

Salt Lake PARADE *of* HOMES

AUGUST 1-16, 2025

Closed Sundays & Mondays

2025 MEDIA KIT

PRODUCED BY

HBA
HOME BUILDERS ASSOCIATION
SALT LAKE



WELCOME TO THE PARADE OF HOMES

HELLO FRIENDS,

The Salt Lake Parade of Homes is just around the corner. This year will be our 80th continually run Parade with expectations that it will again be one of the best yet! We are known throughout the country for showcasing some of the best and most innovative homes and builders in the country.

With 2025 slated as another robust year for housing, we anticipate significant community participation.

Sponsoring the Parade is an optimal opportunity for industry-related businesses to expose themselves to our builders and the public. ROI will be significant, providing the industry with resources to advocate home building in the community in which we live and recreate. We have found that our parade-goers plan on spending money on either remodeling or purchasing a new home. Your company will influence these consumers, allowing your business to grow through effective promotion.

As a part of your sponsorship, your name will be seen in professional pieces published by our partner Hometown Media Services/Deseret News, including the Salt Lake Parade magazine, which has a distribution of 20,000 copies. We are excited to have them on our team, bringing their tremendous experience. In addition, advertising agency MāHK Advertising negotiates tremendous media contracts for the Parade that allow for our sponsors to receive millions of impressions in television and radio.

Thank you to our past sponsors for making our Parade one of the best in the country. To those who are coming on board for the first time, welcome! Your participation will be beneficial and rewarding.

Sincerely,

Salt Lake Parade Committee

A UNIQUE OPPORTUNITY

Annually, since 1946, the Salt Lake Home Builders Association showcases the prestigious Parade of Homes. No other promotional opportunity available in the Salt Lake market has the ability to deliver thousands of potential home buyers right to your doorstep quite like the Parade of Homes.

The Salt Lake Parade of Homes delivers:

- Strong ROI with an extremely low cost per lead
- An opportunity to associate your brand with the strength and respect of the Parade of Homes event
- Ability to leverage third-party endorsed media coverage

ADVERTISING BENEFITS

This is a significant year for the Parade. Consumer confidence is up and more people are considering building their next home or remodeling their existing one.

1

The Parade of Homes attracts serious buyers who are ready and willing to open their checkbooks for the right product. They're not only attending the Parade to see standout homes — they're also looking for the items and touches that make Parade homes amazing.

2

These same buyers make the connection between your products and services and the perfect setting in which they loved it. Even months later, seeing a photo of the home rekindles that passion, reminding them how they felt when they saw your product completing the home.

3

The Parade magazine has a longer shelf life than you'd expect. Not only do parade goers use the magazine as a guide during the event, but they consult it long afterward as a reference. Your advertisement's shelf life extends from now until the next Parade of Homes — and that's quite a reach.

MARKETING AND PROMOTION

The Parade is often the first stop for ideas. It is the place for young and old alike to discover their sense of style. This is a one-of-a-kind experience and you don't want to miss your opportunity to reach thousands of potential customers.

1

This year, the Parade will be marketed extensively across the Wasatch Front with Desert News and MaHK Advertising. Your company will reach hundreds of thousands each day in promotions leading up to and during the event.

2

The Parade will be promoted across online channels, social media, specialty magazines, and mobile and e-mail promotions that reach serious home owners.

3

This year, the Parade promotions will reach more than 1 million people each week in the week prior to and during the event through the tremendous reach of our advertising.



TOUR DATES

Friday, August 1, through

Saturday, August 16, 2025

Closed Sundays and Mondays

LOCATION

Homes across the Salt Lake and Tooele Counties. Many of the homes will offer breathtaking views of the valley, be nestled in the finest neighborhoods, and feature the best in urban redevelopment and architecture.

MAGAZINE CIRCULATION

20,000 copies of the Parade of Homes magazine will be distributed during the parade, reaching a projected audience of more than 70,000 people.

MAP APP

This custom mobile app includes mapping software and GPS to guide attendees right to your home. It also includes builder information and photos.

SALT LAKE PARADE.COM

Our custom built website includes builder information, house photos, floorplans and member information.

TICKETS

Over 20,000 tickets issued and over 70,000 system check-ins

MAGAZINE ADVERTISING

ADVERTISING DEADLINES 2025

Reservations

Wednesday, June 18, 2025

Camera Ready Art Due

Wednesday, June 25, 2025

Published & Distributed

Friday, August 1, 2025

A 25% deposit is required on all advertising space unless credit terms have been established through Hometown Media Services/Deseret News accounting. Balance will be due and payable in July 2025. Graphic design included in listed advertising rates.

ADVERTISING RATES

MEMBERS	FULL COLOR ADS	NON-MEMBERS
\$4,500	Back Cover	N/A
\$4,000	Inside Front Cover	N/A
\$3,850	Inside Back Cover	N/A
\$4,000	Page 1	N/A
\$2,750	Full Page	\$3,600
\$1,600	Half Page	\$2,200
\$1,000	Quarter Page	\$1,750
NOTE: 2025 PARADE HOME BUILDER RATE — \$1650 FULL PAGE		

SALT LAKE PARADE OF HOMES MAP

The map is a stand-alone map that shows the locations of all Parade homes throughout Salt Lake and Tooele counties. It is distributed with all tickets sales.

