



Saturday, June 8 – Sunday, June 23

HOMEARAMA® 2019 will feature ten (10) fully decorated and landscaped homes in a variety of architectural styles. The homes will range in price from \$900,000 to \$1,000,000 plus. Developed by Erbeck Development Company, Ltd., Kensington is a premier luxury new home community located in Deerfield Township, Warren County in the highly ranked Mason City School District.

Housetrends is the Official Sponsor and Publisher of the 2019 Planbook

The Planbook serves as the show guide and is a resource for ideas and inspiration for consumers, as well as a branding tool for builders and industry professionals. It includes details and floor plans for each home, bios of the area’s exclusive landscape, design and architectural firms involved and a listing of all vendors who participate in the design process.

- It is a long lasting consumer resource
- It targets affluent consumers
- The content supports home building, remodeling, landscaping and design.
- Print advertising is a proven lead generator



Planbook Distribution: 20,000

Event Distribution: 18,000 books to be distributed at the event.

Retail Locations: 1,000 Location TBD by the HBA closer to the event

Special Events: 1,000 to be distributed at Realtor Day & Preview Party

The digital magazine will be emailed to 100,000 targeted emails based on location, income and home value, with an average open rate of 10-14%

Format	Rate	Premium Pages	Rate
Two Pages	\$4,695	Back Cover- SOLD	\$4,500
Full Page	\$2,795	Inside Front Cover	\$3,795
Half Page	\$1,795	Inside Back Cover	\$3,795
Quarter Page	\$ 995	Page 3	\$3,795
		Page 5	\$3,795
		Inside Facing Back Cover	\$3,195
		Page 7	\$2,995
		Page 9	\$2,995
		Page 12	\$2,995
		Page 13	\$2,995
		Page 15	\$2,995

Payment Terms

50% down / 50% with proof

Deadline for ad submission

May 10, 2019

