



Homeowner's Guide to Builders, Remodelers and Services

The 2012 Guide will be distributed in AnnArbor.com in newspaper to select zip codes. Also, handed out at the entrance to the Home, Garden & Lifestyle Show in March. It is also distributed continually during the year through local businesses & online with ads linked.

ADS DUE: JANUARY 6 | PUBLISHED: FEBRUARY 16



Home, Garden & Lifestyle Show MARCH 16 - 18

Distributed in AnnArbor.com newspaper to select zip codes. Also distributed at the entrance to the HG&L Show, the largest Home Show in Washtenaw County. Prior to the event, on display at local businesses throughout the county. Online with ads linked.

SPECIAL AD PRICING FOR EXHIBITORS! Contact us for details.

ADS DUE: FEBRUARY 2 | PUBLISHED: MARCH 1



Showcase of Homes JUNE 21 - 24

Inserted in AnnArbor.com newspaper in to select zip codes. Also given out at the door to each home. Prior to the event, on display at local businesses throughout the county. Also online with ads linked.

ADS DUE: MAY 3 | PUBLISHED: JUNE 7



REMODELERS HOME TOUR SEPT. 28 - 30

Inserted in AnnArbor.com newspaper in March to select zip codes. Given out at the door to each home. Prior to the event, on display at local businesses throughout the county. Also online with ads linked.

ADS DUE: AUGUST 9 | PUBLISHED: SEPTEMBER 13

PUBLICATION ADVERTISING 2012 Information



BUILDERS &
REMODELERS
ASSOCIATION
OF GREATER
ANN ARBOR

Distribution plans, deadlines and ad prices are subject to change. For the latest distribution quantities & methods contact:

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Ad Pricing

AD SIZES	SIZE IN INCHES	PRICE
Premium Full (Pg 1, Back Cover, Inside Covers)		\$1,750
Full Page Full Bleed size:	8.625 x 11.125	\$1,500
Trimmed page size:	8.375 x 10.875	
Safe content area:	7.875 x 10.375	
Full Page (within margins)	7.375 x 9.625	\$1,500
1/2 Page Horizontal	7.375 X 4.75	\$850
1/2 Page Vertical	3.625 X 9.875	\$850
1/4 Page	3.625 X 4.875	\$475
1/8 Page	3.625 X 2.25	\$250



Wastenaw Remodelers Council Directory

Smaller Format (5.5" x 8.5") Prices Below
WRC Members only (WRC Dues: \$30 / year)

Distributed at the entrance to the Home, Garden & Lifestyle Show in March. It is also distributed continually during the year through local businesses and online with ads linked.

PREMIUM PAGE COLOR AD		\$450
Safe Image Area	5.25" x 8.25"	
Full Image Size	5.75" x 8.75"	
FULL PAGE INTERNAL AD	4.5" X 7.5"	\$350
Black and White only		
HALF PAGE INTERNAL AD	4.5" X 3.5"	\$200
Black and White Only		

ADS DUE: FEBRUARY 13 | PUBLISHED: MARCH 12