

# Artisan Home Tour®

**New Homes Open:** 11 a.m.-5 p.m. Oct. 9-11, 16-18 & 23-25, 2020 | **Remodeled Homes Open:** 11 a.m.-5 p.m. Oct. 23-25, 2020

## Guidebook Reach

**CIRCULATION**

95,000

**READERSHIP**

237,500

**DISTRIBUTION**

Direct mail to Twin Cities residents with incomes over \$225,000

Polybagged with the autumn issue of Artful Living

Bachman's Floral & Gift Garden

Artisan homes

## Look Book Reach Subject to change

**CIRCULATION**

30,000-40,000

**READERSHIP**

75,000-100,000

**DISTRIBUTION**

Plastic surgeon offices

Dermatologist offices

Real estate brokerages

Relocation companies

Bachman's Floral & Gift Garden

Corporate headquarter concierge desks

Galleria

Twin Cities showrooms

High-end auto dealerships

Direct mail to select households with incomes \$225,000+ focused on home entry location

Housing First Minnesota membership

## Digital Presence

**FACEBOOK PAGE LIKES**

34,000+

**PINTEREST FOLLOWERS**

2,000+

**ARTISANHOMETOUR.ORG**

76,901

Users  
August 2018-July 2019

**INSTAGRAM FOLLOWERS**

7,000+

**NEWSLETTER AUDIENCE**

12,000+

3x per year

289,180

Pageviews  
August 2018-July 2019

**TWITTER FOLLOWERS**

2,000+

**BLOG**

3,000+

Pageviews per month

## Audience

**HOUSEHOLD INCOME**

\$200,000+

**EVENT ATTENDANCE**

50,000

Total combined visits  
2019 Tour

## Marketing

**PROMOTIONAL SPEND**

\$430,000

Annual approximate

**PRESS + SOCIAL MENTIONS**

832

2019 Tour



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## Guidebook Editorial Mission

Showcasing the Twin Cities most exceptional builders, remodelers, and homes.

## Sections

**Artisan Style:** An inspiring preview of styles waiting for you in select homes on the tour.

**Housing First Minnesota Foundation:** A portion of the proceeds from the Artisan Home Tour are donated to the Foundation. Learn more about their latest projects and their community impact.

**Artisan Builders:** Full-page feature on each Artisan builder showcasing past projects.

**Artisan Homes:** Full-page editorial feature on each Artisan home

**Artisan Remodelers:** Half-page feature on each Artisan remodeler showcasing past projects.

**Artisan Remodeled Homes:** Full-page editorial feature on each Artisan remodeled home.

## Editorial Submission

### Have an idea for an editorial story?

Contact Artisan Home Tour Editor

**Laura Burt:** [Laura@HousingFirstMN.org](mailto:Laura@HousingFirstMN.org) · 651.697.7594

EDITORIAL



artisan  
HOME TOUR  
BY PARADE OF HOMES®

MICHAEL PAUL DESIGN + BUILD | LANDMARK PHOTOGRAPHY

RATES

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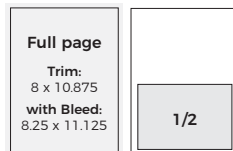
## Guidebook Advertising

Ads	Price	Dimensions (W" x H")
Full Page	\$4,590	8 x 10.875
Full Page with Builder Participation	\$4,260	8 x 10.875
1/2 Page	\$2,510	7 x 4.875
1/2 Page with Builder Participation	\$2,185	7 x 4.875

## Premium Positions

Back Cover	\$6,120	8 x 10.875
Inside Back Cover	\$5,895	8 x 10.875
Inside Front Cover	\$5,895	8 x 10.875
Page 1, 3 & 5	\$5,895	8 x 10.875
Page 2 & 4	\$5,135	8 x 10.875
Adjacent to Table of Contents	\$5,135	8 x 10.875

Files must be submitted in print-ready PDF format (PDF/X-1A preferred) and be built to trim dimensions listed above. Full pages should include trim marks and a .125" bleed. Keep critical type .187" inside of trim. All elements should have an effective resolution of 266 DPI or higher.



