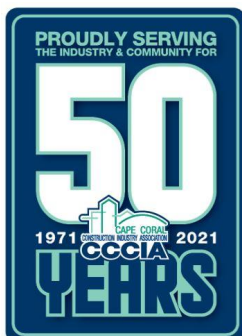
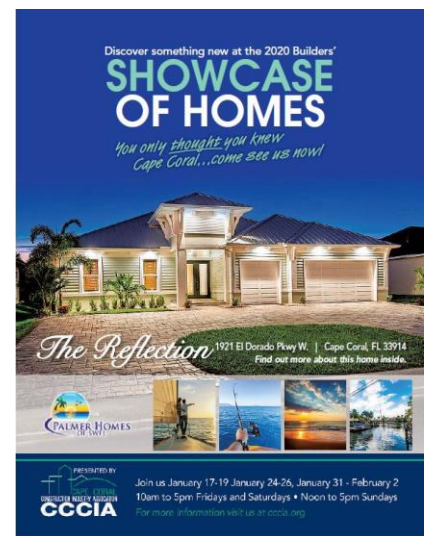
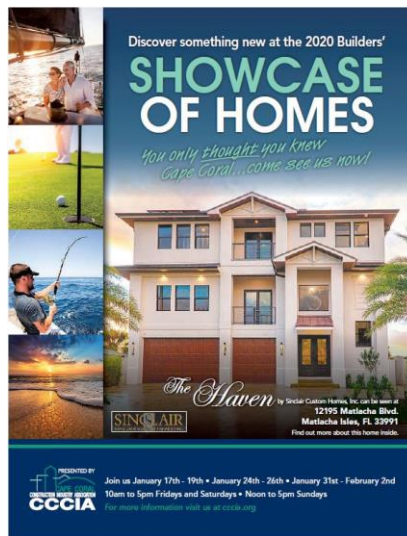
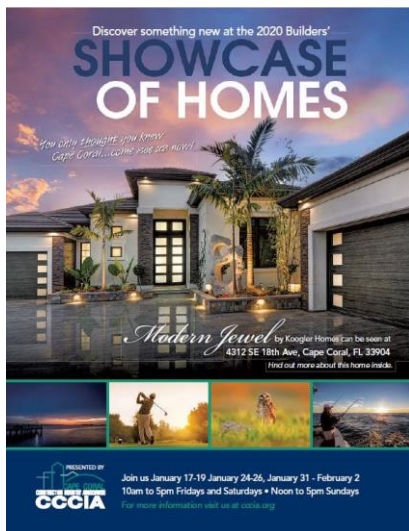




CCCIA 50th Anniversary

2021 BUILDERS' SHOWCASE OF HOMES

MARKETING PROPOSAL & ENTRY INFORMATION PACKET



CAPE CORAL CONSTRUCTION INDUSTRY ASSOCIATION
611 SE 11TH STREET, SUITE A
CAPE CORAL, FL 33990
239.772.0027
INFO@CCCIA.ORG

2021 BUILDERS' SHOWCASE OF HOMES

Dates and magazine details.

SHOWCASE DATES AND MAGAZINE DISTRIBUTION

Stats:	When, Where, How Many
Dates	January 22-24, January 29-31 and February 5-7, 2021
Number of inserts	Two times in THE NEWS PRESS, one time in THE BREEZE
Locations, Total # of magazine inserts	Cape Coral/Pine Island, Central Fort Myers, North Fort Myers. Total # of inserts: 70,000

OBJECTIVE

Maximum attendance and home demand creation through consistent messaging via multiple outlets, print, social, word of mouth and local advertising. Local Buzz.

TARGET DISTRIBUTION BREAKDOWN

THE NEWS-PRESS	60,000
THE BREEZE	7,000
CCCIA MEMBERSHIP	3,000
TOTAL # OF INSERTS	70,000

Magazine Distribution through The News-Press. Subscribers of The News-Press will receive the insert. Free newspaper, The-Breeze will carry the insert.

TARGET CONTACT DEMOGRAPHICS

Snowbirds, renters, families and active retirees. Locals looking for more house for the money.

CCCIA DISTRIBUTION SITES:

Achieva Credit Union, IberiaBank, Cape Coral Chamber of Commerce, Cape Coral City Hall, Various restaurant & shops in distribution zip codes, Builder's Showcase model entries & member sites.

RESERVE YOUR SPOT NOW

Multiple cover concept for will be repeated in 2021 to appeal to more buyers. Reserve your space now. Three covers available. (All Covers are sold for the Anniversary book.)

