



BBIA Parade of Homes Magazine

2024 Media Kit & Advertising Agreement

Ad Copy Collection Begins Now, Final Deadline April 26, 2024.

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 26, 2024 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

Standard Page Options

BBIA Member Full Page	\$1200
BBIA Member Half Page	\$650
Non-Member Full Page	\$1400
Non-Member Half Page	\$750

*Premium Position Options

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.

2024 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:

Stacy Roberts, BBIA Executive Officer | 850.890.8554 | Stacy@BayBIA.org

Advertising agreement and check payments should be mailed to: BBIA - 223 Forest Park Circle, Panama City, FL 32407



2024 Parade of Homes

June 7th, 8th & 9th, 2024

Magazine Distribution June 2nd AD

COPY COLLECTION BEGINS NOW!

FINAL DEADLINE: April 26, 2024

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 2024 Parade of Homes Magazine featuring Parade Homes, Parade Map and Route, Display Ads, BBIA Information and more!
- Distribution at Parade Homes, BBIA, Advertiser Locations, Bay County Chamber of Commerce, Panama City Beach Chamber of Commerce, Central Panhandle Association of Realtors, and other Prime locations throughout our area!
- Interactive digital magazine accessible to thousands ALL YEAR from the BBIA 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 BBIA Members

ADDITIONAL PROMOTIONAL TOOLS:

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