



BBIA Parade of Homes Magazine

2023 Media Kit & Advertising Agreement

Ad Copy Collection Begins Now, Final Deadline April 28, 2023.

The following is a contract agreement between Bay Building Industries Association, hereinafter referred to as "BBIA" and

Company Name Contact Email

Billing Address Phone

Hereinafter referred to as "Advertiser". Advertiser will provide ad copy prior to the deadline of April 28, 2023 or BBIA will have the right to invoice advertiser for the agreed ad space in the publication(s) selected on this advertising agreement. BBIA reserves the right to refuse any ads that do not conform to layout specification or the nature of the magazine. Full payment is due prior to press by check or credit card.

Parade of Homes Magazine Ad Dimensions

Full Page Dimensions: 8.625" x 11.125" w/.25" Bleed

Half Page Dimensions: 7.777" x 5.069"

BBIA Parade of Homes Magazine Standard Ad Rates & Premium Options	
<u>Standard Page Options</u>	
BBIA Member Full Page	\$1200
BBIA Member Half Page	\$650
Non-Member Full Page	\$1400
Non-Member Half Page	\$750
<u>*Premium Position Options</u>	
Inside Front Cover (Left/Right Option)	\$2,100
Inside Back Cover (Left/Right Option)	\$2,100
Back Cover	\$2,500
Centerfold (2 pages)	\$2,800
*Premium Positions are first come, first serve.	

2023 Parade of Homes Magazine: Ad Size: _____ Ad Rate: _____

Credit Card Payment Information			
Type: Visa Master AmEx	Name on Card: _____		
Card# _____	Expiration Date: _____	CVC: _____	Billing Zip: _____

ADVERTISER: _____ DATE: _____



2023 Parade of Homes

June 9th, 10th & 11th

Magazine Distribution June 2nd
AD COPY COLLECTION BEGINS NOW!
FINAL DEADLINE: April 28, 2023

DISTRIBUTION & PROMOTION!

Distribution is the key component of our marketing strategy. Using a carefully planned combination of on and offline distribution to high traffic locations, interactive digital, and selected business partners, we feel confident in saying you will reach highly qualified buyers and customers all year long. Don't miss out on this once-a-year special opportunity!



THE HIGHLIGHTS:

- The Bay Building Industries Association will print and distribute 5,000 copies of the 2023 Parade of Homes Magazine featuring Parade Homes, Parade Map and Route, Display Ads, BBA Information and more!
- Distribution at Parade Homes, BBA, Advertiser Locations, Bay County Chamber of Commerce, Panama City Beach Chamber of Commerce, Central Panhandle Association of Realtors, Real Estate Offices and other Prime locations throughout our area!
- Interactive digital magazine accessible to thousands ALL YEAR from the BBA website
- Online promotion programs including sponsored ads via social media and more!
- Promoted on digital billboards directing consumers to pick up the magazine
- Special Rates for BBA Members

ADDITIONAL PROMOTIONAL TOOLS:

- News & Media Promotion
- BBA Live Social Media Video Promotions
- Advertiser Promotion & Sharing