

Boston Society of Architects

2012 Homeowner's Project Handbook

A guide to Massachusetts Residential Architects

The Boston Society of Architects' *Homeowner's Project Handbook* is a free resource for homeowners and small business owners considering renovations, additions or new construction projects.

It provides architects who seek residential and small commercial projects and are BSA members working in Massachusetts the opportunity to promote their services to prospective clients.

Circulation

12,500 printed copies distributed

- ▶ Polybagged w/ 10,000 copies of *Boston Home Magazine* and mailed to the most affluent homeowners in Massachusetts
- ▶ Sent for free to individuals seeking residential and small-project architects
- ▶ Distributed at the BSA Space, ArchitectureBoston Expo and the New England Home Show
- ▶ Available as a searchable directory for one full year on the BSA's website at homeownersprojecthandbook.com

Schedule

- ▶ Advertising deadline: March 16, 2012
- ▶ Materials deadline: March 16, 2012
- ▶ Publication: May 29, 2012

Advertising opportunities

The *Homeowner's Project Handbook* provides a step-by-step process for homeowners and business owners learn how to select an architect, develop a project budget and understand the design and construction process. Advertising in the 2011 Handbook and website will expose your business to homeowners, licensed architects and developers.

Print ad pricing

- ▶ Back cover print version AND web page sponsorship at architects.org/projecthandbook
8.25" × 10.75" (includes .125" bleed)—\$4,000
- ▶ Inside front or back cover print version AND web page sponsorship at architects.org/projecthandbook
8.25" × 10.75" (includes .125" bleed)—\$3,000
- ▶ Full page advertisement
1-page ad: 7" × 9.5" or 8.25" × 10.75" (includes .125" bleed)—\$1,600

Web ad pricing

- ▶ Skyscraper ad, 120px × 600px—\$1,000/month
- ▶ Banner ad, 468px × 60px—\$1,000/month

Materials delivery

Email ad materials to hph@architects.org.

Contact Information

To reserve ad space, please contact a sales representative at 800-996-3863 or sales@architects.org.