



2023

# Parade of Homes ADVERTISING GUIDE



VILLAGREE™  
LUXURY HOMES



September 8–24, 2023  
Located throughout El Paso County



**Black Oak Homes  
2022 Parade Home**

## ABOUT THE PARADE OF HOMES

Now in its 69th year, the Colorado Springs Parade of Homes is one of the longest continuously running Parades in the nation!

The HBA's signature event, the Parade of Homes, is recognized as the premier home tour of the Pikes Peak region. This legendary event showcases the latest trends and technology in residential construction, and reflects the high-caliber talent of local builders, interior designers, craftsmen and landscape architects. Typically featuring two dozen new homes by nearly as many builders, this unparalleled event gives the public more than two weeks to tour homes in some of the finest neighborhoods in and around El Paso County. No other event offers such an impressive range of indoor and outdoor styles, features and amenities that appeal to the needs and dreams of current and future homeowners – from affordable living to luxury dream homes.

## AUDIENCE

**Attendance** – Approximately 14,000 tickets were distributed for the 2022 Parade of Homes

**Income** – 85% of attendees have an household income of more than \$75,000

**Age** – 68% of attendees are aged 35–64

**Home Ownership** – 88% of attendees own their own home

**Marital Status** – 93% are married or in a relationship

**Returning for 2023 the Virtual Parade of Homes available to the public year round on [springsparade.com](https://springsparade.com)**



David Weekley Homes  
2022 Parade Home

## PROMOTE YOUR COMPANY TO THE PUBLIC

This full-color, glossy magazine will feature the homes in the 2023 Parade and will be distributed to the general public visiting the Parade of Homes sites. Don't miss the opportunity to showcase your quality products and services in this first class publication!

**Back for 2023!** Your advertisement will be linked from the Parade of Homes app

### PRINT ADVERTISING

All magazine ads are full-color

Map Back Cover.....	\$3,795
Double Truck Ad .....	\$3,795
Outside Back Cover.....	\$3,100
Inside Front Cover.....	\$2,965
Inside Back Cover.....	\$2,965
Before the Map.....	\$2,745
After the Map.....	\$2,745
Pages 2 or 3.....	\$2,745
Full Page.....	\$2,415
Half Page (horizontal or vertical) .....	\$1,650
Quarter Page.....	\$945
Business Card Size Ad.....	\$575

### ONLINE ADVERTISING\*

Rotating banner ads are available on SpringsParade.com.

#### Parade App

- Banner ad (1200 x 200 pixels).....\$ 350

#### Website

- Banner ad (1200 x 200 pixels) ..... \$1,650
- Link from Trades List on Builder Page to Trade Website..... \$100/link

Note: ads will be scaled to the size of the page.

## AD SPECIFICATION

Page Size (Trim): 8.375" x 10.875"

Full Page Ad: 7.75" x 10.125" w/o bleed

Full Page Ad: 8 .875 X 11.375" w/ bleed\*

\*Live Area: 7.75" x 10.125" w/bleed

Half Page Horizontal: 7.75" X 5"

Half Page Vertical: 3.75" X 10.125"

Quarter Page: 3.75" X 5"

\*Bleed size is .25" on all sides for full page ads.

## FILE DELIVERY

EMAIL: shirley@cshba.com

## FILE PREPARATION

To accommodate our computer-to-plate work flow, we require digital files. Any files not meeting the following specs are subject to a \$250 fee to correct and repair.

PREFERRED FORMAT: PDF/X-1a

### ADDITIONAL FORMATS ACCEPTED:

INDESIGN CS6 or earlier

ILLUSTRATOR CS6 or earlier – AI or EPS

PHOTOSHOP TIF – CMYK 300dpi @ actual size

***No other file types will be accepted.***

For accurate color reproduction, ads must be submitted with an accurate SWOP matchprint or kodak approval color proof. If another type of color proof or no proof is submitted, color and content can not be guaranteed. Black and white laser prints are acceptable ONLY for black and white ads.

## ADDITIONAL INFORMATION

If you are not submitting an InDesign or Illustrator file please follow the following guidelines:

- Include ALL MACINTOSH printer and screen fonts
- Include ALL graphics and images
- PC files & fonts are not compatible or accepted
- Avoid using TrueType, MM or Type 3 fonts
- Do not Embed or nest EPS files into other EPS files
- Color Images must be CMYK 300dpi actual size
- RGB & Indexed Color files are not acceptable
- Outline all fonts in vector graphics
- All Hi-Res Graphics must be in position w/appropriate resources in place.

## ELECTRONIC ART DEADLINE

**Wednesday, July 26, 2023**

If you have any questions, please contact:

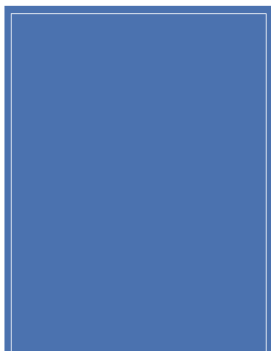
**Shirley Rouse**

**719-592-1800 ext 119**

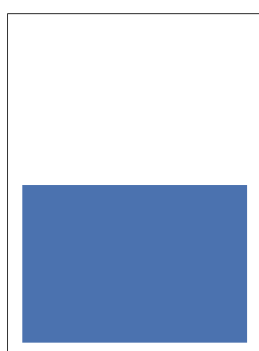
**Email: Shirley@cshba.com**

All materials submitted are subject to rejection if the content or copy is deemed inappropriate, at the sole discretion of the HBA. The HOUSING AND BUILDING ASSOCIATION and its agents are not responsible for errors, omissions, or technical problems that are the result of submitted ads that do not adhere to the above specifications.

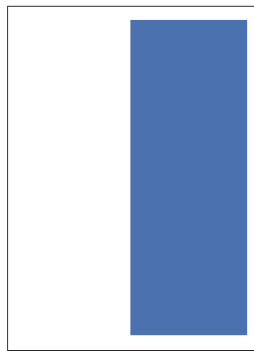
FULL PAGE



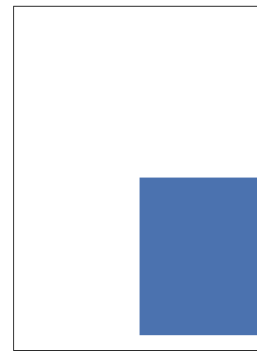
HALF-PAGE  
HORIZONTAL



HALF-PAGE  
VERTICAL



QUARTER  
PAGE



# Parade of Homes September 8-24, 2023



Hi-Point Home Builders  
2022 Parade Home



HOUSING & BUILDING  
ASSOCIATION  
OF COLORADO SPRINGS

**Contact:**

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