## Advertising Sales

**Kori Meewes**  
Kori@HousingFirstMN.org | 612.801.9874

**Brad Meewes**  
Brad@HousingFirstMN.org | 651.269.2399

**Special insert opportunities are available!** Contact our sales team for additional information.

## Timeline

**2020 Guidebook**

Preferred placement ad reservation (participating builders): 7/9/20  
 Ad reservation: 7/24/20  
 Materials Due: 8/31/20  
 Publication Date: 9/21/20

## Artwork Submission

**Laurie Spartz**  
Advertising & Sponsorship  
Fulfillment Coordinator  
651.697.7574  
Laurie@HousingFirstMN.org (files under 10MB)  
spaces.hightail.com/uplink/HFMN (files over 10MB)



RATES

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## Online Advertising

Ads	Price	Dimensions (W x H, pixels)
Run of Site Banner Ad	\$1,730	728 x 90   365 x 370

Files must be submitted as .jpg or .png files at 72PPI. Please include one clickthrough link.

## Web Traffic

### 2019 Tour

(August 2018-July 2019)

Users: 76,901

Pageviews: 289,180

Average Duration: 2:03

Pages per Visit: 2.74

### 2018 Tour

(August 2017-July 2018)

Users: 68,263

Pageviews: 302,461

Average Duration: 2:21

Pages per Visit: 2.96

## Advertising Sales

### Kori Meewes

Kori@HousingFirstMN.org | 612.801.9874

### Brad Meewes

Brad@HousingFirstMN.org | 651.269.2399

## Artwork Submission

### Laurie Spartz

Advertising & Sponsorship

Fulfillment Coordinator

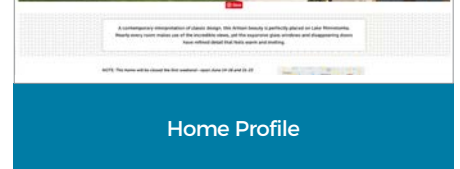
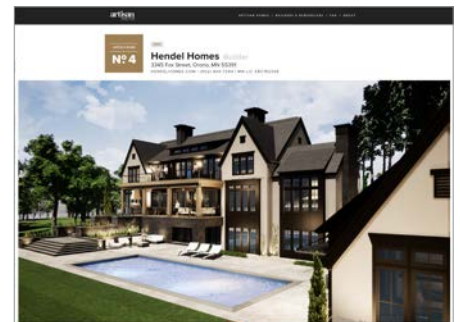
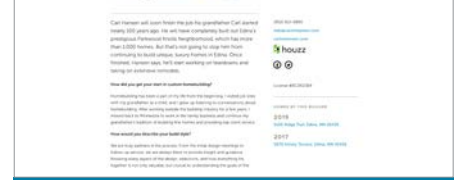
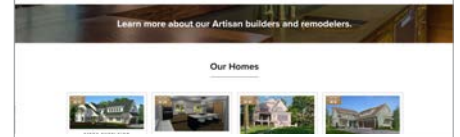
651.697.7574

Laurie@HousingFirstMN.org

(files under 10MB)

spaces.hightail.com/uplink/HFMN

(files over 10MB)



ARTISANHOMETOUR.ORG

artisan  
HOME TOUR  
BY PARADE OF HOMES®

## GUIDELINES

# Artisan Home Tour<sup>®</sup>

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## General Guidelines

- Advertisers must be members in good standing of Housing First Minnesota.
- Should a premium advertising position/specialty insert become available (new or existing) a lottery selection will occur. First priority will be given to those participating or sponsoring an event. If participating parties do not express interest, the lottery is open to the full Housing First Minnesota membership.
- First right of refusal applies to all premium advertising positions and special inserts.
- Discounts on advertising rates are based upon an advertising discount schedule.
- A single advertiser cannot exceed a threshold of 40% of premium advertising/specialty insert space in a publication.

