HB&RACC

Home Builders & Remodelers Association of Cape Cod

AT HOME ON CAPE COD

MEDIA KIT



3 Patti Page Way, Centerville, MA. 02632
O: 774.330.3140 ~ F: 774.994.8282
capecodbuilders.org

BENEFITS OF ADVERTISING IN AT HOME ON CAPE COD (AHCC)

At Home on Cape Cod was launched in the spring of 2011 by the Homebuilders & Remodelers Association of Cape Cod. It proved an immediate success, and we are now onto our 15th issue!

The benefits of At Home on Cape Cod for your business are:

- We mail directly to over 5,000 Cape & Island businesses and homeowners.
- We distribute to 15,000 Cape Codders at the best locations, including every Shaw's and Stop & Shop and numerous other consumer, and member outlets.
- We publish it as an E-magazine and feature it on www.capecodbuilders.org. Users can click your ad and go directly to your website.
- We are committed to support your business by featuring your expertise, products and technologies in stories throughout the magazine.
- We provide an advertising solution for any sized business and budget.
- As a member advertiser, you can request up to 50 copies to provide to your employees and customers.
- As a member advertiser, you can provide us with up to 50 addresses of businesses or customers you wish to get At Home on Cape Cod by mail.

At Home on Cape Cod is a way to enhance the value of your membership in the HBRACC.

- It reaches local and state legislators and regulators to support our positions on key issues.
- As a member, your business is included free in the Homeowner's Resource Directory of Members.
- It reports on topics, products and technologies that can enhance your business.
- It promotes members' commitment to Building Community
- It helps the association recruit new members and strengthens the organization.
- It provides a new revenue stream so dues are not the only source of association income.

To view past copies, visit:
capecodbuilders.org



ADVERTISING RATES

MEMBER	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
Member Rate One issue only	$2,850	$1,900	$1,425	$950	$712
Member Rate Multiple issues	$2,550	$1,800	$1,350	$900	$675
NON-MEMBER					
Non Member Rate One issue only	$3,000	$2,000	$1,500	$1,000	$750
Non Member Rate Multiple issues	$2,850	$1,900	$1,425	$950	$712

SALES TEAM LEADER

Suzanne Ryan 774.454.7776
sryan@lhmediasolutions.com

SALES TEAM

Janice Rogers 774.722.2515
jrogers@lhmediasolutions.com

Steve Richards 774.238-0787
srichards@lhmediasolutions.com

AD SIZE	MEASUREMENT
Full Page	7.625”w X 10”h
Full Bleed	8.625”w X 11.125”h (trim plus .125 bleed on each side) Please keep text within the 7.625w x 10h live area
2/3 Page	5”w X 10”h
1/2 Page	7.625”w X 4.875”h—horizontal 3.6875”w X 10”h—vertical
1/3 Page	2.375”w X 10”h—vertical 5”w X 4.875”h—square
1/4 Page	3.6875”w X 4.875”h

AD REQUIREMENTS:

PREFERRED: Adobe Acrobat (high resolution PDF, embed all fonts)

GRAPHICS: EPS and TIFF format only. Line art must be at least 1200 dpi and photos should be 300 dpi or higher. We will not be responsible for the re-production of graphic elements that do not meet these requirements and will reject unacceptable qual-ity. Include all graphics with your final document.

COLORS: Convert all files to CMYK before placing in final document. Color ads only.

ELECTRONIC AD SUBMISSION: Ads meeting specifi-cation can be emailed to kvhgraphicdesign@comcast.net

Zip compressed are accepted. Self-extracting files preferred.

PRODUCTION CHARGES: Ads not submitted to our specifications, with advertiser’s consent, will be re-worked at a charge to the advertiser.