

# MEDIA KIT

# WISCONSIN **Badger** BUILDER

Official Publication of the Wisconsin Builders Association®

**Highlight your company in the Wisconsin Builders Association's statewide publication.**

**Badger Builder** is a quarterly magazine distributed to over 4,000 association members.

Recipients include:

- Wisconsin's Home Builders
- Independent Contractors
- Home Lenders
- Insurers
- and Consumers

## EDITORIAL SCHEDULE

ISSUE | ADS DUE | ISSUE MAILS

First Quarter	February 7	Mid-March
Second Quarter	May 9	Mid-June
Third Quarter	August 8	Mid-September
Fourth Quarter	November 7	Mid-December



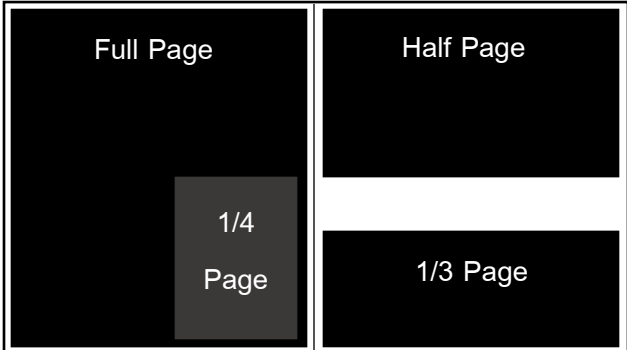
## PLACEMENT AND RATES

	Cost for Ad Placed in Four Issues	
1/4 Page	Non-Member: \$1,000	Member: \$700
1/3 Page	Non-Member: \$1,200	Member: \$900
Half Page	Non-Member: \$1,400	Member: \$1,100
Full Page	Non-Member: \$1,600	Member: \$1,300
Inside Back Cover	Non-Member: \$1,600	Member: \$1,300
Outside Back Cover	Non-Member: \$1,800	Member: \$1,500
Inside Front Cover	Non-Member: \$1,800	Member: \$1,500

## DEADLINES

Ad space for the 2022 calendar year should be secured by January 10, 2022 by completing the form below and sending to Alicia Naleid, communications manager, at [analeid@wisbuild.org](mailto:analeid@wisbuild.org). Space will be sold on a first-come, first-serve basis. The Wisconsin Builders Association will send an invoice upon submission/acceptance of form. All invoices must be paid by January 31, 2022.

While ad space is purchased for a full year, companies may choose to submit different ads for each issue. Ads are due to Alicia Naleid by the deadline noted on the cover of this media kit. If a new ad is not received by the deadline, the ad from the previous issue will be submitted. Reminder notifications will not be sent by the Wisconsin Builders Association to advertisers.

<p><b>Dimensions</b></p> <p><b>Full Page:</b> 8.75w x 11.25h plus .125 bleed all sides</p> <p><b>Half:</b> 7.75w x 5h no bleed</p> <p><b>Third:</b> 7.75w x 3.25h no bleed</p> <p><b>Quarter:</b> 3.875w x 5h no bleed</p>		<p><b>Note:</b></p> <p>Measurements in inches. All necessary text must be at least .25" from edge.</p>
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Please check the ad you intend to purchase, sign and date, and submit to [analeid@wisbuild.org](mailto:analeid@wisbuild.org).

- 1/4 page   
 1/3 page   
 Half Page   
 Full Page  
 Inside Back Cover   
 Outside Back Cover   
 Inside Front Cover