

HBA

A HOME BUILDERS ASSOCIATION OF DAYTON PRODUCTION



HOMEARAMA TOURING EDITION

Something for every lifestyle



VECTREN

July 26 - August 11, 2019. Sites are scattered throughout the Miami Valley Region.



www.DaytonHomearama.com

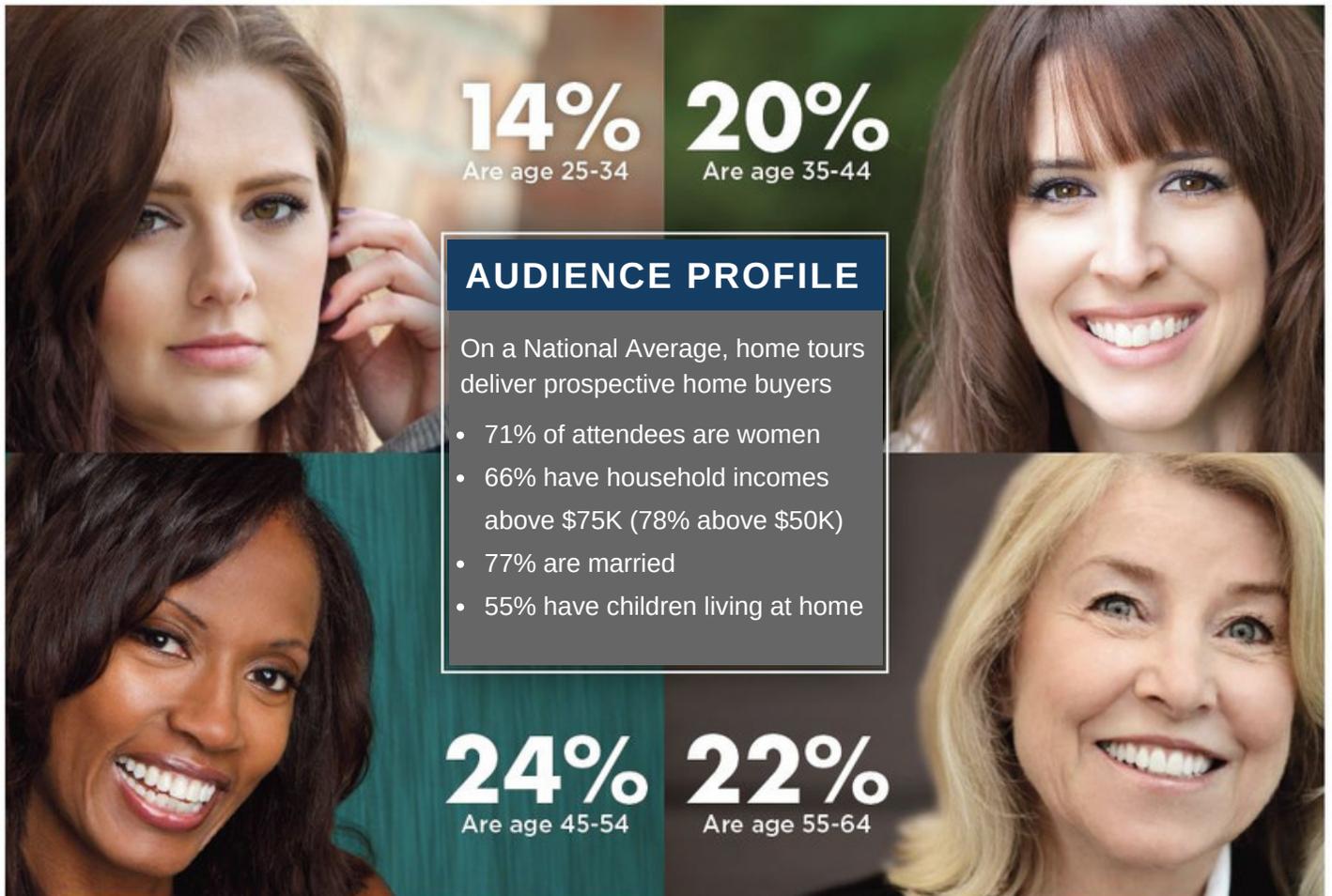
UNIQUE OPPORTUNITY

The Homearama Touring Edition's scattered site format represents a unique opportunity to builders of new homes, real estate agents listing new homes, remodelers with unoccupied full-home remodels and community developers. No other promotional opportunity available in the Dayton market has the ability to deliver thousands of potential home buyers, right to your doorstep like Homearama can.