## Content Guidelines

### Requirements

- Ads must include the advertiser's member name exactly as listed in Housing First Minnesota membership directory (the only exception would be in the graphic logo depiction).
- All ads referencing building or remodeling companies must include builder license numbers, as mandated by the MN Dept. of Labor and Industry. License numbers can be found at [www.doli.state.mn.us](http://www.doli.state.mn.us)
- All Housing First Minnesota servicemarks (e.g. Parade of Homes<sup>SM</sup>) must be used in conjunction with Housing First Minnesota servicemark/trademark usage guidelines. See [HousingFirstMN.org/Logos-ServiceMarks](http://HousingFirstMN.org/Logos-ServiceMarks) or call 651-697-1954 for more information.
- Ads must not resemble the numbered home listings in the Artisan Home Tour guidebook.
- Individual homes that are not part of the Artisan Home Tour may not be advertised.
- A home or project featured in another tour may include dates the project is available to tour, but may not mention the tour itself.
- If advertising a neighborhood or community that is not a part of the current Artisan Home Tour event, a physical address may not be used. Regional markers, cross streets, website address or phone numbers could be used for a call-to-action in the ad.
- Any Housing First Minnesota award references (e.g. Reggie Award<sup>SM</sup>, Builder of the Year, Associate of the Year) must include the year it was received.

### Non-Member Company References

- Companies referenced in advertising must be members of Housing First Minnesota with the following exceptions:
  - Non-member architects, designers, photographers, real estate brokers and agents may be credited.
  - These references are limited to a logo of no more than one inch in width or a company name or website no larger than 8 point type.
  - Search and confirm Housing First Minnesota membership status at [Directory.HousingFirstMN.org](http://Directory.HousingFirstMN.org)
- Non-member manufacturing companies are allowed (e.g. Sub-Zero) and are not subject to logo size restriction.

## Print Design Guidelines

### File Specs

- Flattened PDF/X-1A files preferred (indesign pdf preset can be provided upon request).
- Files must be built to ad size
- All elements should have an image resolution between 225 and 300 ppi.
- Convert all link and inks to CMYK (spot, RGB, LAB, and ICC based colors must be converted to CMYK – we are not responsible for color accuracy in files that must be converted).
- Build full pages to trim size and extend dimensions beyond page edge by a minimum of .125".
- All live matter of importance, including all type, must be a minimum of 1/4" inside the final trim in order to guarantee that no essential information is trimmed off
- Spreads should be set up as facing single pages

### Artwork + Type

- All typesetting should be done in an application that will retain the vector properties of the text.
- Web fonts respond unpredictably and are not permissible. If you use them, please convert to outlines before making .pdf.
- Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font.
- Avoid 100% four-color type (this would equate to 400% total density which is noncompliant) and hairline rules less than .007 inch or 1/2 point.
- When type prints in a heavy 4-color background, the underlying colors should be spread or choked as needed for better register control.
- Thin lines, fine serifs and lightweight or very small type should be restricted to one color
- To avoid bleed into small reverse type or rules and to create proper abutment of elements, the file supplier is responsible for trapping between colors, borders, rules, etc.
- Gray type (black type that is less than 100%) should be set to knockout so as to maintain the gray tone. Avoid "gray-on-gray" situations where gray type is surrounded by gray background color. If densities are similar, the gray text will blend into the background and appear as if it has disappeared.
- Logos should be embedded .eps files.
- Avoid using a color palette of more than 255 colors. Delete any unused colors.
- Do not save TIFF or EPS files with embedded color management profiles.

- **All advertising is subject to publisher's approval.**
- **If you are unsure if your ad meets requirements, please forward a copy of the proposed layout to [Laurie@HousingFirstMN.org](mailto:Laurie@HousingFirstMN.org).**
- **Production charges will be invoiced if your ad needs to be brought into compliance with any of the above.**
- **Need a graphic designer for your ad? We can recommend some great freelance graphic designers if needed.**