



# 2022 MEMBERSHIP DIRECTORY



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 2022)
- All MBA Members
- Member Showrooms
- 2022 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

## 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 17

### MATERIALS FOR AD DESIGN

(If we are creating an ad design for you)

November 17

### CAMERA-READY ADS

December 1

\*All dates are subject to change

## ALL ADVERTISERS MUST BE ACTIVE MBA MEMBERS THROUGH SEPTEMBER 30, 2021

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](mailto:kelly@slackattack.com) - 608-239-7888 or  
Barbara Slack - [barbara@slackattack.com](mailto: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](mailto: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](mailto: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  
2120 Pewaukee Rd, Ste 103  
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.



METROPOLITAN  
BUILDERS  
ASSOCIATION

# 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

2021

MBA MEMBERSHIP  
DIRECTORY  
& Consumer Buyers Guide

PHONE: 262-436-1122 | MBAonline.org

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SUBMISSION DEADLINES**

**AD RESERVATIONS**  
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