2021 BUILDERS' SHOWCASE OF HOMES MAGAZINE DETAILS

- 48-56 pages (Depends on pages sold)
- 8.5" X 11" book
- Glossy 70# stock paper
- Three Collectable Covers

Magazine distribution through The News-Press



VARIETY OF MEDIA OPTIONS USED IN CAMPAIGN

Print Ads with the NEWS-PRESS, Digital Banner Ads, Facebook Targeted Advertising, Targeted email Marketing, Geo-Fencing, Slip sheets and Mobile High Impact Mobile Banner Ads.

Advertising will start in mid-December and continue through mid-March to maximize your advertising investment and to drive traffic to your models long after the showcase has concluded.

BUYER ENGAGEMENT VEHICLES

PRINT ADS THE NEWS-PRESS

3 Full page ads, 3 half page ads, 3 Slip Sheet map locator sections to drive traffic to your homes and 3 Quarter Pages Pre-Event (new this year).

DIGITAL BANNER ADVERTISING

Paramount Banner ads delivered on all 200+ Gannett papers/web sites in the US. Think snowbird checking their hometown paper website from Lee County to see the CCCIA banner ads directing them to your showcased home. The mobile app directs them and keeps them engaged throughout their tour.

FACEBOOK TARGETED ADVERTISING

Targeted campaign to drive Showcase website traffic & grow CCCIA FB community. 4-month campaign includes SAVE THE DATE; Event Banner ads designed to drive traffic to featured homes. Post event ads are designed to keep the momentum high and excitement going to build more homes in Cape Coral.

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

All applicants must be a member of the CCCIA in good standing. All participants must have active models/homes built in Lee County, FL. All homes MUST have a Certificate of Occupancy. No exceptions. By partnering with the CCCIA we encourage you to work with other CCCIA members whenever possible thus supporting our CCCIA community and ensuring a quality build. This is how we Build, Belong and Benefit our fellow members and take pride in our builders and the affiliates that support them. The CCCIA reserves the right to refuse any application that does not comply with the above criteria.

DEMAND CREATION VEHICLES

THE NEWS-PRESS INCLUSION DATES

Date	Day	Section		
Jan 15 2021	Friday	Friday Showcase Print Section	1/4 page	PRE-EVENT
Jan 16 2021	Saturday	Saturday Main News	1/4 page	PRE-EVENT
Jan 17 2021	Sunday	Sunday Real Estate	1/4 page	PRE-EVENT
Jan 22 2021	Friday	Friday Showcase Print Section	Full Page	
Jan 23 2021	Saturday	Slip Sheet - Map - Local Section Full Run	Slip Sheet	
Jan 24 2021	Sunday	Sunday Real Estate	1/2 page	
Jan 29 2021	Friday	Friday Showcase Print Section	Full Page	
Jan 30 2021	Saturday	Slip Sheet - Map - Local Section Full Run	Slip Sheet	
Jan 31 2021	Sunday	Sunday Real Estate	1/2 page	
Feb 5 2021	Friday	Friday Showcase Print Section	Full Page	
Feb 6 2021	Saturday	Slip Sheet - Map - Local Section Full Run	Slip Sheet	
Feb 7 2021	Sunday	Sunday Real Estate	1/2 page	

MAGAZINE WITH MULTIPLE COVERS

Inserts Sunday, January 17, 2021 and Friday, January 22, 2021

We will continue to run a multiple cover concept with the goal of appealing to more buyers. The three cover sponsored homes will be randomly distributed. The concept is that the consumer will see multiple magazine covers and be compelled to review the magazine again and again. National magazines use this technique to attract new readers. We hope to inspire more buyers to visit your models. We will be using different digital advertising the three weekends of the Showcase to garner repeat traffic. This concept was very popular in 2020 and should be even more exciting for 2021.

- Magazines and slip sheets will guide the buyers to you and help them plan their travel routes.



NEW THIS YEAR – TARGETED EMAIL WITH GEO-FENCING DISPLAY ADS

- Email sent to Cape Coral households, 30-75+ years old demographic, with minimum \$60k HHI, followed with second email send, targeted display ads to those that open email, geo-fencing to all households on postal address list.

CONSISTENT MESSAGING

- All messaging across all platforms will reinforce each other so a News-Press customer will recognize a Facebook or banner advertisement with positive feelings about Cape Coral, the CCCIA and our Member/Partners.

FACEBOOK

Date/Time Frame	Advertising Type	Type of ad
December 15, 2020	Targeted Save the Date Campaign	FB Ads
Event Weekends	Event Ads, call to action is GO TODAY!	FB Ads
Event Weekends and beyond	Post event ads, "It's not too late!"	FB Ads
December 15, 2020 till April 15, 2021	Rotating builders' ads.	FB Ads
December 15, 2020 till April 15, 2021	Targeted campaign to drive showcase website traffic and grow CCCIA FB community	FB Ads
All Year	Keep the Showcase alive	FB Banner

THE SLIP SHEET

Saturday, January 23, 2021	Slip Sheet, Map Locator section	Full Run
Saturday, January 30, 2021	Slip Sheet, Map Locator section	Full Run
Saturday, February 6, 2021	Slip Sheet Map Locator section	Full Run

WHAT IS A SLIP SHEET?

