

2027 BX MEMBERSHIP DIRECTORY

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

FEATURE AD PACKAGES

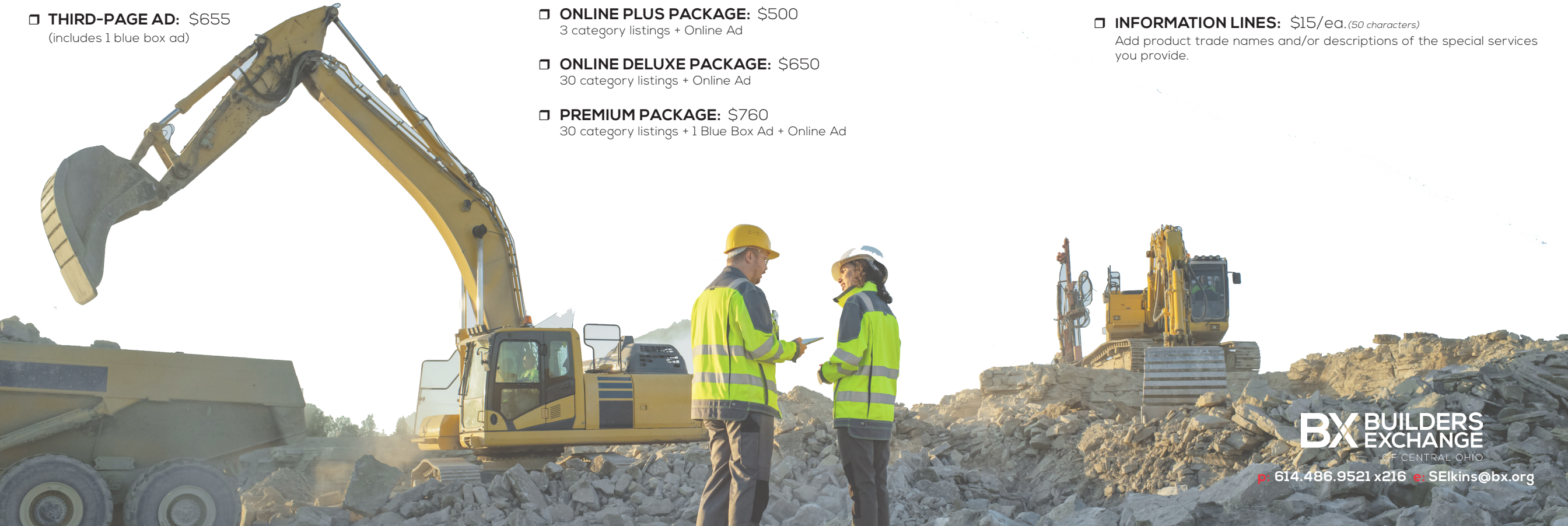
- ☐ **OUTSIDE BACK COVER:** \$3,900
(includes 4 blue box ads, 30 category listings and an online ad)
- ☐ **INSIDE COVER** (front or back): \$2,000
(includes 3 blue box ads and 30 category listings)
- ☐ **FULL-PAGE AD:** \$1,355
(includes 3 blue box ads and 30 category listings)
- ☐ **HALF-PAGE AD:** \$900
(includes 2 blue box ads)
- ☐ **THIRD-PAGE AD:** \$655
(includes 1 blue box ad)

CATEGORY LISTING PACKAGES

- ☐ **BUDGET PACKAGE:** \$145
3 category listings
- ☐ **VALUE PACKAGE:** \$275
3 category listings + 1 Blue Box Ad
- ☐ **BASIC PACKAGE:** \$285
30 category listings
- ☐ **BASIC PLUS PACKAGE:** \$410
30 category listings + 1 Blue Box Ad
- ☐ **ONLINE PLUS PACKAGE:** \$500
3 category listings + Online Ad
- ☐ **ONLINE DELUXE PACKAGE:** \$650
30 category listings + Online Ad
- ☐ **PREMIUM PACKAGE:** \$760
30 category listings + 1 Blue Box Ad + Online Ad

A LA CARTE:

- ☐ **ONLINE AD:** \$365/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:** \$155/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.



BX MEMBERSHIP DIRECTORY

FACT: 2,300 Directories were distributed to local contractors, architects, engineers, government agencies and industry buyers last year. AND, the online version was searched more than 1.1 million 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 2027 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.

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 2027 BX Membership Directory, advertising must be paid in full by Aug. 31.



Scan for more information and to see the complete category checklist!

**BUILDERS EXCHANGE
OF CENTRAL OHIO**
1175 Dublin Rd., Columbus, OH 43215
Attention: Sanda Elkins
p: 614.486.9521 x216 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: on the BX website and in the printed BX Membership Directory.

The BX Membership Directory 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 93,700 visits each month, and provides an online presence that is a must in today's business market.

