



Why Advertise in the Guide?

What is Homeownership and Counseling?

Homeownership and Counseling is a program from Allston Brighton CDC focused on supporting first-time homebuyers and homeowners throughout Massachusetts.

- We are an independent, not-for-profit resource for prospective buyers to plan responsibly for their future through homeownership education and coaching.
- We build a trusted environment where residents across Massachusetts can engage with mentors experienced with all facets of the home buying process to create personalized solutions for their homeownership experience.
- This year we will educate 500 first-time homebuyers through group and one-on-one education.

What is The Homeownership Resource Guide?

- It is an informational resource for homebuyers and homeowners looking for referrals to lenders, real estate agents, home inspectors, real estate attorneys, and other providers of home buying and homeownership services.
- The Guide serves thousands of homebuyers and homeowners. To date, over 5,000 individuals have graduated from our program with over 2,000 buying homes.

How is the Guide Distributed?

- On an annual basis, the *Homeownership Resource Guide* reaches 5,000 individuals throughout Greater Boston, as well as the North Shore and Metro West regions, with whom we have a lasting relationship.

How will the Guide Help You Grow Your Business?

- Become a trusted resource when working with Homeownership and Counseling
- We put the power of referrals directly into the hands of active, committed homebuyers.
- Your brand will be in front of at least 30 new homebuyers each month who are ready to utilize your services.
- Free listing when you purchase an advertisement in our highly used directory, accessible in print and online.
- The Guide will be posted on our website along with the Directory of Resources that will include your company.

Support Homeownership in Massachusetts

By using the *Homeownership Resource Guide* to build your business you also support Allston Brighton CDC's Homeownership and Counseling program, committed to building stronger more stable homeownership in Massachusetts.

2020 Sponsorship

Homeownership Resource Guide

Advertisement Options

Gold Level: \$750

- 4.5" Wide x 7.5" High
- Full Color Advertisement
- Two Guest Blog Posts
- Acknowledgment on Social Media

Silver Level: \$500

- 4.5" Wide x 3.5" High
- Full Color Advertisement
- One Guest Blog Post
- Acknowledgment on Social Media

Bronze Level: 350

- 4.5" Wide x 1.5" High
- Full Color Advertisement
- Acknowledgment on Social Media

Contact Information

Business Name: _____

Contact Person: _____

Phone Number: _____ **Fax Number:** _____

Email: _____

Twitter/ Facebook: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

- Please send this form and your ad in a color, high-resolution (300 dpi) PDF file to Sean Tatar at tatar@allstonbrightoncdc.org or fax to 617-787-0425
- Please make checks payable to the Allston Brighton CDC and mail to the address below
- Questions? Call Sean at 617-787-3874 ext. 223

Gold Level: 5" x 7.75"

Gold Level: \$750

Silver Level: 5" x 3.90"

\$500

Bronze Level: 5" x 1.8"

\$350

Ad Sizes and Sponsorship Costs

Please provide ad copy via email in high-resolution PDF format

Make Checks Payable to:
Allston Brighton CDC, 18R Shepard Street Suite 100, Brighton, MA
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