



# SPONSOR MATERIALS

Thank you for committing to sponsor the 2024 Capital Region Parade of Homes! Your sponsorship entitles you to a number of pre-event promotional opportunities. Please review the items listed below and the specifications to determine which materials are required for the sponsorship level you selected.

It is the sponsor's responsibility to submit items for inclusion in promotions. CRBRA staff will make every effort to remind sponsors of missing items, but cannot be held responsible if items aren't submitted and therefore are not used. **Please submit required items to CRBRA at [parade@crbra.com](mailto:parade@crbra.com) by no later than April 30, 2024.**

1. High-resolution **logo** (300 dpi) in EPS and JPG formats.

2. Print-ready **magazine ad** due by **Tuesday, April 30, 2024**.

- Ad must be a print-ready, high resolution (300 dpi) file
- PDF or EPS formats preferred; High-res JPG accepted.
- CMYK color format.

3. Email **Banner Ad** (*Platinum sponsors only*)

- Static 600x90 pixel graphic
- JPG or PNG formats accepted

4. **Social media** content for posts on Facebook and Instagram.

- 50-words or less message.
- *Platinum & Gold Sponsors - please submit a 1080x1080 pixel image/graphic to accompany your text.*

Sponsor Level	Ad Size	Specs
Platinum	Full (Bleed)	8.75" x 11.25"
	<u>OR</u> Full (No bleed)	7.5" x 10"
Gold	Half	7.5" x 4.75"
Silver	Quarter	3.5" x 4.75"
Bronze	One-sixth	3.5" x 3.08"

**Submit materials to [parade@crbra.com](mailto:parade@crbra.com) by 4/30/24**

## ***Frequent issues to avoid when submitting your print ad:***

- Not including bleeds. If your full-page ad has color or imagery that goes to the edge of the page, you must include bleeds.
- Ads submitted with text too close to the edge.
- Ads submitted in the wrong size.
- Misspelling or typographical errors. It is the advertiser's responsibility to proof their ad before submitting.
- Using low-resolution photos or artwork downloaded from the Internet. In addition to being poor quality, these images may also be copyrighted. The publisher and CRBRA are not responsible for images obtained this way.

Featuring: Abele Homes, American Timber Works, Baker Contracting, Bella Home Builders, Belmonte Builders, C & J Custom Builders, Heritage Custom Builders, Kodiak Construction, Richbell Capital Construction.