Over the years participating homes have enjoyed thousands of site visitors. This year will be no different with the unique scattered tour.

HOMEARAMA DELIVERS:

- Strong ROI with an extremely low cost per lead
- An opportunity to associate your brand with the strength and respect of a Home Builders Association of Dayton event
- Ability to leverage third-party endorsed media coverage
- A strong call to action driving qualified traffic to participating homes
- Exposure of participants' home product to a large segment of the buying market



ADVERTISING

To thoroughly maximize your exposure to the Homearama Touring Edition's audience, we recommend event advertising.

Advertising allows you to brand and extend your message to the Homearama audience through multiple touch-points including; mobile app, online and in the Homearama Guidebook.



- Thousands of visits comprised of a highly desirable demographic profile.
- The multi-location format provides an increased opportunity to connect with residents of specific geographic areas in Metro Dayton.
- The mobility of Homearama visitors creates a unique opportunity to promote interaction with sponsors while going from home-to-home.
- The two (2) week event provides sponsors an event marketing opportunity with the "legs" to create an impact on both attendees and the marketplace.
- Homearama is supported by a strong media marketing campaign consisting of online marketing, print advertising, e-marketing and promotional campaigns.
- A strong media campaign including television, print and online. More exposure for 2019 based on the expanded home and community participation and growth of the event.



WHY ADVERTISE

Why Advertise in Homearama?

The Homearama Touring Edition offers the general public a first-hand look at the current trends and greatest innovations in new home design. This event showcases the latest design trends in affordable living to luxury dream homes complete with every amenity imaginable. With nine homes participating in the 2019 Homearama and homes located from Yellow Springs to Springboro and Downtown Dayton to Beavercreek, plus all points in between, and price points ranging from \$150,000 to more than \$899,000, communities throughout Dayton will enjoy an increase of consumers from July 26 - August 11. Savvy businesses will see this traffic as an opportunity to drive profit by partnering with the Home Builders Association of Dayton and advertising during Homearama.

Consumers are doing their homework and researching online before venturing out. To serve your customers, you need to make sure that they can find you easily. To assist, the Home Builders Association of Dayton has created a dedicated website for Homearama (DaytonHomearama.com) and a mobile app - free to the public - that advertisers and suppliers can be a part of. In addition, attendees of Homearama will receive an official publication, the Homearama Guidebook, with information about the home show and its sponsors.

The website, mobile app and Homearama Guidebook are not only able to advertise your brand, they can help promote specials or deals for Homearama ticket purchasers as well as link the digital assets to your business website.

EVERYONE DOWNLOADS THE APP FOR FREE

(Here is your opportunity to get in front of your target market)



Restaurant & Entertainment Information.

Map out restaurants and other points of interest based on proximity to what houses you will be visiting.



Home & Builder Information.

Get info on each home, builder and subcontractor. Easily contact the builder at the press of a button.



Map & Navigation Information.

Plan your route by choosing the homes you want to visit and let your phone's GPS take you there.



Track Homes Visited.

Know which homes you already visited and which ones you need to still visit.



Reviews & Feedback.

Visitors can rate and review the homes they visit. Builders have access to view comments they receive.



Notes & Diary.

Visitors can take photos, add notes, tag and save them to help remember their favorite moments and inspirations.



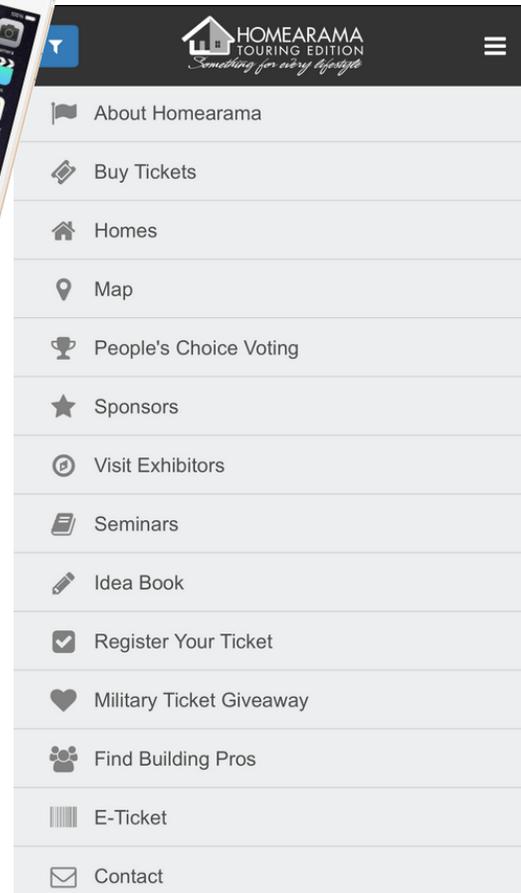
Unlimited Photos.

