



2020 SPRING PREVIEW OF HOMES



May 30 & 31

24,000+ total circulation

- Insertion in the Anchorage Daily News, Friday, May 29 distributed in Anchorage bowl
- 3,000 copies available at the Home Show, in homes along the tour and at select member companies prior to the event

Sponsored Content

Cover Sponsorship

Sponsor the magazine cover image, the AHBA team will assist with concept, coordination and photography. Image will be used on flyers and other advertising materials. Cover image must be approved by SPOH Committee.

Deadline to reserve is February 15, image must be submitted or shot by February 26, cost is \$3,000.

Article Sponsorship

Submit an article for publication in the Spring Preview of Homes book, your article will be featured in the tour book and shared online through AHBA.net and social media. Article topic and content must be approved by SPOH Committee. **Deadline for reserving and article and topic is April 2, articles must be submitted by April 9, each article can be sponsored for \$1,000.**

Ad Sizes & Rates

Ad Size	Rate	Rate
	Camera Ready*	To be designed**
Back Cover	\$2000	\$2200
Two-Page Ad Spread	\$2000	\$2200
Premium Placement ***	\$1500	\$1700
Full-Page Ad	\$1250	\$1450
Half-Page Ad	\$750	\$900
Quarter-Page Ad	\$500	\$650

*Camera Ready Ads will be run as is

**Ads to be designed must supply all images, logos and text that should appear in ad

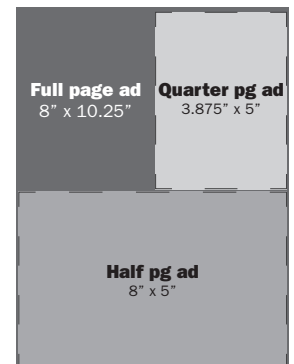
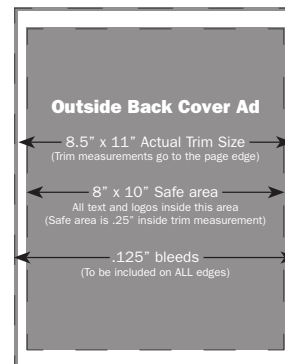
***Premium placements include inside front cover, page 3 and inside back cover

Camera Ready Ad Specs

Full page: 8" x 10.25"

Half Page: 8" x 5"

Quarter Page: 3.875" x 5"



Ads Reserved By: April 15, 2020
Camera Ready Art Due: April 27, 2020



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Submission Specs

Spring Preview of Homes Cover Sponsorship with Full-Page Ad

1. Approvals All submissions must be approved by the SPOH Committee

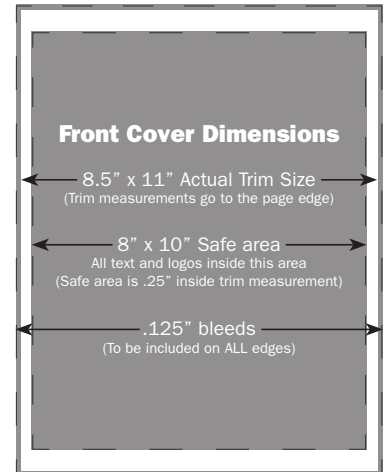
2. Content

- Image must be related to home building industry, featuring a front elevation, kitchen, furnished living room, bathroom or under construction home, etc.
- No overt branding.

3. Layout

- Total image dimension must be **at least** 8.75 inches wide by 11.25 inches tall
- Resolution 300 dpi
- Accepted image file formats: TIFF, JPEG or EPS
- Image must leave room for masthead (3.5 inches from top of cover) and account for sponsor bar (.75 inch from bottom of cover).

If sponsor would like to utilize AHBA creative team, we can work together to plan and execute a photo shoot for the cover. AHBA creative team can provide photography services as a part of the sponsorship.



Deadline to Reserve: February 15 | Deadline for Image: February 26 | Cost \$3,000

Spring Preview of Homes Article Sponsorship with Half-Page Ad

1. Approvals All submissions must be approved by the SPOH Committee

2. Content

- Article topics must relate to home building, real estate purchases, the Anchorage housing market, Anchorage Home Builders Association, Anchorage Home Builders Care Endowment, Alaska State Home Building Association or an AHBA member.
- No overt sales/branding.
- Photo submissions are welcome.
 - Please include author photo
 - Company or brokerage logo
- Article will be copyedited and major revisions will be approved by author.

3. Length 600 words maximum

If sponsor would like to utilize AHBA creative team, we can work together to generate article topics or to ghostwrite the articles for sponsors.

Deadline to Reserve: April 2 | Deadline for Image: April 9 | Cost \$1,000

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