



# TOUR OF HOMES



CENTRAL MINNESOTA BUILDERS ASSOCIATION

# SPRING '25

**MARCH 14, 15, 16 • MARCH 21, 22, 23**

Homes are open two weekends  
Friday 4:30-7 pm • Saturday & Sunday Noon-5 pm

## PRINT AND DIGITAL ADVERTISING RATES

### WHY ADVERTISING IN THE CMBA TOUR OF HOMES MAGAZINE WORKS FOR YOU!

The CMBA Tour of Homes is Central Minnesota’s premier showcase of model homes, featuring cutting-edge building materials, home innovations, and stunning designs. Here’s how advertising in this exclusive magazine can benefit your business:

- **Maximize Your Reach:** With 5,000 magazines printed and distributed at local hotspots like Coborns, Little Dukes, and more, your business will gain visibility in high-traffic areas.
- **Drive Engagement with Multi-Channel Promotion:** A full-page replica of the magazine cover will be featured in the St. Cloud Times, directing readers to pick-up locations, the Tour of Homes website, and the CMBA Tour of Homes App, complete with a QR code for easy access.
- **Extended Visibility:** Your ad will appear in the digital magazine, available online prior to the tour and for up to two years afterward, giving your business sustained exposure.
- **Direct Connections:** Digital ads link directly to your company website, streamlining the path from interest to action.
- **Enhanced Opportunities:** Choose additional digital ad placements on the newly redesigned CMBA Tour of Homes website and app to further expand your reach.
- **Impressive Foot Traffic:** Tour models see 200–500 visitors each weekend, offering direct exposure to engaged and interested audiences.
- **Long-Term Value:** All models featured on the Tour of Homes are archived online, ensuring your business remains discoverable.

Make your business a part of this highly anticipated event and connect with a motivated audience looking for the best in home innovation and design.

### DEADLINES

**Ad Reservation**  
January 31, 2025

**Ad materials Due**  
February 6, 2025

**Publication**  
Magazines available at HomeShow and on streets March 8.

Advertising open to CMBA members only.

Published by  
**TraceCreative**

Trace Creative specializes in Branding and Marketing Consulting, Fractional Marketing Services, and Design for web and print. For more information on what Trace Creative can do for you, call 320-290-2518 or [www.tracecreative.pro](http://www.tracecreative.pro).



**SPRING EVENT**  
**MARCH 14, 15, 16**  
**MARCH 21, 22, 23**  
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## PRINT AND DIGITAL ADVERTISING RATES

All ads will be in the **PRINT** and **DIGITAL** version of the **Tour of Homes** magazine and includes a link from your ad to your website.

### PRINT AND DIGITAL MAGAZINE ADS

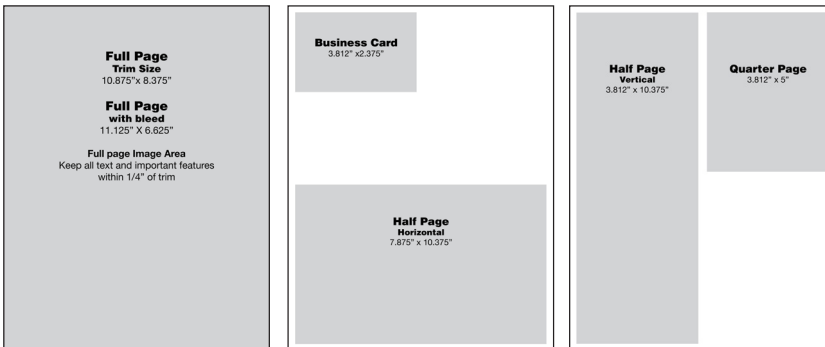
Ads	Dimension (H"xW")	Price
<b>Premium Positions</b>		
Inside Front Cover .....	10.875" x 8.375" .....	\$1,673
Inside Back Cover .....	10.875" x 8.375" .....	\$1,673
Back Cover.....	10.875" x 8.375" .....	\$2,240
Page 3.....	10.875" x 8.375" .....	\$1,573
Page 5.....	10.875" x 8.375" .....	\$1,573

### Ads

Builders who have a home on the **SPRING** Tour of Homes will receive a **10% Discount** on their print ad.

**Does NOT include PREMIUM Advertising positions.**

Full Page w/Bleed.....	10.875" x 8.375" .....	\$1,478
Half Vertical .....	3.812" x 10.125" .....	\$1,164
Half Horizontal.....	7.875" x 5" .....	\$1,164
Quarter .....	3.812" x 5" .....	\$892
Business Card .....	3.812" x 2.375" .....	\$324



Files must be submitted in a PDF (PDF/X-1A preferred) and built to dimensions listed. Include one click through link for online ad. **Full pages** should include trim marks .125" and .125" bleed. Keep all critical type and images .25" within trim. All elements and final ad should be at 266 DPI or higher.

### RESERVE Your Print Ad & Submit Artwork

Reserve your Tour of Homes Ad by **JANUARY 31, 2025**. Contact Tracy Zwilling 320-290-2518 or email [zwillingtracy@gmail.com](mailto:zwillingtracy@gmail.com) (Subject Line Tour of Homes Ad Reservation)

Submit artwork by **FEBRUARY 6, 2025**. Email [zwillingtracy@gmail.com](mailto:zwillingtracy@gmail.com) (Subject Line Tour of Homes Artwork)

**Print Publication:**  
 March 8, 2025

**Online Publication:**  
 March 4, 2025

### DIGITAL ADS in rotation on Tour of Homes Website and App

Tour of Homes Website Banner Ad in Rotation (Limit 12)

1024 x 171 ..... \$200

Parade Smart App for Tour of Homes in Rotation (Limit 12)

1200 x 200 ..... \$200

Files must be submitted as a .jpg or .png at 72PPI. Please include one click through link.

**Digital RSVP** February 17, 2025

Send to [Nikki@cmbaonline.org](mailto:Nikki@cmbaonline.org)

(Subject Line Tour of Homes Digital)

**Website & App live March 4, 2025**