

# 2018 ADVERTISING CONTRACT

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

Metropolitan Builders Association



**PARADE**  
of homes



## AD SIZES & RATES

### PREMIUM - FULL COLOR

Inside Front Cover .....	\$2,650	<input type="checkbox"/>
Inside Front Facing Page .....	\$2,550	<input type="checkbox"/>
Full Page Facing Table of Contents .....	\$2,050	<input type="checkbox"/>
Full Page, on pages 2 through 5 .....	\$2,050	<input type="checkbox"/>
Inside Back Cover .....	\$2,350	<input type="checkbox"/>
Back Cover .....	\$2,750	<input type="checkbox"/>

### FULL COLOR

Full Page Ad.....	\$1,550	<input type="checkbox"/>
Half Page Horizontal Ad .....	\$900	<input type="checkbox"/>
Half Page Vertical Ad .....	\$900	<input type="checkbox"/>
Quarter Page Ad .....	\$575	<input type="checkbox"/>
Business Card Ad.....	\$325	<input type="checkbox"/>

### BLACK AND WHITE

Full Page Ad.....	\$1,150	<input type="checkbox"/>
Half Page Horizontal Ad .....	\$750	<input type="checkbox"/>
Half Page Vertical Ad .....	\$750	<input type="checkbox"/>
Quarter Page Ad .....	\$525	<input type="checkbox"/>

All Rates are net. Rates do not include production charges.

NOTE: Special rates are available for Parade of Homes Sponsors. Please contact Toby VanSistine at tvansistine@mbaonline.org or (262)-522-3620 for details.

## CONTACT INFORMATION/BILLING ADDRESS

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: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## QUESTIONS/CONTACT

For questions about the Official MBA Parade of Homes Plan Book, please contact Jo Anne Mudry at [jmudry@detourmarketing.com](mailto:jmudry@detourmarketing.com) or 414-530-5037.

## 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.
- Pick up previous ad from \_\_\_\_\_

## RESERVATION AND SUBMISSION DEADLINES

### AD RESERVATIONS

May 18

### MATERIALS FOR AD DESIGN

(If we are creating an ad design for you)

May 18

### CAMERA-READY ADS

May 24

\*All dates are subject to change

**ALL ADVERTISERS MUST BE ACTIVE MBA MEMBERS THROUGH SEPTEMBER 30, 2018**

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



**EMAIL COMPLETED CONTRACT TO: JMUDRY@DETOURMARKETING.COM OR FAX TO 262-436-1110**

# 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 [jmudry@detourmarketing.com](mailto:jmudry@detourmarketing.com)  
or drag/drop large files to:  
<https://www.hightail.com/u/DetourDropbox>

## DESIGN SERVICES

If you do not have an existing ad that meets our specs, Detour Marketing can create original artwork for you. Design & layout services: \$100 per hour. Please contact Jo Anne Mudry at 414-530-5037 or [jmudry@detourmarketing.com](mailto:jmudry@detourmarketing.com).

## 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, or our design department 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 the MBA upon publication. Payment is due within 30 days from invoice due date. Payment charge of 1% compounded monthly will be charged on all balances outstanding 30 days and over from due date.

## CONTRACTS

No cancellations after the publication closing date. Cancellations prior to the closing date must be delivered to the Metropolitan Builders Association in writing.

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

