

# 2011 Parade of Homes

## One great event...



85,000 copies distributed in the N&O on 10/1



22,500 copies distributed in Parade Homes

**Open House Dates**  
October 1-2, 7-9, 14-16, 2011

## Two ways to advertise!

The Parade of Homes is the signature open house event in North Carolina and boasts over 150 select homes. Take advantage of this great opportunity to advertise in our Parade of Homes Book and Parade of Homes Preview magazine. Target visitors enthusiastic about buying a new home, selling their present home or gathering ideas on upgrading a home. Don't miss out!

<b>RATES</b>		<b>FULL PAGE</b>
Book		\$2,888
Magazine		\$2,696
BOTH		\$5,246
<b>HALF PAGE</b> (horizontal or vertical)		
Book		\$2,021
Magazine		\$1,913
BOTH		\$3,469
<b>QUARTER PAGE</b>		
Book		\$1,406
Magazine		\$1,275
BOTH		\$2,400
<b>EIGHTH PAGE</b>		
Book		\$713
Magazine		\$638
BOTH		\$1,219

### PARADE BOOK

Space Deadline: Tuesday, Aug. 2, 3 p.m.  
Ad Materials Deadline: Tuesday, Aug. 9, 3 p.m.  
EDI deadline Deadline: Tuesday, Aug. 16, 3 p.m.

### PREVIEW MAGAZINE

Space Deadline: Tuesday, Aug. 9, 3 p.m.  
Ad Materials Deadline: Tuesday, Aug. 16, 3 p.m.  
EDI deadline Deadline: Tuesday, Aug. 23, 3 p.m.

For more details please contact your sales rep or call Mark Alston, 919-836-5630.

Visit <http://advertising.newsobserver.com> for more information about The N&O's products.

5% discount for HBA members\*  
10% discount for each add'l. advertising page\*

\*Discounts do not apply to premium positions



SS020 6/14/11

Drive Parade of Homes traffic to **your** website!



## PLATINUM

\$2,250 — 4 AVAILABLE

- 25% share of the 300x250 impressions on the Parade of Homes website.
- Logo presence on Parade of Homes Sliding Billboard promos on newsobserver.com.

## GOLD

\$1,500 — 4 AVAILABLE

- 25% share of all 728x90 impressions on the Parade of Homes website
- 150,000 impressions, Run of Network, 728x90 ad size



## SILVER

\$300 — 6 AVAILABLE

- 35,000 impressions of 300x100 on the Parade of Homes website.



For details, please contact Mark Alston at mark.alston@newsobserver.com or call 919-836-5630.