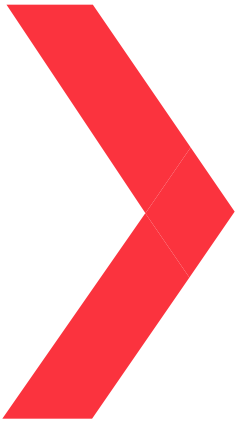


2018 MARKETING OPPORTUNITIES

FOR BX MEMBERS ONLY



INVEST IN YOUR COMPANY'S SUCCESS!

Let the BX help promote your company to your local commercial construction market and get double exposure: the BX website and the BX Membership Directory & Industry Resource Guide.

The BX website receives an average of 8,500 visits each month, and provides an online presence that is a must in today's business market.

The BX Membership Directory & Industry Resource Guide, available both in print and searchable on the BX website, is one of the construction industry's best tools for branding your business in a competitive local market.

2019 BX MEMBERSHIP DIRECTORY

Choose the package(s) below right for your company.

Don't see the right fit? Give us a call!

CATEGORY LISTINGS PACKAGES

- BUDGET PACKAGE:** \$115
3 category listings
- VALUE PACKAGE:** \$230
3 category listings + 1 Blue Box Ad
- BASIC PACKAGE:** \$275
30 category listings
- BASIC PLUS PACKAGE:** \$390
30 category listings + 1 Blue Box Ad
- PREMIUM PACKAGE:** \$725
30 category listings + 1 Blue Box Ad + Online Ad

ALA CARTE:

- Blue Box Ad:** \$125/ea.
Your logo alongside your company name, phone and website in a blue box under the category of your choice.
- Individual Category Listings:** \$45/ea.
- Additional Category Listings:** \$11/ea.
(beyond 30)
- Trade Info Lines:** \$11/ea.
Add product trade names and/or descriptions.

ADVERTISER RECEIVES:

Choice of categories/subcategories where your company will be found both online in the searchable BX Directory and in the printed BX Directory.

FEATURE ADVERTISING PACKAGES

- OUTSIDE BACK COVER:** \$3,900
(includes 4 blue box ads, 30 category listings and an online ad)
- INSIDE COVER** (front or back): \$1,970
(includes 4 blue box ads and 30 category listings)
- FULL-PAGE:** \$1,150
(includes 3 blue box ads and 30 category listings)
- HALF-PAGE:** \$800 (includes 2 blue box ads)
- THIRD-PAGE:** \$495 (includes 1 blue box ad)

Best Value!

ADVERTISER RECEIVES:

- > Your ad featured on the searchable BX online directory under the category of your choice with a live link from your ad to your company website.
- > Your print advertising will be featured on the divider pages of the 2019 BX Directory, and your firm receives a minimum of \$125 FREE advertising with a Feature Advertising Package!

MEET > LEARN > GROW

2018 MARKETING OPPORTUNITIES

FOR BX MEMBERS ONLY (CONTINUED)



ONLINE ADVERTISING

COST: \$365/yr.

ADVERTISER RECEIVES:

- > Your company logo prominently displayed for instant visual recognition.
- > More traffic to your website through direct links.
- > Premium search placement – members with online ads appear first (alphabetically) on the results page of online searches.
- > Up to 200 words of promotional information to inform your potential customers what you can do for them (you may include links to your site or emails within this section).
- > A listing of your products and services.

FACT: 95 BX online advertisers received 35% of all visits to the online directory in 2017!



PAYMENT

To be included in the 2019 BX Membership Directory, advertising must be paid in full by July 31.

Payment information can be found on the attached Company Information Form.

BUILDERS EXCHANGE OF CENTRAL OHIO

P.O. Box 369, Columbus, OH 43216
P: 614.486.9521 F: 614.486.7620 W: bx.org
Contact: Sanda Elkins (x216)

