

2024 Parade of Homes Advertising Specifications

PRINT

AD SPECIFICATION

See examples of page sizes on the bottom right

Full page only:

SAFE AREA Page Size: 7.875" x 10.375"

TRIM Page Size: 8.375" x 10.875"

BLEED: 8.875 X 11.375"*

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

Do not add crop marks

Half Page Horizontal: 7.75" X 5"

Half Page Vertical: 3.75" X 10.125"

Quarter Page: 3.75" X 5"

PREFERRED FORMAT

- Press-ready PDF file
- Scale = 100% / All fonts embedded
- High-Resolution (300 DPI) JPG or TIF (Flattened). *Please note: the printer will not accept lower resolution layouts w/o authorization*
- Scale = 100% / All fonts embedded

No other file format will be accepted.

NOT ACCEPTED

- DON'T send low-resolution images
- DON'T send layered Photoshop (PSD) files
- DON'T send Indesign or Illustrator files
- DON'T send proprietary artwork, specifically an Web downloads without proper authorization.
- Don't send PNG files
- Don't send Canva formats

SEND CAMERA-READY ARTWORK

EMAIL: Shirley@cshba.com

Files 10 MB in size and smaller

FILE NAME / SUBJECT LINE

<Advertiser's Name > 24 Parade Ad

FILE PREPARATION

Files not adhering to the print production specifications outlined on this page are subject to a \$250 fee to correct and repair.

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.

SUBMIT YOUR AD BY Friday, July 26, 2024

If you have any questions, please contact:

Shirley Rouse

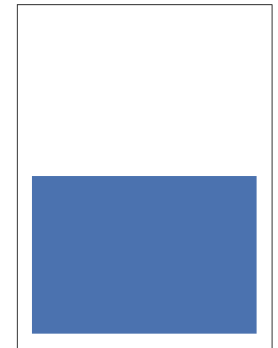
P: (719) 592-1800 x 119

Email: Shirley@cshba.com

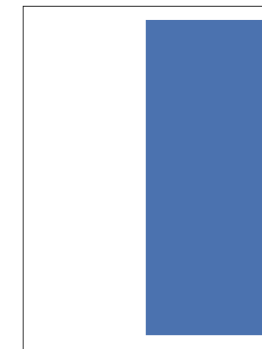
FULL PAGE



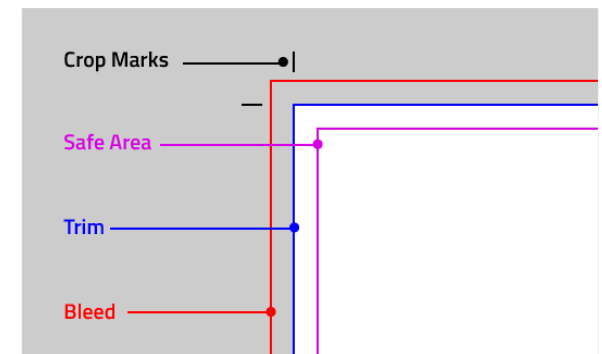
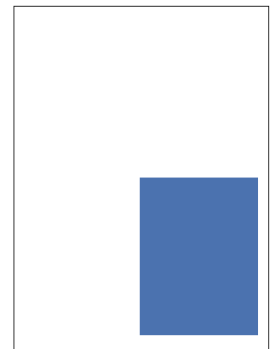
HALF-PAGE
HORIZONTAL



