 2/3 page FULL COLOR ad in Parade book
- 4 Complimentary tickets to Banquet
- Active link to sponsor's website on Parade website

PRICE: \$4,120 (Value: \$4,934)

EMAIL BLAST FEATURE (Limit ONE)

Includes:

- Logo, message, promo on every Parade Builder email
- 2/3 page FULL COLOR ad in Parade Magazine
- 4 Complimentary tickets to Banquet
- Full Page in Parade Edition of Action News
- Link on SIBA FB page
- Link on Parade FB page

PRICE: \$2,005 (Value: \$3,765)

SILVER (Limit 25)

Includes:

- 2/3 Page FULL COLOR ad in Parade Magazine
- Logo (active link) on Sponsor Page of Website
- Listing (active link) in Advertisers Index on web
- 4 Complimentary tickets to the Banquet
- Logo in Parade Magazine Ad
- Listed on Group Sign at Parade Banquet
- Listed in the Parade Edition of Action News

PRICE: \$1,505 (Value: \$2,753)

BRONZE (Limit 25)

Includes:

- 1/3 Page, w/ Full Color in Parade Magazine
- Logo (active link) on Sponsor Page of Website
- Listing (active link) in Advertisers Index on web
- 4 Complimentary Tickets to the Banquet
- Logo in Parade Magazine Ad
- Listed on Group Sign at Parade Banquet
- Listed in the Parade Edition of Action News

PRICE: \$1,230 (Value: \$2,353)

CHEFS ON PARADE (Limit ONE)

Includes:

- Title Sponsorship of Chefs on Parade Event
- 2/3 page FULL COLOR ad in Parade Magazine
- Mentioned in Chefs on Parade radio ads
- Logo on Official Chefs on Parade Map
- Signage w/ logo on participating homes
- Logo (active link) on Parade Website
- Logo (active link) on ticket sales web page
- Logo/mention in all Chefs on Parade Promo pieces
- 4 Complimentary tickets to Chefs on Parade Event
- 4 Complimentary tickets to the Banquet

PRICE: \$3,605 (Value: \$4,434)