

# HOMEARAMA®

## KENSINGTON



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- <b>SOLD</b>	\$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 11	\$2,995
		Page 13 - <b>SOLD</b>	\$2,995
		Page 15	\$2,995

### Payment Terms

50% down / 50% with proof

### Deadline for ad submission

May 3, 2019

