

AT HOME ON CAPE COD

Home Builders & Remodelers Association of Cape Cod



Showcasing excellence in
building on Cape Cod

capecodbuilders.org

McPhee
Photo: Dan Cutrona



Polhemus Savery DaSilva (PSD)
Photo: Brian Vanden Brink



Architect: ERT Architects
Builder: MJ Nardone
Building & Remodeling
Photo: Dan Cutrona

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.

Published by the Home Builders & Remodelers Association of Cape Cod, *At Home on Cape Cod* is the only publication that reaches both home industry professionals as well as affluent home owners.

Two issues a year — Spring/Summer and Fall/Winter — 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.



The Home Builders & Remodelers Association of Cape Cod has been recognized for its *At Home on Cape Cod* with an Award of Excellence from the Executive Officers Council of the National Association of Home Builders. The award was given for the Fall/Winter 2022 issue in the category Best Publication (Print or Electronic).

Distribution

- 2 issues/year: Spring/Summer and Fall/Winter
- 11,000 units printed 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.



The Frying Pan Gallery



Longfellow Design Build
Photo by Mike Ciolino

Advertising Rates

| | 2-PAGE SPREAD | FULL PAGE | 1/2 PG | 1/4 PG | 1/8 PG* |
|---------------------------------|---------------|-----------|---------|--------|---------|
| MEMBER | | | | | |
| Member Rate one issue | \$4,300 | \$2,600 | \$1,450 | \$775 | \$475 |
| Member Rate multiple issues | \$4,100 | \$2,500 | \$1,350 | \$625 | \$425 |
| NON-MEMBER | | | | | |
| Non-Member Rate one issue | \$4,600 | \$2,850 | \$1,625 | \$925 | \$625 |
| Non-Member Rate multiple issues | \$4,400 | \$2,750 | \$1,525 | \$875 | \$575 |

Premium Positions

| | BACK COVER | INSIDE FRONT COVER | INSIDE BACK COVER | PAGE ONE |
|-----------------------------|------------|--------------------|-------------------|----------|
| Member Rate one issue | \$5,300 | \$4,250 | \$4,100 | \$4,100 |
| Member Rate multiple issues | \$5,200 | \$4,150 | \$4,000 | \$4,000 |

Deadlines

FALL/WINTER 2024

October 7, 2024

Space Reservation
& Ad Materials Due

October 21, 2024

Camera Ready Ads &
Final Ad Approval Due

SPRING/SUMMER 2025

April 1, 2025

Space Reservation
& Ad Materials Due

April 15, 2025

Camera Ready Ads &
Final Ad Approval Due

Advertising and Association Membership Inquiries:

774-330-3140

hbracc@capecodbuilders.org

capecodbuilders.org

*All 1/8 page ads will appear in the membership directory section.

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Home Builders & Remodelers Association of Cape Cod

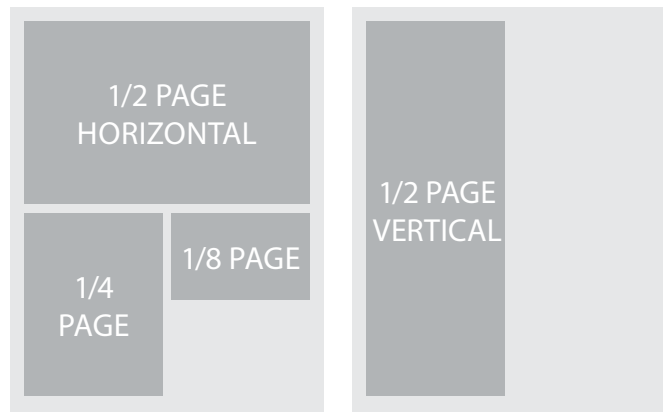
Advertising Specs

| SIZE | DIMENSIONS |
|---------------------|---|
| Full Page Non-Bleed | 7.63"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 |
| 1/2 Page Horizontal | 7.63"w x 4.88"h |
| 1/2 Page Vertical | 3.69"w x 10"h |
| 1/4 Page | 3.69"w x 4.88"h |
| 1/8 Page | 3.69"w x 2.31"h |



CAMERA-READY AD SUBMISSION:

Please submit a high resolution (300 ppi or higher), CMYK PDF file. Please convert spot colors to process. We will not be responsible for the reproduction of ads that do not meet these requirements. Please email ads to alison@alisoncaron.com.



349 Route 28, Suite E
West Yarmouth, 02673
774-330-3140

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The HB&RACC 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