Positions Available: 7

FULL PAGE - 5.25" W x 10.25" H (no bleed)

\$2,750

TO LEARN MORE ABOUT THE SALT LAKE PARADE OF HOMES ADVERTISING OPPORTUNITIES

Please contact a Hometown Media/Deseret News advertising representative at 801-204-6300

Salt Lake
PARADE of HOMES

DISTRIBUTION

Minimum of 20,000 copies

AD SIZES

FULL PAGE

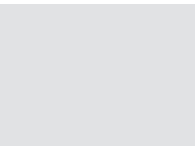
Trim Size
8.375" W x 10.875" H

Including Bleed
8.625" W x 11.125" H

Live Margins
0.25"

HALF PAGE

7.25" W x 4.85" H



QUARTER PAGE

3.55" W x 4.85" H



Acceptable File Format

High Quality PDF Only: No application files such as InDesign, QuarkXPress, Illustrator, Word will be accepted.

Include bleeds only when creating your PDF. Please do not include page information, trim or printers marks.

Color and Resolution

All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi. Images used from a Web site are not acceptable as they are RGB and 72 dpi.

Fonts

All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.

Ad Orientation

Content must read left to right and no sideways or upside down rotations will be allowed.

Special Note

We are open for discussion on unique ad dimensions not listed. If you have an idea you want to be considered, please contact us.

PUBLISHED BY

HOMETOWN MEDIA
A DESERET NEWS COMPANY

 **DeseretNews.**

DIGITAL ADVERTISING

ADVERTISING DEADLINES 2025

Reservations

Wednesday, July 9, 2025

Camera Ready Art Due

Wednesday, July 16, 2025

The site is a resource for Parade-goers to purchase tickets, view photos of homes, and plan their route for the Parade. There are limited opportunities to advertise on the site. The people who are visiting the sites are interested in home builders and home improvement. Put your home or service front and center and create a lasting impression on thousands of Parade attendees.

Package deals are available for advertising across the Parade app and website. Please contact your Deseret News Media Services sales representative or call **801-204-6300** for more information.

WEBSITE ADS - \$800

The leaderboard ad displays throughout the website on various pages. Ads will rotate every 7 seconds.

Ad Size: 1200px x 200px
Acceptable formats: jpeg, png, gif.
Please keep files under 50kb
Positions Available: Variable

SALT LAKE PARADE APP

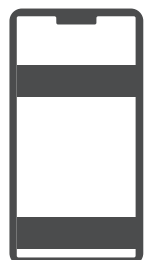
The Salt Lake Parade of Homes has again partnered with ParadeSmart to provide the official Salt Lake Parade of Homes App that offers Parade-goers information on homes, maps, digital tickets, home photos and more. The app also provides builders Parade data collection, and advertising opportunities. Align your brand with Utah's most exceptional builders and homes.

Parade-goers will use the app as their digital ticket that will grant them entry to the homes, to view more information on homes, and to navigate to the Parade homes. Make sure your company is seen when Parade-goers open the app by placing a mobile ad in the Parade App!

MOBILE ADS - \$500

Ads will be displayed on the home listing page and builder page. These ads will appear in line as Parade-goers scroll through the home listings. Ads will rotate every 7 seconds.

Ad Size: 1200px x 200px
Acceptable formats: jpeg, png, gif.
Please keep files under 50kb
Frequency: Variable



REALTOR & DESIGNER ADVERTISING

REALTOR SPOT

MEMBERS: \$350

NON-MEMBERS: \$450

Reach thousands of Parade of Homes attendees actively seeking to buy, sell, or invest in real estate. Maximize your exposure on our exclusive "Find A Realtor" page to connect with motivated prospects ready for their next real estate move. Highlight your expertise and convert attendees into loyal clients.

Photo Size: 300px x 300px (*Minimum*)

Acceptable formats: jpeg, png

Paragraph Character Limit: 250 characters

INTERIOR DESIGNER SPOT

MEMBERS: \$450

NON-MEMBERS: \$600

The Designer Showcase section provides a dedicated spotlight on the creative visionaries behind the some of the stunning homes featured in the Salt Lake Parade of Homes. This section connects readers with leading designers who can transform their own spaces. By purchasing an ad spot, businesses can significantly enhance their visibility among a highly targeted audience interested in home improvement, style, and innovation.

Logo Size: 600px x 600px (*Minimum*)

Acceptable formats: jpeg, png, eps, svg, pdf

Paragraph Character Limit: 325 characters

PLACEMENT DEADLINES 2025

Reservations

Wednesday, June 18, 2025

Camera Ready Art Due

Wednesday, June 25, 2025

TO LEARN MORE ABOUT THE SALT LAKE PARADE OF HOMES ADVERTISING OPPORTUNITIES

Please contact Samantha Campbell at 801-419-9346 or scampbell@deseretnews.com

Salt Lake
PARADE of HOMES

