

HBA PARADE OF HOMES APP



FIND THE HOME, GET DIRECTIONS...THERE'S AN APP FOR THAT

The new HBA Parade APP is designed so that parade goers can easily find a Parade home to start, get directions and help them plot their course.

GENERAL HOME LISTING

Each Parade Home receives a general listing

- Push pin on general map
- Click on the pin to reveal home details
- Home number
- home address
- home image
- directions to the home

Free to all home entries

UPGRADED HOME LISTING

Builders may upgrade their listing to include

- Push pin on general map
- Click on the pin to reveal home details
- Home number
- home address
- home image
- directions to the home
- **Home description**
- **logo link to builder website**

Parade Builders	\$295
Parade Builders purchase facing page GUIDE ad	Free

APP ADVERTISING OPPORTUNITIES

The Parade App advertising opportunities are designed to run for a 3 month cycle surrounding each HBA Parade of Homes. Spring Parade advertising runs May - July. Fall Parade runs September - November.

BANNER ADS

Get your business in front of those actively looking to improve or build their home. Limited number in rotation.

HBA Member Rate	\$275
Member w/Ad purchase	\$150
Non-member Rate	\$475
Non-member with Ad purchase	\$275

HOME SPECIFIC VENDOR LISTING

Let the home visitors know that you supplied the products in that home.

\$50 per listing
\$250 for 5 or more listings

PUSH NOTIFICATIONS GEOFENCING

Use geofencing to send targeted push notifications to those in the area of your home or business. Limited number of notifications per region.

HBA members	\$525
Member w/Ad purchase	\$150
Non-member	\$925
Non-member with Ad purchase	\$475