

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 Front Cover (Page 2)		\$1799
Facing Inside Back Cover		\$1799
Page 3		\$1699
Page 4		\$1699

COLOR PREMIUM DISPLAY ADS

Full Page	7.5" wide x 10.25" high	\$1599
1/2 Page	H: 7.5" wide x 5" high V: 3.6" wide x 10.25" high	\$1399
1/4 Page	3.6" wide x 5" high	\$1099
1/8 Page	3.6" wide x 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

SEE SAMPLE ADS ON PAGE 2

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VARIOUS AD SIZES

Please note, not all ad sizes are shown below.

DIRECTORY DIGITAL EDITION DISPLAY ADS
Side Box
\$300



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SEE AD PRICING & MORE ON PAGE 1