HALF-PAGE
VERTICAL



QUARTER
PAGE

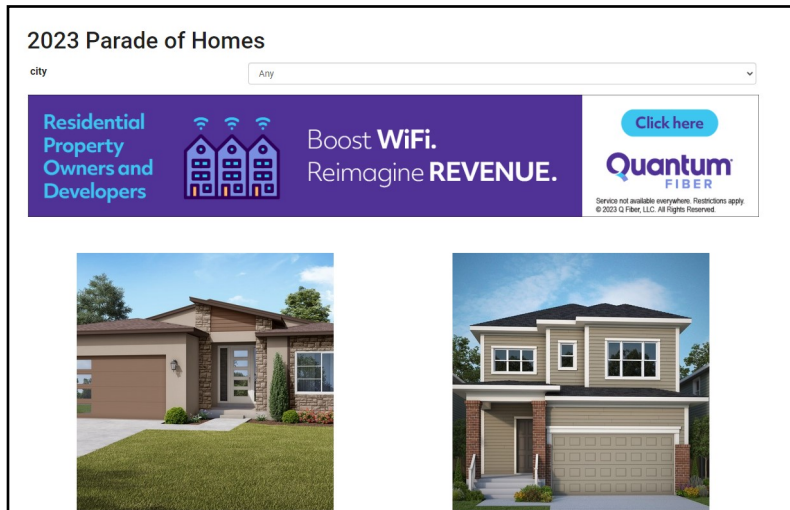


2024 Parade of Homes Advertising Specifications

ELECTRONIC ADVERTISING

Website only:

- Static page—Top
- Static page—Bottom
- Website home page—**sponsors only**
- Homes list—Top
- Homes list—Bottom



App only:

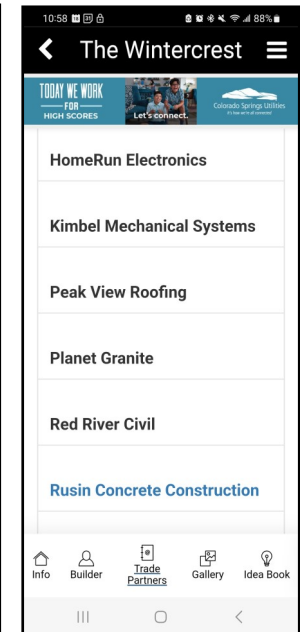
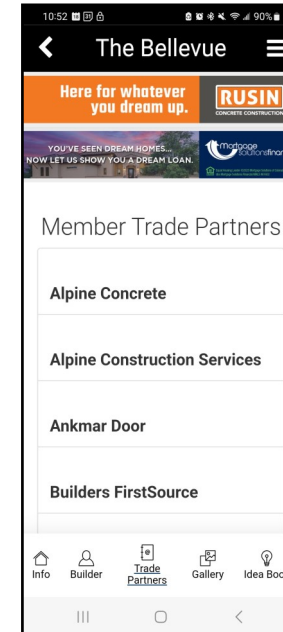
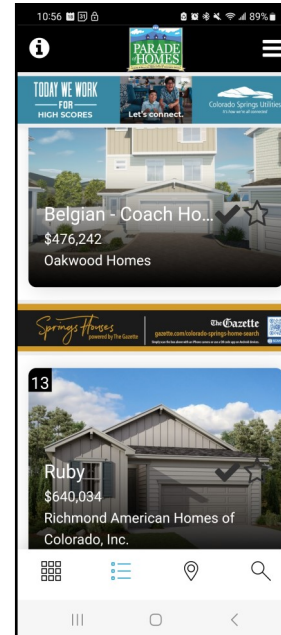
- App Header— Top
- Static Page— Top
- Static page— Bottom
- Homes List—Top
- Homes List— In between
- Homes List—Bottom

Screenshots from the App

Two ways we've added additional value for you on the app/website as a trade contractor.

1— Link from subcontractor list on builders page to your website OR from the app to your website.

2— Be an advertiser in the printed planbook and have your ad linked to your advertisement on the website. The ad can be found here: SpringsParade.com/web/page/Advertisers



SUBMIT YOUR ELECTRONIC AD BY Friday, August 9, 2024

ALL ELECTRONIC ADS ARE 1200 PIXELS WIDE BY 200 PIXELS TALL SUBMITTED AS A JPG IMAGE.

If you have any questions, please contact:

P: (719) 592-1800 x 119 | Email: Shirley@cshba.com