

# PUBLICATION ADVERTISING



## HOMEOWNER'S GUIDE TO BUILDERS, REMODELERS & SERVICES

**NEW & IMPROVED  
DISTRIBUTION!  
DIRECT MAIL TO 15,000+  
TARGETTED HOMES!**

In addition to direct mail, thousands of Guides are given out at the entrance to the Home, Garden & Lifestyle Show, & mailed to all BRAG Members. Featuring a thicker front & back cover. Contains our full memberships' listings & more.

**Ads Due: Jan. 13 | Published: March 2**

### AD SIZES LENGTH x HEIGHT IN INCHES RATE

Full Page Premium Pages

TIER 1	Inside Front Cover (First "Left-Hand" Page) First "Right-Hand" Page Back Cover	\$2,175		
		TIER 2	Second "Right-Hand" Page Second "Left-Hand" Page Inside Back Cover	\$1,875

Non-Premium Full Page \$1,775

Full bleed size:	8.625 x 11.125
Trimmed page size:	8.375 x 10.875
Safe content area:	7.875 x 10.375

1/2 Page Horizontal	7.625 x 4.825	\$950
1/2 Page Vertical	3.625 x 9.875	\$950
1/4 Page	3.625 X 4.825	\$550
1/8 Page	3.625 X 2.25	\$350



## Remodelers Council of Greater Ann Arbor Directory

Smaller format 5.5" x 8.5" in full color  
RCGAA Members only (Dues: \$50/yr)

Distributed at the door to the Home Show in March,  
at local businesses, & online at BRAGAnnArbor.com.

**Ads Due: Feb. 12, 2025 | Published: March 6, 2025**

PREMIUM Page Color ad		\$500
Safe Image Area	5.25" x 8.25"	
Full Image Size	5.75" x 8.75"	
Full Page internal ad	(same as above)	\$450
Half Page internal ad	4.5" x 3.5"	\$275

Event Magazines are distributed to our visitors upon entry & 10,000+ in The Ann Arbor News, The Sun Times News, & online.



## Home, Garden & Lifestyle Show

**MARCH 15 & 16, 2025**

**Ads Due: February 6 | Published: March 9**



## SHOWCASE of NEW & REMODELED HOMES AND OUTDOOR LIVING JUNE 21 & 22, 2025

**Ads Due: May 8 | Published: June 15**



## REMODELERS HOME TOUR

**SEPTEMBER 27 & 28, 2025**

**Ads Due: August 15 | Published: September 21**

### AD SIZES LENGTH x HEIGHT IN INCHES RATE

Full Page Premium Pages

TIER 1	Inside Front Cover (First "Left-Hand" Page) First "Right-Hand" Page Back Cover	\$1,950		
		TIER 2	Second "Right-Hand" Page Second "Left-Hand" Page Inside Back Cover	\$1,850

Non-Premium Full Page \$1,750

Full bleed size:	8.625 x 11.125
Trimmed page size:	8.375 x 10.875
Safe content area:	7.875 x 10.375

1/2 Page Horizontal	7.625 x 4.825	\$925
1/2 Page Vertical	3.625 x 9.875	\$925
1/4 Page	3.625 X 4.825	\$525
1/8 Page	3.625 X 2.25	\$325



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