



2024 MBA MEMBERSHIP DIRECTORY



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

Circulation 42,000!

- Home Expo (January 2024)
- All MBA Members
- Member Showrooms
(Ask us about the \$50 discount for distributing copies in your showroom!)
- 2024 MBA 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

Inside Front Cover	\$1,650	<input type="checkbox"/>
Page 1 (Facing Inside Front Cover)	\$1,550	<input type="checkbox"/>
Full Page, on pages 2, 3, 5, 7 & 9	\$1,450	<input type="checkbox"/>
Half Page Horizontal ad on TOC Page.....	\$1,050	<input type="checkbox"/>
Inside Back Cover.....	\$1,650	<input type="checkbox"/>
Back Cover.....	\$2,250	<input type="checkbox"/>

STANDARD ADS (Placement is Run-of-Press)

Full Page.....	\$1,250	<input type="checkbox"/>
Half Page Horizontal.....	\$800	<input type="checkbox"/>
Half Page Vertical	\$800	<input type="checkbox"/>
Quarter Page.....	\$500	<input type="checkbox"/>
Business Card	\$350	<input type="checkbox"/>

ENHANCED LISTINGS

Shaded Box Listing	\$100	<input type="checkbox"/>
Listing with Logo	\$150	<input type="checkbox"/>
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: _____

AD 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

November 18

MATERIALS FOR AD DESIGN

(If Detour is creating an ad design for you)

November 18

CAMERA-READY ADS

November 21

*All dates are subject to change

ALL ADVERTISERS MUST BE ACTIVE MBA MEMBERS THROUGH DECEMBER 31, 2023

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



PLEASE INDICATE YOUR CHOICE FOR BILLING

- SEND ME AN INVOICE
- BILL MY CREDIT CARD

CARD #: _____

EXP: _____ CVC: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

QUESTIONS/CONTACT

Jo Anne Mudry - jmudry@detourmarketing.com - 414-530-5037
 Dave Mudry - dmudry@detourmarketing.com - 414-530-7477

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"

EIGHTH PAGE
3.6 X 2.375"

WHERE DO I SEND MY AD?

Email ad to jmudry@detourmarketing.com
If your file is too large to email, please email
the address above for a personalized
dropbox link

DESIGN SERVICES

If you do not have an existing ad that
meets the ad 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. *Note
that the deadline for submitting artwork is
November 18.*

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/ACCEPTED FILES

Please submit your ad as a press quality
PDF created in CMYK and containing high
resolution (300 dpi) images. Ads contain-
ing 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 Detour
Marketing, on behalf of the MBA, upon
publication. Payment is due to the MBA
within 30 days of 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 the
Metropolitan Builders Association in
writing.

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



METROPOLITAN
BUILDERS
ASSOCIATION

MEMBERSHIP DIRECTORY ENHANCED LISTINGS



Shaded Boxed Listing - \$150

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

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

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

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



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