

For the first time in history, HOMEARAMA® 2020 comes to the City of Cincinnati, Hamilton County. Walworth Junction, with an incredible location nestled along the Ohio River, offers city living with a neighborhood feel. Developed by TJ Ackermann and Ralph Meierjohan, Walworth Junction is the latest of many developments they have brought to Cincinnati. In its 57th year, HOMEARAMA® will feature the latest in architecture, interior design and outdoor living areas to inspire many consumers as they attend this exciting show.

## HOusetRENDS® IS THE OFFICIAL SPONSOR AND PUBLISHER OF THE 2020 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, OCTOBER 10 - SUNDAY, OCTOBER 25, 2020

### PLAN BOOK DISTRIBUTION: 20,000

Event Distribution: 18,000 books to be distributed at the event

Retail Locations: 1,000 at locations TBD by the HBA closer to the event

Special Events: 1,000 to be distributed at Realtor Day & Preview Party

The digital magazine will be emailed to 100,000 targeted emails based on location, income and home value, with an average open rate of 10-14%. And available on [Housetrends.com](http://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 - <b>SOLD</b>	\$2,995

### PAYMENT TERMS

50% down / 50% with proof

### DEADLINE FOR AD SUBMISSION

August 27, 2020

