

# The Regal Book



## A Delaware Home Buyer's Guide!

This **8.375x10.875 resource magazine** will provide perspective home buyers with a comprehensive list of communities being built in Delaware and **showcase BRAD** (formerly HBA/DE) **Regal award winners**. The front cover will feature Delaware Community of the Year, Sussex, Kent, and New Castle Communities of the Year will start each interior county section.

The **Regal Book** will be available in **digital and print format** with 8,000 to 10,000 copies distributed throughout Delaware. Both the **Regal Book** and **Regal Award Winners** will be promoted during Home Ownership month in June with local **print and digital campaigns**.

• **DIRECTORY LISTINGS** include Company name, phone number, starting price point and website.

**Regal Entry  
Deadline: Weds.  
Feb. 17, 2021**

Community Listing by Town		Regal Entrant <b>FREE</b>	Member <b>FREE*</b>	Non-Member <b>FREE</b>
<b>1/12 Pg Listing</b>	<b>N/A</b>	Regal Entrant <b>\$20</b>	Member <b>\$40*</b>	Non-Member <b>\$50</b>
<b>1/6 Pg Listing</b>	Regal Winner <b>FREE</b>	Regal Entrant <b>\$75</b>	Member <b>\$150*</b>	Non-Member <b>\$250</b>
<b>1/4 Pg Listing</b>	<b>N/A</b>	Regal Entrant <b>\$125</b>	Member <b>\$225*</b>	Non-Member <b>N/A</b>
<b>1/2 Pg Listing</b>	<b>N/A</b>	Regal Entrant <b>\$200</b>	Member <b>\$400*</b>	Non-Member <b>N/A</b>
<b>Full Pg Listing</b>	<b>N/A</b>	Regal Entrant <b>\$300</b>	Member <b>\$700*</b>	Non-Member <b>N/A</b>
<b>Directory</b>	Regal Winner <b>FREE</b>	Regal Entrant <b>FREE</b>	Member <b>\$20*</b>	Non-Member <b>\$35</b>

\*Excludes business to business member

### AD SALES & SIZES Separate from formatted Listings above. You supply the ad to HBA/DE.

<b>1/4 Page</b>	3.8" wide x 5" high	Regal Entrant <b>\$137</b>	Member <b>\$275</b>	Non-Member <b>\$475</b>
<b>1/2 Page</b>	7.875" wide x 5" high	Regal Entrant <b>\$250</b>	Member <b>\$500</b>	Non-Member <b>\$750</b>
<b>Full Page</b>	Live Area 7.875" wide x 10.375" high Bleed Size 8.375" wide x 10.875" high	Regal Entrant <b>\$350</b>	Member <b>\$700</b>	Non-Member <b>\$950</b>

### Ad Submission Deadline is Mon., March 1, 2021

Please email your:  
 – **CMYK hi-res (300dpi) PDF** or **JPEG** files  
 – to **Dottie Fawcett** at **Dotfaw@brad-de.org**

Please note: BRAD (formerly HBA/DE) reserves the right to reject any ad.

For any inquiries or questions, please contact

– **Dottie Fawcett**  
 Dotfaw@brad-de.org  
 c: 610.740.4266

**Weds. • Feb. 17, 2021**

Regal Entry Deadline  
 RegalAwardsDE.org

**Mon. • Mar. 1, 2021**

Payment, Sponsorship, &  
 Regal Book Info./Ad Deadline

**Mon. • Mar. 1, 2021**

Regal Winner Regal Book  
 Listings Info. Deadline

**Fri. • May 14, 2021**

Regal Award Ceremony  
 LCEC • Dewey Beach, DE

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 that matches your branding~  
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Eye Catching Design  
 that Gets Results!  
 websites • graphic design  
 print • social media

8.375"

.125" BLEED

.25" MARGIN

**Full Page  
for reference only.  
Not to scale.**

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