

Boston Society of Architects/AIA

Homeowner's Project Handbook

A guide to MA architects and designers for homeowners and small-business owners

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.

This handbook provides advertisers with unparalleled exposure to architects, home and small business owners across Massachusetts.

Circulation

6,500 printed copies distributed

- ▶ At the BSA's spring convention and tradeshow, Residential Design and Construction
- ▶ Sent for free to individuals seeking residential and small-project architects
- ▶ Advertised in *Cape Cod Life*, *Boston Magazine* and other publications
- ▶ Available as a searchable directory for one full year on the BSA's website at architects.org/project_handbook

Schedule

- ▶ Advertising deadline: March 1, 2010
- ▶ Materials deadline: March 1, 2010
- ▶ Publication: April 2010

Advertising opportunities

The *Homeowner's Project Handbook* provides clear information to help homeowners and business owners learn how to select an architect, develop a project budget, and understand the design and construction process. Advertising in the 2010 *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
6" × 11" (includes .03125" bleed)
\$3,000
- ▶ Inside front or back cover print version AND web page sponsorship at architects.org/projecthandbook
6" × 11" (includes .03125" bleed)
\$2,500
- ▶ Full page advertisement
1-page ad: 4.8125" × 8.6875" or 6" × 11"
(includes .03125" bleed)
\$1,000

Web ad pricing

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

Materials delivery

Email ad materials to John Chase (617-951-1433 x242) at jchase@architects.org.

Contact Information

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