A Slip Sheet is a single sheet, "slipped" in between the rest of the newspaper. It can easily be removed for use. This sheet will contain ALL the model locations, with your logos and a map to plan their routes. Actual size is 4.92" wide and 20.75" tall.

EXAMPLE OF A SLIP SHEET WITH MAP



WHAT IS A “PARAMOUNT” BANNER AD UNIT?

The Paramount ad unit is wider and taller than the 300x250 and dynamically fits the placement on the page, keeping the message and design consistent whether it is on the front, in an article, in app, or on mobile devices. We are seeing up to 15% increase in performance from our standard 300x250. It is uniquely designed to live in line with content and use design standards that drive the best performance- fast load time, clean, uncluttered units with clear, compelling calls to action with high quality visuals and photography.

These PARAMOUNT online ads will appear on www.news-press.com, USAToday.com and over 200+ USA Today Network news sites in the US -- but only visible from Geo-Position of Lee County. These ads will direct traffic to the CCCIA 2021 Builders’ Showcase of Homes website. Once there, they will be able to view all participants in this year’s Builders’ Showcase of Homes. These targeted ads will run during the months of December, January, and early February. Plus, post event ads run through the end of March. See samples below from 2019.

EXAMPLE OF “PARAMOUNT” BANNER AD UNIT



WHAT IS “FACEBOOK TARGETED ADVERTISING”?

The 2021 Builders’ Showcase of Homes will utilize all we can to maximize our presence on Social Media, with Facebook being the largest platform, the CCCIA is taking a two-pronged approach. We will run ads that will target consumers in our area to like the CCCIA’s Facebook page, this allowing them to receive updates from our association. As we continue to grow our numbers, we will target everyone who has liked our Facebook page and send them ads directing them to our 2021 Builders’ Showcase of Homes website. Once there, they will be able to view all participants in this year’s Builders’ Showcase of Homes. These targeted ads will run during the months of December through early February. Plus, post event ads run through the April. See samples below:

2020 CAMPAIGN RESULTS

FACEBOOK AND DISPLAY AD VISIBILITY**Facebook Retargeting ads**

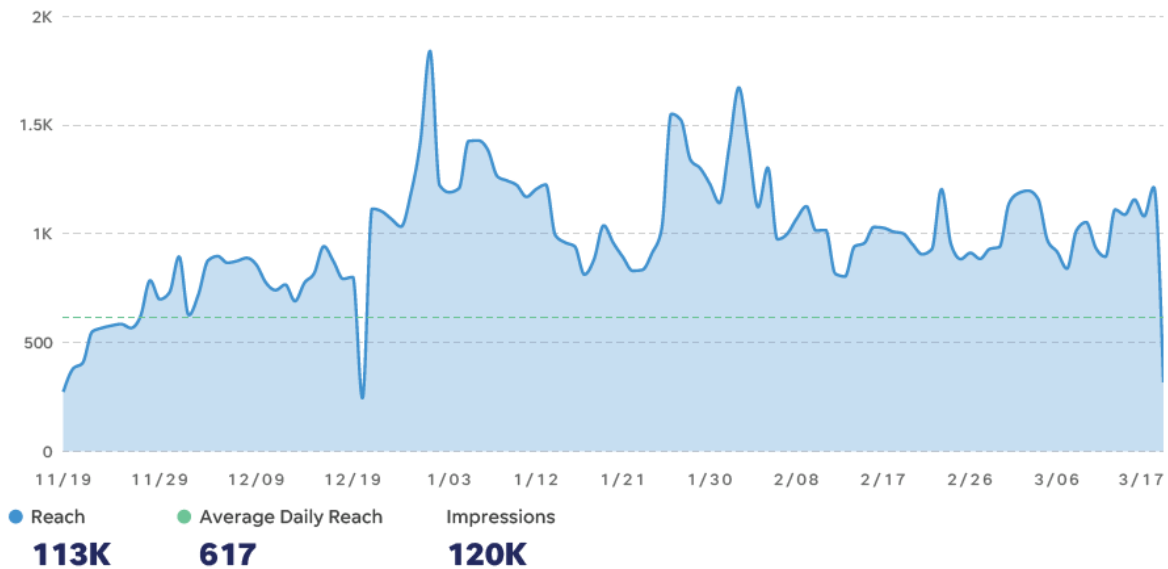
SOCIAL REACH

You're reaching an average of 617 people each day on social networks.

