



MBA PARADE OF HOMES 2019

Special section will be distributed full run in the Sunday, August 4th Journal Sentinel and at the Parade of Homes across Southeastern, Wisconsin - August 10th - September 2nd, 2019. Secure your space in the Metropolitan Builders Association's Parade of Homes section and put your advertising message in front of a captive homeowner audience!

KEY DATES

- Publishes: **Sunday, August 4th, 2019**
- Space Reservation Deadline: **Friday, July 12th, 2019**
- Final Creative Deadline: **Friday, July 19th, 2019**



2019 MBA BUILDING LIFESTYLES SPECIAL SECTIONS - BUILDING SHOW, SPRING TOUR AND PARADE OF HOMES

PRINT AND DIGITAL PACKAGES			PACKAGE AD INVESTMENT OPTIONS	
PRINT	ROP AD SIZE	DIGITAL IMPRESSIONS	TOTAL NET INVESTMENT	
<i>Journal Sentinel</i>	<i>Tabloid Format</i>	<i>Impressions per section starts pub date and runs 2-3 weeks</i>	<i>Print & Digital Packages</i>	
<i>Ad size in special section in MJS</i>	<i>ROP Ad Size</i>	<i>JSONline Audience & Geo Targeted</i>	1X INSERTION	2X FREQUENCY
BACK COVER	10" X 9.75"	195,000	\$4,675	\$4,460
INSIDE BACK COVER	10" X 9.75"	195,000	\$4,400	\$4,260
INSIDE FRONT COVER	10" X 9.75"	195,000	\$4,400	\$4,260
INSIDE FACING - PG. 3	10" X 9.75"	195,000	\$4,400	\$4,260
FULL PAGE	10" X 9.75"	90,000	\$3,125	\$2,910
HALF PAGE	10" X 4.82"	90,000	\$2,150	\$1,980
QUARTER PAGE	4.92" X 4.82"	45,000	\$1,250	\$1,165

Package Details: Online ads can start on the special section pub date and will run for 2-3 weeks. Audience and geo targeted ATF ads to be audience extension and run on desk top mobile. Must include all ad sizes: 300 x 600, 300 x 250. All rates are net.

LOCALiQ is simplifying marketing for real estate and home building. Contact **Edwin Martinez**, Strategic Account Executive at

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