

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 MAILES
March	April 3	Mid-March
July	June 5	Mid-July
November	October 9	Mid-November



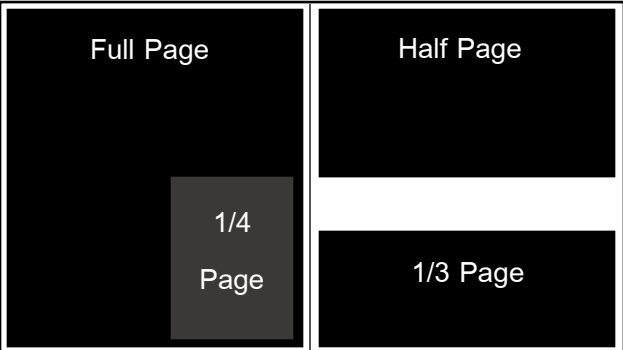
PLACEMENT AND RATES

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

DEADLINES

Ad space for the 2023 calendar year should be secured by January 31, 2022 by completing the form below and sending to Alicia Naleid, Director of Communications, at 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 within 30 days of remittance.

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>Dimensions</p> <p>Full Page: 8.75w x 11.25h plus .125 bleed all sides</p> <p>Half: 7.75w x 5h no bleed</p> <p>Third: 7.75w x 3.25h no bleed</p> <p>Quarter: 3.875w x 5h no bleed</p>		<p>Note:</p> <p>Measurements in inches. All necessary text must be at least .25" from edge.</p>
--	--	--

Please check the ad you intend to purchase, sign and date, and submit to analeid@wisbuild.org.

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

X _____

Date: 10/31/2022