# 2024 BRAD DIRECTORY



brad-de.org/membership-directory

109 East Division Street Dover, DE 19901 (610) 740-4266

Dottie@ikande.com

# RATE CARD · AD SPECS

# Promote Your Company All Year Long, While Supporting BRAD and Your Industry!

The Builders and Remodelers Association of Delaware strives to protect and preserve housing as a symbol of America. It has been an integral part of the growth and economic development of the State since 1947. Our organization advocates for Delaware Home Builders, Remodelers, and Associates (supporting businesses in the building industry). Comprised of over 6,000 employees in the housing, development, and real estate communities, our membership makes up a substantial portion of the workforce and touches virtually every aspect of the Delaware economy. Promote your business through the annual BRAD Directory by placing an ad today!



## PREMIUM DISPLAY Full Page ADS\*

Back Cover 7.5" wide x 10.25" high	\$1999
Inside Back Cover	\$1899
Inside Front Cover (Page 1)	\$1899
Facing Inside Pack Cover	\$1799
Facing Inside Back Cover	\$1799
Page 3	\$1699
Page 4	\$1699

### **COLOR PREMIUM DISPLAY ADS**

Full Page	7.5" wide <b>x</b> 10.25" high	l .	\$1599
1/2 Page	<b>H:</b> 7.5" wide <b>x</b> 5" high	<b>V:</b> 3.6" wide <b>x</b> 10.25" high	\$1399
1/4 Page	3.6" wide <b>x</b> 5" high		\$1099
1/8 Page	3.6" wide <b>x</b> 2.4" high		\$799

#### **ENHANCED LISTING ADS**

Boxed Listing	\$149
Boxed Listing with Logo	\$199
Boxed Listing with Logo and 50 Word Bio	\$299

**DIRECTORY DIGITAL EDITION DISPLAY ADS Double Side Banner Package** \$1800

Full Side Banner \$1000 Double Box \$500 Side Box \$300

GIF ANIMATION UPGRADE DISPLAY ADS GIF Animation (3 rotating ads in 1) +\$400

### **DIRECT MAIL 6X4 POSTCARD INSERT\***

• Your company 6x4 postcard insert \$1899

Promote your business (new products, new services, etc.) when your 6"x4" postcard is mailed to the entire BRAD membership with the printed Directory on/by January 2024.

## Ad Submission & Payment Deadline is November 1, 2023

Please email your:

CMYK hi-res (300dpi) PDF or JPEG files Dottie Fawcett at Dottie@iKANDE.com

OR upload **& pay here:** www.brad-de.org/membership-directory Need an ad designed:

Visit here: www.brad-de.org/membership-directory

### **DIRECTORY SPECS:**

- Perfect Bound Booklet
- Full Color Directory
- Trim Size: 8.375" x 10.875"
- Same pricing, or better, than 2023
- Option to create a custom advertising package contact Dottie@iKANDE.com for details

Please note: BRAD (formerly HBA/DE) reserves the right to reject any ad. Must be a BRAD member in good standing to place an ad in the Directory.
\*Premium Display Ads and Direct Mail 6x4 Postcard are first come, first serve, exclusive to one BRAD member only annually.

MORE INFO • BRAD-DE.ORG/MEMBERSHIP-DIRECTORY

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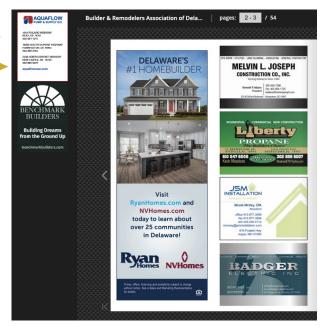
brad-de.org/membership-directory

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# VARIOUS AD SIZES

Please note, not all ad sizes are shown below.

DIRECTORY DIGITAL EDITION DISPLAY ADS Side Box \$300







\$149

\$199

#### **COLOR PREMIUM DISPLAY ADS**

**1/2 Page** H: 7.5" wide x 5" high

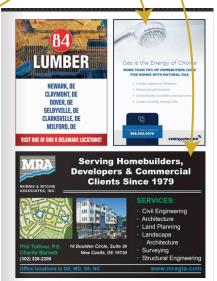
**V:** 3.6"wide **x** 10.25"high

**1/4 Page** 3.6" wide **x** 5" high

**1/8 Page** 3.6" wide **x** 2.4" high







#### **ENHANCED LISTING ADS**

Boxed Listing
Boxed Listing with Logo
Boxed Listing with Logo



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