



# Semi-Annual Magazines

## 2020 advertising rates

Approximately 2000 magazines to be distributed to Home Show and Parade of Homes attendees and businesses on our large distribution list. In addition to information on the event, these magazines will also offer articles referencing trends in home building and other consumer resource articles, as well as a member directory and more. An online version of each book will be available for viewing at any time on the MCHBA website **with links to advertising businesses.**

Prices do not include ad design. Advertiser must provide a print ready ad, preferably in a pdf format. Design service is available for \$75 per ad. Space is limited and will be assigned on a first come first served basis.

**PURCHASE AN ADVERTISEMENT IN BOTH MAGAZINES AND RECEIVE A 10% DISCOUNT!**

### Spring Edition (featuring the Home Show)

	Member, Exhibiting*	Member, Non-Exhibiting*	Non-Member, Exhibiting*	Non-Member, Non-Exhibiting*
○ back cover*** <b>SOLD</b>	\$1,050	\$1,200	\$1,280	\$1,420
○ inside back cover*** <b>SOLD</b>	\$ 715	\$ 800	\$ 855	\$ 950
○ inside front cover*** <b>SOLD</b>	\$ 715	\$ 800	\$ 855	\$ 950
○ full page	\$ 450	\$ 500	\$ 540	\$ 600
○ half page	\$ 236	\$ 300	\$ 315	\$ 350
○ quarter page	\$ 176	\$ 200	\$ 212	\$ 235
○ 1/8 page	\$ 131	\$ 150	\$ 158	\$ 175

\*Exhibiting at the MCHBA Home Show

### Fall Edition (featuring the Parade of Homes)

	Member, Participating**	Member, Non-Participating**	Non-Member
○ back cover***	\$1,400	\$1,647	\$1,867
○ inside back cover***	\$ 950	\$1,118	\$1,267
○ inside front cover***	\$ 950	\$1,118	\$1,267
○ full page	\$ 800	\$ 941	\$1,067
○ half page	\$ 500	\$ 588	\$ 667
○ quarter page	\$ 300	\$ 353	\$ 400
○ 1/8 page	\$ 225	\$ 265	\$ 300

\*\*Participating in the MCHBA Parade of Homes as a builder or trade partner

\*\*\*Last year's advertisers for cover pages will be given first right of refusal for that opportunity