Oct 01, 2019 to Mar 31, 2020

Frequency: Daily

1 Campaign

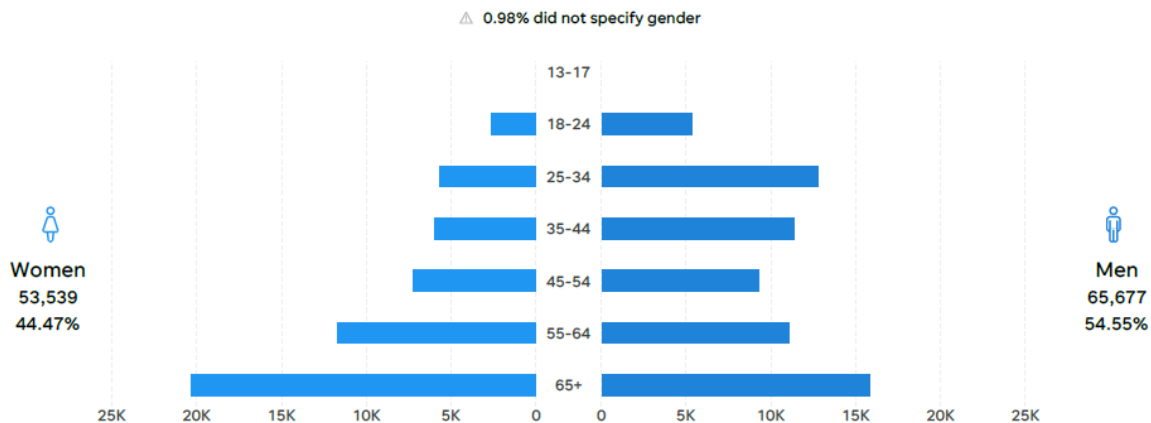


SOCIAL DEMOGRAPHICS

55% of your impressions on social networks in this 182 day period came from male

Oct 01, 2019 to Mar 31, 2020

1 Campaign



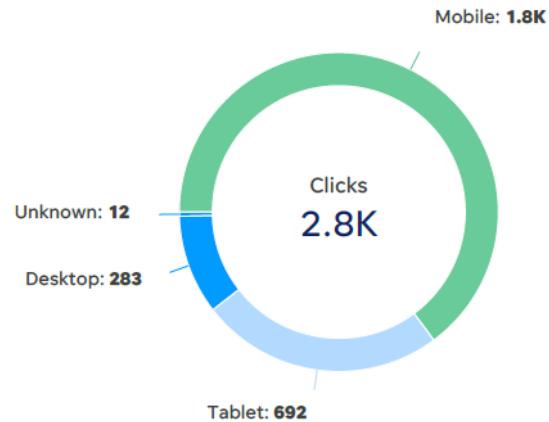
DEVICE BREAKDOWN

65% of your Clicks came from prospective customers on their mobile devices.

Oct 01, 2019 to Mar 31, 2020

1 Campaign

⚠ No data exists before November 19, 2019



EXAMPLE

Cape Coral Construction Industry Association
Sponsored · 🌐

Missed the CCCIA Builders Showcase this year? Tour all 25 models here now!

2019 Showcase of Homes [Learn More](#)

You and 16 others · 2 Comments · 3 Shares

[Like](#) [Comment](#) [Share](#)

Cape Coral Construction Industry Association
Sponsored · 🌐

Missed the CCCIA Builders Showcase this year? Tour all 25 models here now!

2019 Showcase of Homes [Learn More](#)

You and 16 others · 2 Comments · 3 Shares

[Like](#) [Comment](#) [Share](#)

Cape Coral Construction Industry Association
Sponsored · 🌐

Missed the CCCIA Builders Showcase this year? Tour all 25 models here now!

2019 Showcase of Homes [Learn More](#)

You and 16 others · 2 Comments · 3 Shares

[Like](#) [Comment](#) [Share](#)

PROUDLY SERVING
THE INDUSTRY & COMMUNITY FOR

Facebook Display ads

SOCIAL REACH

You're reaching an average of 1486 people each day on social networks.

