

HOMEARAMA® is the registered trade name for the single-site new home showcase produced by the Home Builders Association of Greater Cincinnati. The 2021 show will mark the 58th year for this popular home tour attracting thousands of enthusiastic Cincinnatians. Developed by Coldstream Area Development, LLC/Zicka Homes Inc., Parkside Estates, in Anderson Township, boasts 48 half-acre lots surrounded by woods, ponds, and natural beauty within close proximity of the central city. It is located within the desirable highly acclaimed Forest Hills School District. Homearama homes, with starting prices at over \$1,000,000, are fully decorated and feature the latest in architecture, interior design and outdoor living areas to inspire consumers.

## HOusetRENDS® IS THE OFFICIAL SPONSOR AND PUBLISHER OF THE 2021 PLAN BOOK

The plan book 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 home building, landscape, design and architectural firms involved and a listing of all vendors who participate.

- 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

## SHOW DATES: SATURDAY, SEPTEMBER 18 - SUNDAY, OCTOBER 3, 2021

- Hand-delivered to attendees for 2 weeks of the show
- Special Events: Distributed at Realtor Day and Preview Party
- Available at high traffic home & garden locations
- Digital version emailed and social postings to affluent homeowners
- Available online with active links on Housetrends.com

FORMAT	RATE	PREMIUM PAGES	RATE
Two Pages	\$4,695	Back Cover - <b>SOLD</b>	\$4,500
Full Page	\$2,795	Inside Front Cover - <b>SOLD</b>	\$3,795
Half Page	\$1,795	Inside Back Cover	\$3,795
Quarter Page	\$ 995	Inside Facing Back Cover	\$3,195
		Page 3 - <b>SOLD</b>	\$3,795
		Page 5	\$3,795
		Page 7	\$2,995
		Page 9	\$2,995
		Page 11	\$2,995
		Page 13	\$2,995

### PAYMENT TERMS

50% down / 50% with proof

### FINAL AD SUBMISSION

August 14, 2021

### DIGITAL OPTION

Geo-Event Fence of Homerama Show: \$995

Sept 18 - November 3, 2021\*

