

# 2019 MARKETING OPPORTUNITIES

FOR BX MEMBERS ONLY (CONTINUED)



## ONLINE AD

**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 2018!



## PAYMENT

To be included in the 2020 BX Membership Directory, advertising must be **paid in full by July 31**. Payment information can be found on the attached Company Information Form.

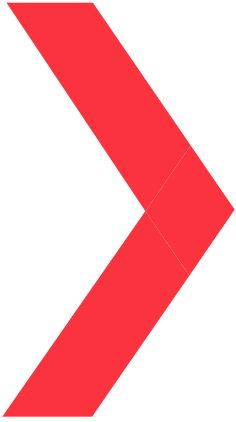
## BUILDERS EXCHANGE OF CENTRAL OHIO

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



# 2019 ADVERTISING OPPORTUNITIES

FOR BX MEMBERS ONLY



## INVEST IN YOUR COMPANY'S SUCCESS!

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

The BX website receives an average of 10,400 visits each month, and provides an online presence that is a must in today's business market.

The BX Membership Directory, 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.

## 2020 BX MEMBERSHIP DIRECTORY

Choose the package(s) below for your company. Don't see the right fit? Give us a call!

### CATEGORY LISTING 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 AD 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:** \$1,250  
(includes 3 blue box ads and 30 category listings)
- HALF-PAGE:** \$900 (includes 2 blue box ads)
- THIRD-PAGE:** \$600 (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 2020 BX Directory, and your firm receives a minimum of \$125 FREE advertising with a Feature Advertising Package!

MEET > LEARN > GROW