

NW NATURAL STREET *of* DREAMS®

PRESENTED BY Community Financial Corporation/Banner Bank and Standard TV & Appliance



2025 IS THE YEAR TO EXPLORE

This summer, we are taking the NW Natural Street of Dreams ON TOUR!

Each summer, the NW Natural Street of Dreams showcases carefully selected new homes with outstanding craftsmanship, innovative products, cutting-edge interior design, and architecture. The 2025 show will feature a curated collection of luxury homes and remodels located throughout the city, with a highlighted cluster of homes featured in Lake Oswego.

ON TOUR homes will be located around the greater Portland region and will include luxury custom homes, remodeled homes, and special housing features as bonus features of the tour. Capture the attention of thousands by showcasing your business before, during, and after the show with an ad in the official show magazine.

RATES & PREMIUM POSITION RATES

Front Gatefold.....	\$15,200
Card Stock Divider by Map.....	\$9,975
Inside Front Cover Spread.....	\$8,500
2-page spread	\$7,300
Back Cover.....	\$5,100
Inside Front Cover.....	\$4,300
First Right Hand Page.....	\$4,300
Inside Back Cover.....	\$4,300

SHOW MAGAZINE OUTREACH

- 30,000 printed copies
- Distributed to every show-attendee
- Expanded showroom locations across greater Portland at advertiser and sponsor locations and applicable realtor locations
- Magazine available at key events and locations throughout the year
- Year-round visibility at HBA member events
- Digital outreach to 50,000+ NW Natural Street of Dreams email subscribers
- New for 2025: Social media campaign to promote the magazine and advertisers
- Bonus digital marketing package included for all advertisers, with exposure to the HBA email list



DEADLINES

Space reservation June 6
Ad Files Due June 13



RESERVATIONS

To include your business contact:

YVONNE LERCH
503-479-2660
Cell 707-205-9788
yvonne@hbapdx.org

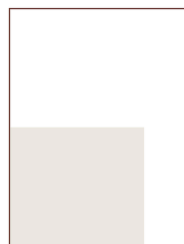
Your ad links to your website



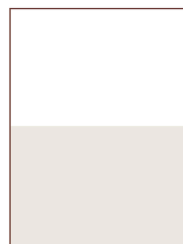
1/8 PAGE
3.625" x 2.25"
\$825



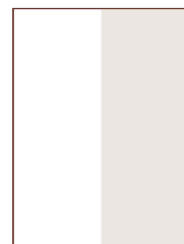
QUARTER PAGE
3.625" x 4.75"
\$1,468



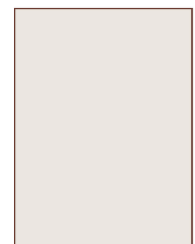
3/8 PAGE HORIZ
5.5" x 4.75"
\$2,245



HALF PAGE HORIZ.
7.5" x 4.75"
\$2,832



HALF PAGE VERT.
3.625" x 10"
\$2,832



FULL PAGE
7.5" x 10"
Bleed: 8.625" x 11.125"
Trim: 8.375" x 10.875"
\$3,985