

## **Advertise during the Parade of Lights**

Do you want to advertise your business to thousands of people in the Chippewa Valley? We are now accepting digital ads for the Parade of Lights!

### ***About the Event***

The Chippewa Valley Home Builders Association has partnered for the second year with the City of Eau Claire on the Chippewa Valley Parade of Lights. The Parade of Homes website is converted to the Parade of Lights tour and is the primary way that the public will find the locations of homes and businesses decorated for the holidays. In 2020 the event showcases 22 homes and 3 businesses.

In December 2020, the first year of the Parade of Lights, the event had 19,855 sessions on the website with 12,940 users! As the event enters it's second year, we anticipate these numbers to increase in 2021. During the Parade of Homes, each ad received around 15,000 impressions and 150-300 link clicks. The Parade of Lights website traffic is similar to the Parade of Homes.

### ***About the Ads***

Ads will display intermixed on the list of the homes included in the tour: <https://www.paradeofhomescv.com/browse-homes/>. (Currently this page is displaying the 2021 Parade Homes and will be changed to the Parade of Lights homes at the end of November.)

After every 3 homes an ad will display. If there are more ads than can fit on the house list, the website will automatically rotate the ads each time the page is viewed.

Ad size is 400 x 340 pixels.

### ***Ad Pricing***

\$100 per ad

### ***Submit an Ad***

The deadline to submit an ad for inclusion is Monday, November 29. Ad must be received as a jpeg or png file and ready for upload to the website.

Please email your ad and the url you would like the ad linked to, to [christina@cvhomebuilders.com](mailto:christina@cvhomebuilders.com).