



Why Advertise?

Over 1,150 attended the Parade of Homes in 2015
 Home Builders Association membership directory inside
 Membership discounts when you join the Home Builders Association
 17,000 magazines printed, with 14,600 inserted into our newspaper publications

Reach **88%** of Adults in SW Colorado

41,000 DAY Print Readers

270,000 UNIQUE IPS/MONTH Online Readers
VIEW 2.5 Million PAGES PER MONTH

Call today to reserve your space! Advertising Department (970) 247-3504



Parade of Homes 2016



Ad sizes & Investment

Business Card	3.75" wide x 2.375" tall
Quarter page.....	3.75" wide x 4.875" tall
Half Page	7.75" wide x 4.875" tall
Full page (non-bleed)	7.75" wide x 10" tall
Full page (with bleed)	8.875" wide x 11.375" tall
(Note: A full page bleed ad has a 1/4" bleed around all 4 sides. Final trim size is 8.375" x 10.875")	

Premium Positions

	NON-MEMBER RATE	MEMBER RATE
Back Cover (Full Page with bleed).....	\$2,895	\$2,595
Inside Cover (Full Page with bleed).....	\$2,295	\$1,995
Premium Page (Full Page with bleed)	\$2,195.....	\$1,895

Display Ads (All Full Color)

	NON-MEMBER RATE	MEMBER RATE
Full Page (bleed or non-bleed)	\$1,595	\$1,295
Half Page	\$1,195	\$895
Quarter Page.....	\$895	\$595
Business Card.....	\$645.....	\$345

Ad sales close August 2 - All artwork due August 4

Publication Dates

The Durango Herald	Sept. 11
The Journal	Sept. 16

Call your Advertising Representative today to reserve your space.
970-247-3504

I hereby agree to participate in these special publications of Ballantine Communications and have circled the appropriate package listed above. I also understand all deadlines and commitments to the package.

 Ballantine Communications Account Executive (sign and date)

 Name of Business

 Business Owner (sign and date)