Oct 01, 2019 to Mar 31, 2020

Frequency: Daily

1 Campaign

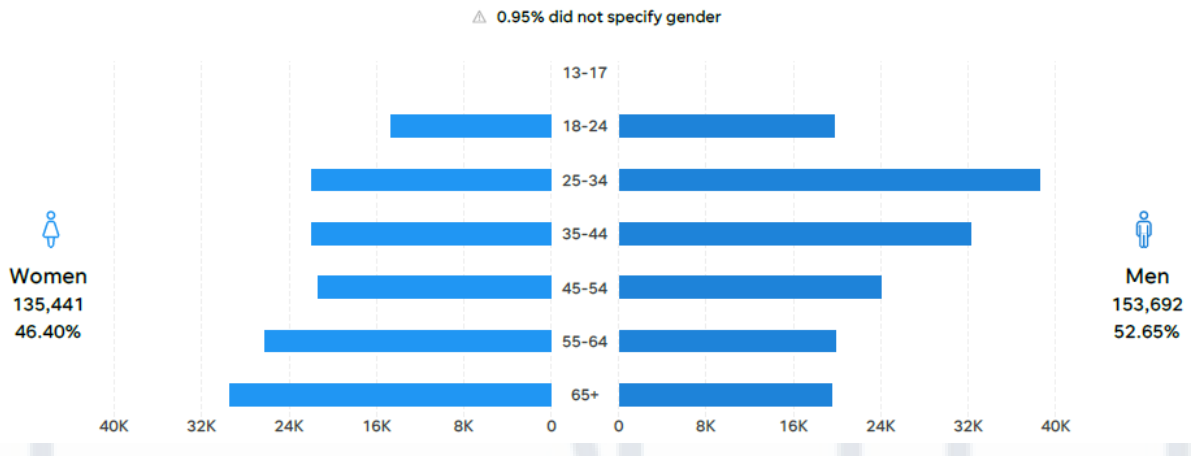


SOCIAL DEMOGRAPHICS

53% of your impressions on social networks in this 182 day period came from male

Oct 01, 2019 to Mar 31, 2020

1 Campaign



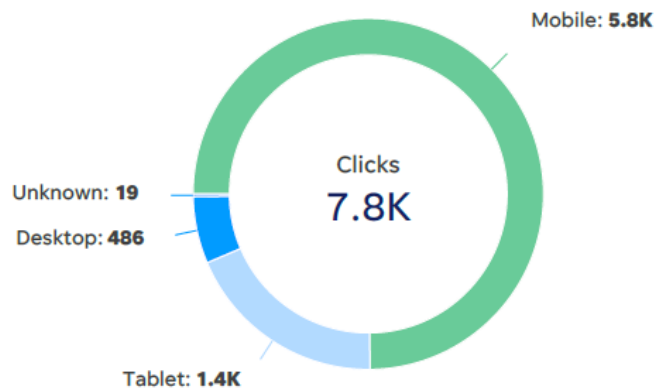
DEVICE BREAKDOWN

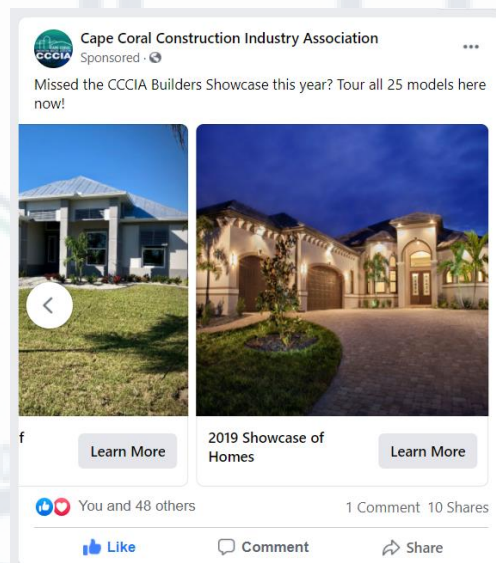
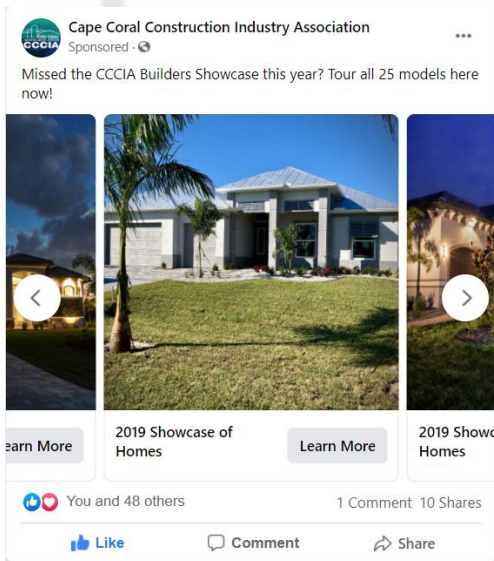
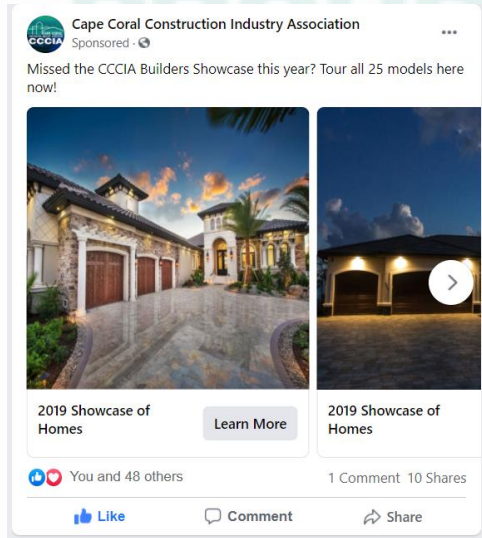
75% of your Clicks came from prospective customers on their mobile devices.

