



BBIA Parade of Homes Magazine

2021 Media Kit & Advertising Agreement
Ad Copy Collection Begins Now, Final Deadline 3/29/21.

The following is a contract agreement between Homes & Land Magazine, hereinafter referred to as "Publisher" and

Company Name

Contact

Email

Billing Address

Phone

Hereinafter referred to as "Advertiser". Advertiser will provide ad copy prior to the deadline of **March 29, 2021** or Publisher will have the right to invoice advertiser for the agreed ad space in the publication(s) selected on this advertising agreement. Publisher reserves the right to refuse any ads that do not conform to layout specification or the nature of the magazine. **Full payment is due prior to press by check or credit card.**

2021 Parade of Homes Magazine

Full: BBIA Member \$1,100 Non Member \$1,320
Dimensions: 8.625" x 11.125" w/.25" Bleed

Half: BBIA Member \$600 Non Member \$720
Dimensions: 7.777" x 5.069"

Homes & Land Parade Issue – 45#8 (In addition to Parade of Homes Magazine)

*4 Issue Parade Special	Per Issue
Full Page	\$605
Half Page	\$375
Community Experts (2pg)	\$1,100
Home Expert Sponsor (2pg)	\$1,100

1 Issue Parade Special	Per Issue
Full Page	\$635
Half Page	\$395
Community Experts (2pg)	\$1,175
Home Expert Sponsor (2pg)	\$1,175
*New issue every 4 weeks.	

2021 Parade of Homes Magazine

Ad Size: _____ Ad Rate: _____

Premium Position: _____

Homes & Land of Panama City and Beaches

Ad Size: _____ Ad Rate: _____

Starting Issue: 45/8 # of Issues: _____

Credit Card Payment Information

Type: Visa Master AmEx Discover Name on Card: _____

Card# _____ Expiration Date: _____

ADVERTISER: _____ DATE: _____

PUBLISHER: _____ DATE: _____

Stacy Watson, Publisher – Cell: 850.890.2342 – Email: PanamaCity@HomesAndLand.com

Advertising agreement and check payments should be mailed to: Homes & Land 162 Clara Ave, PC Beach, FL 32407



Parade of Homes: May 7-9th & May 14-16th!

Magazine Distribution April 22nd - May 19th

AD COPY COLLECTION BEGINS NOW!

FINAL DEADLINE: March 29th, 2021

DISTRIBUTION & PROMOTION!

Distribution is the key component of our marketing strategy. Using a carefully planned combination of high traffic locations, interactive digital, targeted direct mail and selected business partners, we feel confident in saying you will reach highly qualified buyers each day in and out. Don't miss this opportunity!

THE HIGHLIGHTS:

- Homes & Land of Panama City and Beaches will print and distribute 10,000 copies of the 2021 Parade of Homes Magazine featuring Parade Homes, Parade Map and Route, Display Ads, BBIA Information and more!
- Distribution at Parade Homes, BBIA, Advertiser Locations, Real Estate Offices and other Prime locations throughout our area.
- Digital magazine accessible to thousands ALL YEAR from the BBIA website, Homes & Land of Panama City's website and shared via social media and more!
- Parade information and Map within each of the 12,000 Homes & Land of Panama City and Beaches magazine directing consumers to Parade Magazine and Event distributed to 200+ key locations.
- Online promotion programs including banners on HomesAndLand.com
- Promoted on digital billboards directing consumers to pick up the magazine
- Special Rates for BBIA Members and those who would like to run in both the Parade of Homes Magazine as well as Homes & Land of Panama City and Beaches

ADDITIONAL PROMOTIONAL TOOLS:

- Advertiser Directory and Websites on Homes & Land of Panama City and Beaches Website
- Virtual Tours for Listings and Model Homes
- Listings Uploaded to HomeAndLand.com & to over 21+ syndicated web partners
- Social Media Share Tools for Listings, Model Homes and Virtual Tours

