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

2024 BRAD DIRECTORY



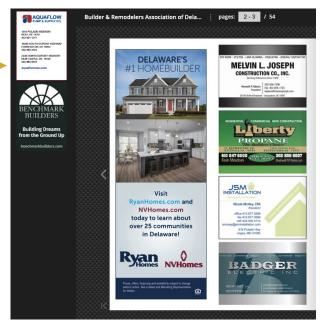
brad-de.org/membership-directory

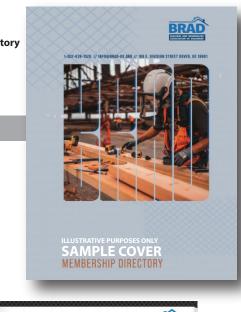
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Dover, DE 19901
(610) 740-4266
Dottie@ikande.com

VARIOUS AD SIZES

Please note, not all ad sizes are shown below.

DIRECTORY DIGITAL EDITION DISPLAY ADS Side Box \$300







\$149

\$199

\$299

COLOR PREMIUM DISPLAY ADS

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

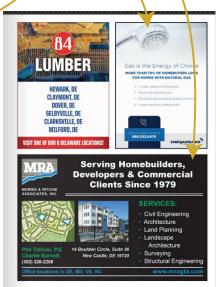
V: 3.6"wide x 10.25"high

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

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

\$1399 \$1099 \$799 **-**





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and 50 Word Bio

ASSOCIATE MEMBERS

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