Oct 01, 2019 to Mar 31, 2020

1 Campaign

▲ No data exists before November 19, 2019





Digital Display ads

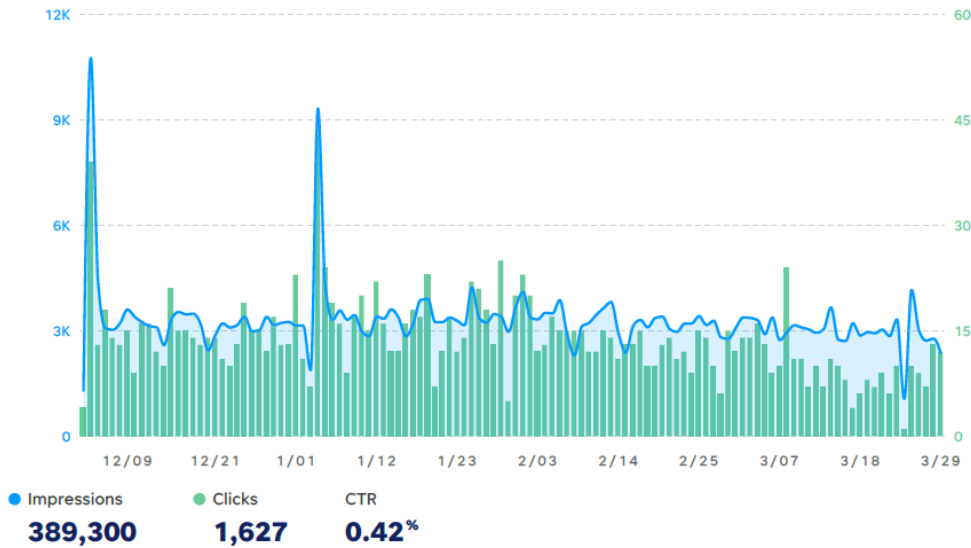
IMPRESSIONS AND CLICKS

Your ads drove 1,627 clicks in this 182 day period.

Oct 01, 2019 to Mar 31, 2020

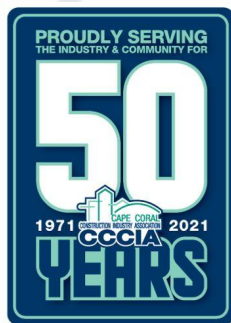
Frequency: Daily

11 Campaigns



CREATIVE HIGHLIGHT





You need to be a
part of this event!



BUILDERS' SHOWCASE OF HOMES WEBSITE

MOBILE VERSION

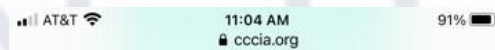
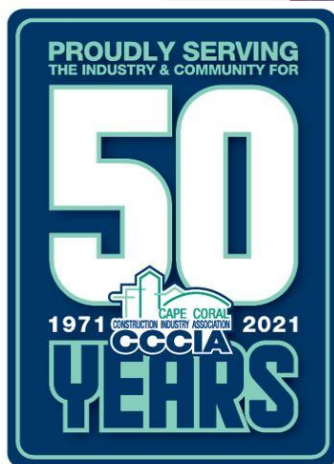
[HTTPS://WWW.CCCIA.ORG/BUILDERS-SHOWCASE-OF-HOMES/#](https://www.cccia.org/builders-showcase-of-homes/#)

The 2021 Builders' Showcase of Homes will expand upon our already popular web presence to fully maximize your investment. All Digital Media will be directing the consumers to our web platform so that they may get all the information on each of our participants in this year's Builders Showcase of Homes. We have configured our site to scale to a mobile platform, such as a tablet or smart phone, to make searching easier. The consumer will also be able to open participant's websites, plot their location to your entry via Google/Apple maps and be able to see a picture of the exterior of your entry.



