

Special Publications

Parade of Homes

Investor Publications, Inc. publishes both a Spring and Fall Parade of Homes special publication in conjunction with the El Paso New Home Builders Association. We print over 20,000 issues of each, which we insert into El Paso Inc., and also make available at the Parade of Homes shows for visitors. In addition to editorial and floor plans on the custom-built homes in each show, the publication is also chock full of interesting articles related to building, remodeling, furnishing, repairing and buying a home. It is the perfect venue for any business in the home building, decorating, repair and selling business, providing an incredibly effective buy for advertising to a demographic that has been pre-selected for the industry by the very nature of the event the publications are dedicated to.

If your business is aimed at potential homeowners and buyers, then advertising in these two specials is the most cost-effective way to reach your market.

Special Publication Rates

Parade of Homes	Rates
Full Page/Black & White	\$650.00
Half Page/Black & White	\$475.00
Qtr. Page/Black & White	\$330.00
Full Page/Full Color	\$875.00
Half Page/Full Color	\$700.00