Multiple photos of each home... including floor plans.



Professional Directory.

All organization's building professionals in an easy-to-search section of the app.





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SPECIFICATIONS

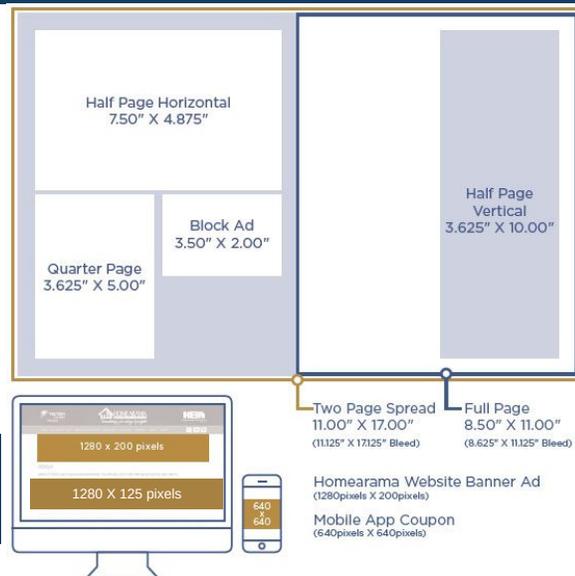
Supported File Types:

We accept InDesign, Photoshop and Illustrator documents as well as high resolution PDF and JPG (for digital only) files. Be certain to include any linked images and embed or outline any fonts used. All artwork should be in CMYK color mode and be at least 300 dpl at 100%. We cannot accept Freehand, Corel Draw, Microsoft Publisher or Adobe Pagemaker files. the advertiser is responsible for the quality for the ad submitted. If you need design or production assistance, please contact the HBA office.

Submitting Ad Files:

Files can be submitted on CD or DVD to the HBA of Dayton or emailed as a high resolution file to info@hbadayton.com.

MECHANICAL SPECIFICATIONS



**FINAL ARTWORK DUE:
June 16, 2019**

GUIDEBOOK ADVERTISING OPPORTUNITIES

Guidebook Ad Placement:

- 1/8 Page Ad** (Block Ad, 3.5" X 2.0") \$ 275.00
- 1/4 Page Ad** (3.625" X 5.0") \$ 690.00
- 1/2 Page Horizontal Ad** (7.5" X 4.875") \$ 995.00
- 1/2 Page Vertical Ad** (3.625" X 10.0") \$ 995.00
- Full Page Ad** (8.5" X 11.0") \$ 1,500.00
- Two Page Spread** (17.0" X 11.0") \$ 2,900.00
- Inside Cover Full Page Ad** (8.5" X 11.0") \$ 1,900.00
- Inside Back Cover Full Page Ad** (8.5" X 11.0") \$ 1,900.00

Website & Mobile App: (suggested for greater exposure)

- Banner Ad & Mobile Ad** (text only) \$250.00

Ad Creation/Layout:

- 1/8 - 1/4 Page Ad**..... \$ 100.00
- 1/2 Page Ad** \$ 150.00
- Full Page Ad** \$ 200.00

Website:

- Banner Ad** \$ 150.00

Mobile App:

- Mobile Ad** \$ 150.00

PAYMENT INFORMATION

Amount Due \$ _____

Method of Payment:

Check (enclosed)

Credit Card

Cardholder Name _____

Company Name _____

Phone Number _____

Address _____

City _____

State _____

Zip Code _____

Card Number _____

Expiration _____

Security Code _____

Email Address for Receipt _____

Please return completed entry form to:

HBA of Dayton | One Chamber Plaza, Suite 200, Dayton OH 45402 or email to info@hbadayton.com