Menu

Builders' Showcase of Homes




Download Map

2020 Featured Builders





2021 BUILDERS' SHOWCASE OF HOMES PRICING-ENTRY FEE RATE SHEET

QUANTITY	CCCIA BUILDER ENTRY INCLUDING ADVERTISING	PRICE	INITIALS
1st Model Entry	Home entry and all advertising	\$3,000.00	
2 nd Model Entry	Home entry and all advertising	\$2,750.00	
3 rd Model Entry	Home entry and all advertising	\$2,500.00	
CCCIA MEMBER MODEL ENTRY:	ALL PREMIUM PAGES INCLUDE ADVERTISING	PRICE	INITIALS
Front Cover SOLD	Three (3 covers) plus (3) additional interior page	\$5,500.00	SOLD
Interior Front Cover SOLD	Premium inside FRONT Cover	\$4,750.00	SOLD
Centerfold SOLD	Two (2) Pages in center of magazine	\$7,500.00	SOLD
Interior Back Cover SOLD	Premium inside BACK Cover	\$4,750.00	SOLD
Back Cover	Premium BACK cover	\$6,000.00	
 JOIN NOW	CCCIA BUILDER NON-MEMBER ENTRY	PER PAGE	INITIALS
Full Page	Non-Member Model Home Entry	\$4,500.00	
CCCIA MEMBER RATE FOR ADVERTISING:	THE BUILDERS SHOWCASE OF HOMES MAGAZINE	PER PAGE	INITIALS
Full-Page	Advertising in Builders' Showcase of Homes Magazine	\$1,500.00	
Half Page	Advertising in Builders' Showcase of Homes Magazine	\$750.00	
Biz Card Size	3.5" X 2" advertisement in Builders' Showcase of Homes	\$350.00	
EXTRAS	BUILDERS' SHOWCASE A-LA-CARTE ITEM	PER PAGE	INITIALS
	Upgrade to premium section of website	\$750.00	
	CCCIA.org Banner Ad Nov 2020– February 2021	\$400.00	
SIGNAGE	BUILDERS' SHOWCASE ADDITIONAL SIGNS	PER SIGN	INITIALS
	Official Entry Sign, Single sided (1 included with entry)	35.00	
	Builders Showcase Arrow Sign, Single-sided (2 included)	35.00	

Total Investment:

Full Page

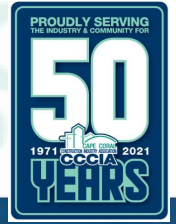
Half Page

1/8th of a page

Web Banner



Where it all began.....



BUILD

Need a Builder/Contractor

BELONG

Become a member

BENEFIT

Member exclusive deals

NUMBER OF PAGES: _____

TOTAL: \$ _____

TOTAL UPGRADES: _____

GRAND TOTAL: _____

COMPANY: _____

BUSINESS#: _____ CELL# _____

CONTACT: _____ TITLE: _____

EMAIL: _____

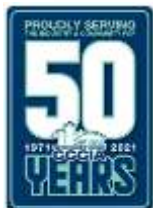
☐ CHECK? MAIL TO CCCIA, 611 SE 11TH STREET, SUITE A, CAPE CORAL, FL 33990

☐ CREDIT CARD# _____ EXP DATE: _____

CID# _____ SIGNATURE: _____

EMAIL COMPLETED FORM TO DAWN@CCCIA.ORG OR MAIL TO:

CCCIA, 611 SE 11TH STREET, SUITE A, CAPE CORAL, FL 33990



2021 CCCIA 50th Anniversary Builders' Showcase of Homes

Entry Form: January 22-24, January 29 - 31, & February 5-7, 2021

Applications Must be Submitted by Dec. 11, 2020

Space Will Not Be Guaranteed Until A Signed Entry Form Is Received. Location in Magazine is at the discretion of the CCCIA

Builder/Entrant Information:

Contact Information:

Business Name: _____

Phone: _____ Cell: _____

Email: _____ Website: _____

Model Name: _____

Model Address: _____

Model Phone: _____

Please list partner organizations to qualify for Design Awards:

POOL CONTRACTOR

☐ CCCIA Member ☐ Non-Member

Company: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

INTERIOR DESIGNER

☐ CCCIA Member ☐ Non-Member

Company: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

LANDSCAPE

☐ CCCIA Member ☐ Non-Member

Company: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

I have read and agree to the following:

The CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors are released from liability and will not be responsible for any damage to models and/or their contents or persons in and about the participating model. I release the CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors from all liability of any nature, whether or not due to the neglect or fault, in whole or in part, of said entity or persons themselves. I will protect, indemnify and hold harmless the CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors from and against any liability, loss, claim, or damage sustained by said parties as a result of injury to any persons or property caused, in whole, or in part, by any neglect or default whatsoever, including the COVID-19 Pandemic. The promotion, advertising, and administration of the CCCIA 50th Anniversary 2021 Builders' Showcase of Homes will be by the CCCIA and at its sole discretion.

