

Don't miss this great opportunity to promote your home related business to over **164,000\* readers**



# New Year Home Tour



**JANUARY 30 & 31, 2021**

HOMES WILL BE OPEN NOON - 4PM

**Special Event Publication**  
Publishing Thursday, January 28

**SPACE & COPY DEADLINE**  
Friday, January 8

**FINAL AD APPROVAL**  
Tuesday, January 19

#### ADVERTISING RATES:

**Full Page** (9.89" x 10") **\$1015**

-Plus 25k digital nwi.com impressions

**Half Page** (9.89" x 4.94" or 4.88" x 10") **\$615**

-Plus 20k digital nwi.com impressions

**Quarter Page** (4.88" x 4.94") **\$415**

-Plus 15k digital nwi.com impressions

**Back Cover** (9.89" x 10") **\$1215**

-Plus 25k digital nwi.com impressions

**Inside Covers** (9.89" x 10") **\$1115**

-Plus 25k digital nwi.com impressions

#### ADVERTORIAL RATES: *writer included*

**Full Page** (9.89" x 10") **\$1140**

**Half Page** (9.89" x 4.94" or 4.89" x 10") **\$690**

To participate, contact Your Times' Media Specialist Today!

**Munster**  
219.852.4338

**Email**  
advertising@nwi.com

\*Source: AAM 2019, Q4 Quarterly Data Report and 2019 LEAR Jan-Dec

**Increase traffic to your homes**  
with this weekend event!

# New Year Home Tour



**JANUARY 30 & 31, 2021**  
HOMES WILL BE OPEN NOON - 4PM

**Don't miss your opportunity** to promote your properties to The Times audience of over 165,000 readers weekly.\*

**85% of Times Readers own their own homes.\*\*** By participating in the New Year Home Tour, you will be promoting your message to this audience and generate the leads you need to get your property SOLD!

## The Times Multi-Media Promotional Campaign Includes:

- Extensive print and online promotional ads scheduled in The Times and on nwi.com
- Special section publication
- Homepage takeover on homepage of nwi.com
- Landing page created to promote all participating homes and builders
- Event signage (2 signs per home)
- Four front page NWI Homes articles

### Open House Event Dates:

January 30 & 31, 2021  
Noon to 4pm each day

### Special Section Publishing:

Thursday, January 28

### In-Paper Ad Dates:

Saturday & Sunday  
January 30, 31

### Space Reservation & Ad Copy Deadline:

Friday, January 8

### Final Ad Approval:

Tuesday, January 19

**In-Paper Builder Box Size:** 4.89" x 1.43"

**Special Section Box Size:** 4.89" x 4.94"



### PARTICIPATION RATE:

**Home # 1 — \$775**

**Home # 2 — \$650**

**Home # 3 — \$525**

(and each additional home)

Full color/full run, one per each day of the promotion. Client must run the same ad each day. Creative service charge may apply.