

2019 MEMBERSHIP DIRECTORY



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



Consumer Focused Distribution

4,000 at 2019 Home Show

4,000 at Additional Outlets

AD SIZES & RATES

PREMIUM

- Inside Front Cover\$1,500
- Inside Front Back Facing Pages.....\$1,400
- Inside Back Cover\$1,500
- Back Cover\$1,800

ADS

- Full Page Ad.....\$1,100
- Half Page Horizontal Ad\$800
- Half Page Vertical Ad\$800
- Quarter Page Ad\$500
- Business Card Ad.....\$350

ENHANCED LISTINGS

- Shaded Boxed Listing\$75
- Boxed Listing with Logo\$100
- Boxed Listing with Logo and 50 word bio.....\$150

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: _____
 Authorized Signature: _____ Date: _____

QUESTIONS/CONTACT

For questions about the Official MBA Directory, please contact Kelly Slack - kelly@slackattack.com - 608-239-7888 or Barbara Slack - barbara@slackattack.com - 608-217-5549

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 15

MATERIALS FOR AD DESIGN
(If we are creating an ad design for you)
November 15

CAMERA-READY ADS
November 26

*All dates are subject to change

ALL ADVERTISERS MUST BE ACTIVE MBA MEMBERS THROUGH SEPTEMBER 30, 2019

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

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?

E-mail 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 c/o Slack Attack 5118 Winnequah Rd., Monona, WI 53716.

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