I will abide by the rules and regulations as set forth by the CCCIA and Sponsor as stated below:

1. Entry form must be complete and submitted to the CCCIA by **December 11, 2020**

Builder/Entrant MUST submit to the CCCIA prior to **January 8, 2021** a Temporary Certificate of Occupancy, Certificate of Occupancy or Private Provider Certificate of Completion, to be admissible for judging. If documents are not received by this date, the entry will not be judged, and Showcase signs will not be given to the Entrant.

2. Judging will take place on **January 8th, 2021**. The Entry must be complete and available for viewing. This is important. This is your chance to impress the judges. This year there will be 6 judges looking for truly amazing features.

All decisions regarding rules applications, judging procedures and violations will be made by the CCCIA Board of Directors and/or Sub-Committees and are final and binding. Entry fees will **NOT** be refunded if participant does not meet requirements as determined by the CCCIA prior to the Showcase Publication being submitted for print. No refund will be made in the event Entrant has failed to fully comply with the 2021 CCCIA Showcase Rules and Regulations or voluntarily chooses to be removed from the Showcase once the CCCIA has committed to the printer to a specific number of pages for publication. If the Showcase is rescheduled, postponed, or canceled as a result of something beyond the reasonable control of the CCCIA, such as acts of God, accident, riots, war, terrorist act, epidemic, pandemic, quarantine, governmental acts or omissions, changes in laws or regulations, all payments are non-refundable. At the discretion of the CCCIA, the entry can be replaced with another ad or entrant. The entry is placed in the Builders' Showcase of Homes as a result of an original design and the Entrant represents it is the sole owner of such design and/or has exclusive rights, including copyright, in and to, the design as represented in the structure, plans, specifications and drawings for the model. Entrant has not pledged, assigned, or encumbered his/her rights to the design and that such design does not violate copyright, property, or common law rights of others. Entrant releases and holds harmless the sponsors from any and all claims of third parties, including, but not limited to copyright infringement or conversion, which may be asserted as a result of the inclusion of the model in the 2021 Builders' Showcase of Homes or the inclusion of drawings or floor plans of the model in any publication of the sponsors publicized or in conjunction with the 2021 Builders' Showcase of Homes.

Builder/Entrant affirms and attests to having all reasonable and proper insurance in place during the time of the 2021 Builders' Showcase of Homes and that Builder/Entrant has the right and authority to enter the model into the Showcase. Builder further affirms and attests that he/she is a financially viable entity operating within the laws of the State of Florida. This Agreement sets forth the entire understanding of the parties and no verbal or written warranties or representations have been made or have been relied upon which do not appear in writing within this Agreement. Any legal action brought to enforce the terms, conditions, or covenants of this Agreement shall be brought only in a Florida State Court of competent subject matter jurisdiction in Lee County, Florida, and both parties expressly waive any right to venue in any county other than Lee County, Florida.

Builder/Entrant's Signature (Authorized Corporate Officer)

Date

***The judging for the 2021 50th Anniversary Builders' Showcase will take place on January 8th, 2021
Specific times will be provided as they are received. This is your chance to compete to win your category.***

Take it seriously. Do your best!

Category Calculation:

**A) Base Sales Price: What would the cost of the Model be "AS IS" with all extras!
Including: **Pool & Exterior Landscaping****

A: _____

B) Minus Lot Cost & Lot Prep Fees, Impact Fees, Well & Septic (if applicable) (A - B = C)

B: _____

C) Total Price of Builders' Showcase Entry

C: _____

Please Circle / Highlight your Entry Category

**Category 1: Under \$250K
Category 2: \$251K - \$300K
Category 3: \$301K - \$350K
Category 4: \$351K - \$400K
Category 5: \$401K - \$450K**

**Category 6: \$451K - \$500K
Category 7: \$501K - \$600K
Category 8: \$601K - \$700K
Category 9: \$701K - \$800K
Category 10: \$801K - \$900K**

**Category 11: \$900K - \$1.0M
Category 12: \$1.01M - 1.49M
Category 13: \$1.5M & UP**

Ad Specifications

The following items ***must be submitted by Dec. 11***
to the CCCIA Office to complete your Showcase
Entry Registration:

Acceptable formats: **Contact News Press**

Chip Meiers - (239) 940-3421

email: Imeiers@LOCALiQ.com

**Please call the CCCIA Office if you
have any additional questions.**

(239) 772-0027

- ☐ **Hi-Res Elevation Picture or Rendering of Home**
- ☐ **Hi-Res Model Home Floor Plan / Spec Sheet**
- ☐ **Hi-Res Company Logo**