



MEMBERSHIP DIRECTORY



METROPOLITAN
BUILDERS
ASSOCIATION

To reserve space, provide your billing information, indicate which size ad you'd like to run and return this form.

Circulation 18,000

- Home Expo (January 2021)*
- All MBA Members
- Member Showrooms
- 2021 Parade of Homes
- Realty Offices in Waukesha and Milwaukee Counties
- MBA's database of homeowners who have attended the Home Expo and/or Parade of Homes and requested information

*If the 2021 Home Expo is canceled due to the pandemic, an alternative distribution plan will be implemented, both in print and digital, until all copies are distributed.

AD SIZES & RATES

PREMIUM

TOC Half Page	\$1,000 <input type="checkbox"/>
Far Forward Pages	\$1,300 <input type="checkbox"/>
Across from TOC	\$1,400 <input type="checkbox"/>
Inside Front Back Facing Pages	\$1,500 <input type="checkbox"/>
Inside Front Cover	\$1,600 <input type="checkbox"/>
Inside Back Cover	\$1,600 <input type="checkbox"/>
Back Cover	\$2,200 <input type="checkbox"/>

ADS

Full Page Ad	\$1,200 <input type="checkbox"/>
Half Page Horizontal Ad	\$800 <input type="checkbox"/>
Half Page Vertical Ad	\$800 <input type="checkbox"/>
Quarter Page Ad	\$500 <input type="checkbox"/>
Business Card Ad	\$350 <input type="checkbox"/>

ENHANCED LISTINGS

Shaded Boxed Listing	\$100 <input type="checkbox"/>
Boxed Listing with Logo	\$150 <input type="checkbox"/>
Boxed Listing with Logo and 50 word bio	\$200 <input type="checkbox"/>

Rates do not include production charges.

CONTACT INFORMATION

Contact Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

☐ BILL MY AGENCY

Agency Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

COPY INSTRUCTIONS

- ☐ Will provide a new press-ready digital ad
- ☐ Please help me design an ad. I understand that I will incur additional design fees.

RESERVATION AND SUBMISSION DEADLINES

AD RESERVATIONS

November 7

MATERIALS FOR AD DESIGN

(If we are creating an ad design for you)

November 7

CAMERA-READY ADS

November 20

*All dates are subject to change

ALL ADVERTISERS MUST BE ACTIVE MBA MEMBERS THROUGH SEPTEMBER 30, 2020

Advertisers, please include the MBA logo in your ad, and note that logos from competing organizations will be prohibited.

☐ BILL MY CREDIT CARD

Card Number: _____

Expiration: _____ CVC: _____

Authorized Signature: _____

Date: _____

QUESTIONS/CONTACT

Kelly Slack - kelly@slackattack.com - 608-239-7888 or
Barbara Slack - barbara@slackattack.com - 608-217-5549

ADVERTISING MECHANICALS / TERMS AND CONDITIONS

AD SIZES

FULL PAGE BLEED
8.625 X 11.125

TRIM SIZE
8.375 X 10.875

FULL PAGE LIVE AREA
(Keep all text within)
7.825 X 10.125

HALF PAGE
HORIZONTAL
7.5 X 4.75

HALF PAGE VERTICAL
3.5 X 9.875

QUARTER
PAGE
3.5 X 4.75"

BUSINESS CARD
3.5 X 2"

WHERE DO I SEND MY AD?

Email ad to kelly@slackattack.com.
Send larger ads (over 5 MB) via
Dropbox or FTP.

DESIGN SERVICES

If you do not have an existing ad
that meets our specs, Slack Attack
can create original artwork for you.
Design & layout services: \$100 per hour.
Please contact Kelly Slack at kelly@slackattack.com or 608-239-7888.

LOGOS

Submit original logo in digital format.
Anything submitted at a lesser quality
will need to be recreated; business
cards are not acceptable. Resolution
must be 300+ dpi and CMYK. All fonts
must be outlined.

ELECTRONIC ADS

Please submit your ad as a press
quality PDF created in CMYK and
containing high resolution (300 dpi)
images. Ads containing spot colors or
RGB images will not be accepted. All
fonts must be embedded. If your ad
does not meet our specifications, you
will be asked to correct and resubmit,
we can recreate your ad for you at
\$100 per hour.

