



CitiRAMA® 2019 Planbook- Published by Housetrends

Show Information: CiTiRAMA® is a single-site new home showcase produced by the Home Builders Association of Greater Cincinnati. The 2019 show will mark the 15th year for CiTiRAMA®. The show regularly attracts thousands of enthusiastic Cincinnatians. CiTiRAMA® 2019 will feature a variety of architectural styles. The show homes will range in price from \$300,000 and up.

Community: Springrose Meadows is a development in the City of Springdale, developed by Meierjohan Building Group, designed for 50 single family homes and is located at West Kemper Road & Rose Lane.

Builders: This year's builders are Cristo Homes, Fry Homes, Maronda Homes & Potterhill Homes.

Advertising: Showcase your business in Housetrends and at this unique event, while enhancing your affiliation with the building community, the HBA and the City of Cincinnati. This is a proud event for the city, and the longest running city home show in the nation.

- The **CitiRAMA®** Planbook will be inside *Housetrends®* magazine, direct mailed in Mid-August to 30,000 homeowners via direct mail and distributed at CitiRAMA®. The digital magazine will be emailed to 100,000 opt-in email addresses also and be on the housetrends.com home page where consumers can turn the pages and click on your web link. Ad placement adjacent to Planbook is available.

Important Facts

Where:	Springrose- Springdale, OH
When:	September 7-15th
Total Planbook Distribution:	30,000
Show	2,000
Industry Professionals	700

CiTiRAMA® Planbook Rates

<u>Size</u>	<u>Rate</u>
Two Pages	\$4,195
Full Page	\$2,500
Half Page	\$1,695
Quarter Page	\$ 825

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