

AT HOME ON CAPE COD

Home Builders & Remodelers Association of Cape Cod



Showcasing excellence in
building on Cape Cod



At Home on Cape Cod is quickly becoming the standard for the sophisticated consumer who appreciates quality in design, building, remodeling and home improvement on Cape Cod.

Two issues a year — Fall/Winter and Spring/Summer — are mailed to 8,300 of the most affluent homeowners on Cape Cod.

We also distribute 2,700 copies placed in prime locations, waiting rooms, key industry businesses...places where homeowners are exploring choices about their home building options.



Distribution

- 2 issues/year: Spring/Summer and Fall/Winter
- 11,000 units per issue
- 8,300 units direct mailed to the highest value, highest income Cape Cod property owners most likely to make home building/remodeling/improvement decisions. Distinct addresses.
 - Highest property values - residential/voting property owners
 - Highest income established residential property owners
 - Highest income *new* property owners last 12 months
- 775 units to waiting rooms
- 325 units to leading industry businesses
- 1,700 units via direct distribution to consumers making home building choices.



Advertising Rates

	FULL PAGE	2/3 PG	1/2 PG	1/3 PG	1/4 PG
MEMBER					
Member Rate one issue	\$2,600	\$1,900	\$1,450	\$1,000	\$775
Member Rate multiple issues	\$2,400	\$1,750	\$1,350	\$925	\$725
NON-MEMBER					
Non-Member Rate one issue	\$2,750	\$2,000	\$1,525	\$1,065	\$825
Non-Member Rate multiple issues	\$2,600	\$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	\$4,000	\$4,000
Non-Member Rate	\$5,500	\$4,325	\$4,200	\$4,200

SPRING/SUMMER 2021 DEADLINES

April 30, 2021
Space Reservation

May 17, 2021
Final Ad Approval

June 30, 2021
Publication Date

Advertising inquiries:

Chris Flanagan and/or Karen McMahon
774-330-3140
admin@capecodbuilders.org

Association Membership inquiries:

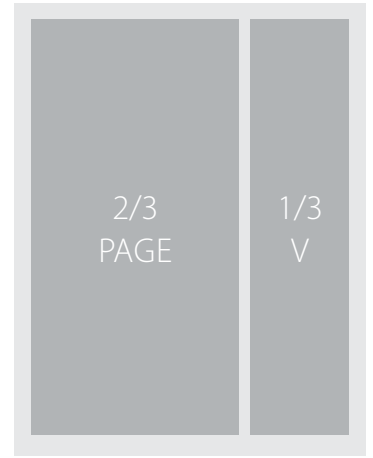
Christopher Flanagan
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Advertising Specs

SIZE	DIMENSIONS
Full Page Non-Bleed	7.625"w x 10"h
Full Page Bleed	Trim: 8.375"w x 10.875"h • Please include an additional 1/8" bleed on all sides • Please keep all text a half- inch within the trim
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

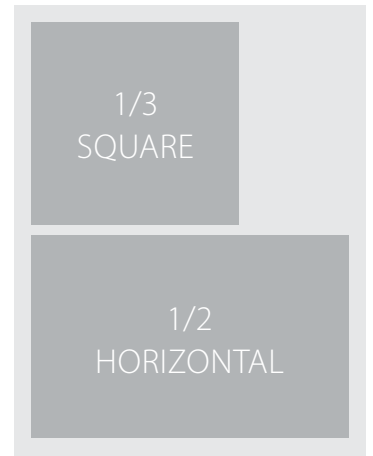
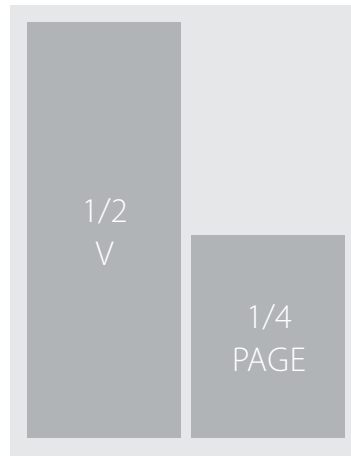


CAMERA-READY AD SUBMISSION:

Please submit a high resolution (300 dpi or higher) PDF file. We will not be responsible for the reproduction of ads that do not meet these requirements. 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 more than 300 company members. We represent the home building industry: builders and remodelers, suppliers, subcontractors, and individuals and businesses related to residential construction.

What we do:

- 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
- Support our communities in which we live, play and raise our families