

ONLINE
ADVERTISERS

FACT: *Online advertisers received nearly half of all visits to the Directory last year!*

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 with a red box to help draw visitors to your ad.
- > Up to 200 words of descriptive information to inform potential customers what you can do for them. You may include a photo and links to your website and/or emails.

PAYMENT

To be included in the 2025 BX Membership Directory, advertising must be paid in full by Aug. 31.

BX MEMBERSHIP
DIRECTORY

FACT: *2,300 Directories were mailed to local architects, engineers, government agencies and industry buyers last year. AND, the online version was searched more than 300,000 times!*

FEATURE ADVERTISER
RECEIVES:

- > Your ad featured on the searchable BX online directory under the category of your choice with a live link to your company website.
- > Your print advertising will be featured on the divider pages of the 2025 BX Membership Directory, and your firm receives a minimum of \$285 FREE advertising with any feature ad package!

CATEGORY ADVERTISER
RECEIVES:

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



Scan for more information
and to see the
category checklist!

**BUILDERS EXCHANGE
OF CENTRAL OHIO**
1175 Dublin Rd., Columbus, OH 43215
Attention: Sanda Elkins
p: 614.486.9521 x216 f: 614.486.7620
e: SElkins@bx.org

ADVERTISING
OPPORTUNITIES

FOR BX MEMBERS ONLY

MEET > LEARN > GROW

INVEST IN YOUR
COMPANY’S SUCCESS!

Let the Builders Exchange of Central Ohio promote your company to the local commercial construction market and get *double* exposure: the BX website and the BX Membership Directory.

The BX Membership Directory, both in print and searchable online, is one of the construction industry’s best tools for branding your business in a competitive local market.

The BX Directory online receives an average of 26,000 visits each month, and provides an online presence that is a must in today’s business market.



2025 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:** \$135
3 category listings
- ☐ **VALUE PACKAGE:** \$260
3 category listings + 1 Blue Box Ad
- ☐ **BASIC PACKAGE:** \$285
30 category listings
- ☐ **BASIC PLUS PACKAGE:** \$405
30 category listings + 1 Blue Box Ad
- ☐ **ONLINE PLUS PACKAGE:** \$490
3 category listings + Online Ad
- ☐ **ONLINE DELUXE PACKAGE:** \$645
30 category listings + Online Ad
- ☐ **PREMIUM PACKAGE:** \$755
30 category listings + 1 Blue Box Ad + Online Ad

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): \$2,000
(includes 3 blue box ads and 30 category listings)
- ☐ **FULL-PAGE:** \$1,325
(includes 3 blue box ads and 30 category listings)
- ☐ **HALF-PAGE:** \$900
(includes 2 blue box ads)
- ☐ **THIRD-PAGE:** \$625
(includes 1 blue box ad)

A LA CARTE:

- ☐ **ONLINE AD:** \$360/ea.
Your logo, promotional information, photos, preferred alpha listing and live links in a red box under every category chosen for print.
- ☐ **BLUE BOX AD:** \$145/ea.
Your logo alongside your company name, phone and website in a blue box under the category of your choice, in print and online.
- ☐ **INDIVIDUAL CATEGORY LISTINGS:** \$50/ea.
- ☐ **ADDITIONAL CATEGORY LISTINGS:** \$15/ea.
(beyond 30)
- ☐ **INFORMATION LINES:** \$15/ea. (50 characters)
Add product trade names and/or descriptions of the special services you provide.

