

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

- ▶ Listing deadline: March 16, 2012
- ▶ Ad materials deadline: March 16, 2012
- ▶ Publication: May 29, 2012

Listing details

The *Homeowner's Project Handbook* provides a comprehensive list of licensed, registered architects who work in Massachusetts. Listing in the 2012 *Handbook* and website directory will expose your firm to homeowners and business owners across the state.

Pricing

- ▶ 100-word sole practitioner listing—\$185
- ▶ 100-word firm listing—\$225

Advertising opportunities

For additional exposure, firms and individuals have the opportunity to be included in the special section of the *Homeowner's Project Handbook* that includes display advertisements. Display ads include:

- ▶ Project image and firm logo: 300 dpi, CMYK
- ▶ Firm name, brief tagline, contact information

Pricing

- ▶ 1/4-page ad: 3.375" × 4.625" – \$185
- ▶ 1/2-page ad: 7" × 4.625" – \$345
- ▶ 1-page ad: 7" × 9.5" – \$525

Materials delivery

Email ad materials to hph@architects.org

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Please complete this form and return it with payment to the BSA by March 16, 2012.

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Cover project photograph

If you're interested in submitting a project photograph for possible use on the cover of the 2012 *Homeowner's Project Handbook*, contact the editor for complete specifications and details at 617-951-1433 / hph@architects.org.

Prices

- Sole practitioner Listing – \$185
- Firm listing – \$225
- 1/4 page Display ad – \$185
- 1/2 page Display ad – \$345
- Full-page Display ad – \$525

Total: \$_____

Payment

Name (as it appears on credit card)

Credit card number

Expiration date

Card type: Visa MasterCard American Express

Make checks payable to the *Boston Society of Architects*

Send completed form to:

Project Handbook, c/o Boston Society of Architects
290 Congress Street, Suite 200, Boston, MA 02210-1038

fax: 617-951-0845

email: hph@architects.org