PUBLISHING TERMS

All orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel advertising for any reason, including any advertising which in the opinion of the publisher does not conform to the standards of the publication. All advertisements are accepted and published by the publisher upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be warranty by the advertiser and agency that they have obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. In consideration of publisher's acceptance of such advertisements for publication, the agency and advertiser shall, jointly and severally, indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement. No condition, oral or printed in the contract, insertion order, copy instructions or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher unless agreed to in writing and signed by the publisher. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect equal to those set forth in the contract. The Metropolitan Builders Association is not liable for any damages, including consequential damages, if for any reason the publisher fails to publish an advertisement.

PHOTOGRAPHY

Resolution must be at least 300 dpi and
CMYK. Save all images embedded as
EPS or TIF. Images downloaded from
the Internet are not acceptable.

BILLING

Advertising is invoiced by Slack Attack.
Payment is due within 30 days
from invoice due date. Make payable
to MBA Attn: Pam Lohnes
N16W23321 Stone Ridge Dr.
Waukesha WI 53188

CONTRACTS

No cancellations after the publication
closing date. Cancellations prior to
the closing date must be delivered to
Slack Attack in writing.

NO CANCELLATIONS ACCEPTED AFTER
THE CLOSING DATE. VERBAL ORDERS
ARE BINDING.



MEMBERSHIP DIRECTORY ENHANCED LISTINGS



Shaded Boxed Listing - \$100

Metropolitan Builders Association
Kathy Raab
262-436-1120
kraab@mbaonline.org
MBAonline.org

Boxed Listing with Logo - \$150



Metropolitan Builders Association
N16 W23321 Stone Ridge Dr.
Waukesha, WI 53188

Kathy Raab
262-436-1120
262-436-1110 (fax)
kraab@mbaonline.org
MBAonline.org

Boxed Listing with Logo and 50 Word Bio - \$200



Metropolitan Builders Association
N16 W23321 Stone Ridge Dr.
Waukesha, WI 53188

Kathy Raab
262-436-1120
262-436-1110 (fax)
kraab@mbaonline.org
MBAonline.org

The Metropolitan Builders Association (MBA) is a not-for-profit trade association that represents nearly 800 companies involved in the construction, development, and remodeling of single and multifamily housing and light commercial property in Waukesha, Washington, Ozaukee, Jefferson, and Milwaukee Counties.

Regular Listing

Allen Kitchen & Bath Center
Joe Mendleski
2219 S Stoughton Rd
Madison, WI 53716
(608) 274-9933
jmendleski@allenkit.com
www.allenkit.com

Alside Supply Center

Dennis Tiberi
2922 Syene Rd
Madison, WI 53713
(608) 273-4614
dtiberi@alside.com
www.alside.com

American Home Consultants LLC

Robert Runchey
1001 Arboretum Dr Ste 2C
Waunakee, WI 53597
(608) 850-7070
robert@madisoninsulation.com
www.madisoninsulation.com

AmeriFirst Home Mortgage

Bill Quigley
2417 Parmenter St
Middleton, WI 53562
(608) 831-4663
bquigley@amerifirst.com
www.madtownmortgage.com

Ameritas Life Insurance Corp - Group Division

Matt Flynn
1110 Fourier Dr
Madison, WI 53717
(608) 664-3812
matt.flynn@ameritas.com
www.ameritas.com

AMS - Auto Marketing Services

Tyler Blackburn
5380C King James Way
Madison, WI 53719
(608) 274-7400
tylerb@ams-mad.com
www.ams-mad.com

Amy Radspinner Design

Amy Radspinner
478 Commerce Dr
Madison, WI 53719
(608) 442-5154
amy@amyradspinner.com
www.amyradspinner.com



RESERVATION AND SUBMISSION DEADLINES

AD RESERVATIONS
November 7

MATERIALS FOR AD DESIGN
(If we are creating an ad design for you)
November 7

CAMERA-READY ADS
November 20

*All dates are subject to change

QUESTIONS/CONTACT

Kelly Slack - kelly@slackattack.com - 608-239-7888 or
Barbara Slack - barbara@slackattack.com - 608-217-5549