

AT HOME

Home Builders & Remodelers Association of Cape Cod

ON CAPE COD

Showcasing excellence in
building on Cape Cod



At Home on Cape Cod is the premier local home magazine. Published by the Home Builders and Remodelers Association of Cape Cod, its features showcase the best work on Cape Cod.

Two issues a year—Fall/Winter and Spring/Summer—are mailed to 7,500 of the most affluent home owners on Cape Cod.

We also distribute 2,500 additional copies to locations where homeowners explore choices about their homebuilding options.

We cater to a sophisticated consumer that appreciates quality building and remodeling work.



Distribution

- 2 issues/year: Fall/Winter and Spring/Summer
- 10,000 units per issue
- 7,500 will be direct mailed to Cape Cod property owners with the highest income levels
- 2,500 targeted distribution through local businesses
- Free digital magazine download on www.capecodbuilders.org. Users can click on your ad and go directly to your website.



Advertising Rates

	FULL PAGE	2/3 PG	1/2 PG	1/3 PG	1/4 PG
MEMBER					
Member Rate one issue	\$2,750	\$1,900	\$1,450	\$1,000	\$775
Member Rate multiple issues	\$2,500	\$1,750	\$1,350	\$925	\$725
NON-MEMBER					
Non-Member Rate one issue	\$2,900	\$2,000	\$1,525	\$1,065	\$825
Non-Member Rate multiple issues	\$2,750	\$1,900	\$1,450	\$1,000	\$775

Premium Positions

	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	PAGE ONE
Member Rate	\$5,250	\$4,125 SOLD	\$4,000	\$4,000 SOLD
Non-Member Rate	\$5,500	\$4,325 SOLD	\$4,200	\$4,200 SOLD

FALL/WINTER 2018 DEADLINES

August 15, 2018

Space Reservation
5% discount for ads
prepaid by this date

August 25, 2018

Final Ad Approval

September 1, 2018

Full payment due

Advertising inquiries:

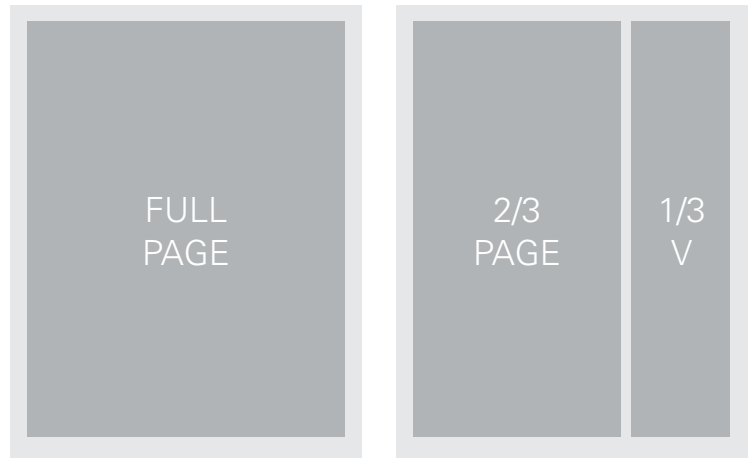
Dave Ortolani
508-776-6457
dortolani@paracletepress.com

Association membership inquiries:

Diane L. Pratt
774-330-3140
diane@capecodbuilders.org

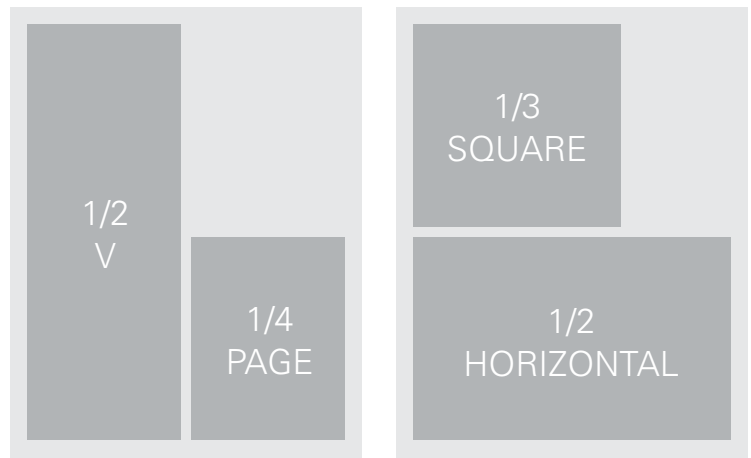
Advertising Specs

SIZE	DIMENSIONS
Full Page Non-Bleed	7.625"w x 10"h
Full Page Bleed	8.625"w x 11.125"h (trim plus .125" bleed on each side) Please keep text within the 7.625"w x 10"h live area
2/3 Page	5"w x 10"h
1/2 Page Horizontal	7.625"w x 4.875"h
1/2 Page Vertical	3.6875"w x 10"h
1/3 Page Square	5"w x 4.875"h
1/3 Page Vertical	2.375"w x 10"h
1/4 Page	3.6875"w x 4.875"h



CAMERA-READY AD SUBMISSION: Please submit a high resolution (300 dpi or higher) PDF file with CMYK color. We will not be responsible for the reproduction of ads that do not meet these requirements and will reject unacceptable quality. Please email ads to mail@alisoncaron.com.

PRODUCTION CHARGES: Should you need help creating your ad, production is available from Alison Caron Design for a \$100 fee. There is no charge for minor updates to repeat ads. Please contact Alison Caron at mail@alisoncaron.com to begin working on your ad.



3 Patti Page Way
Centerville MA 02632
774-330-3140
capecodbuilders.org

The HBRACC is a professional trade association, presently consisting of over 300 company members. We represent the home building industry: builders and remodelers; suppliers, sub-contractors and individuals and businesses related to residential construction.

What we do is:

- advocate for our industry, assuring home-ownership for all on Cape Cod,
- act as watchdogs and the voice of the industry,
- deliver education and training to our members and the general public,
- provide networking opportunities,
- support charities and scholarships, and,
- support our communities in which we live, play and raise our families.