

MID-SHORES HOME BUILDERS ASSOCIATION INC



2020 HOME PLANNING GUIDE

Book Advertising & Sponsorship Packet

HOME is now more important than ever!

Homes are now a function of life, work and school. Homeowners need their living areas and future floor plans to be multifunctional.

It is our hope that the **2020 Home Planning Guide** will provide a direct and immediate benefit to area builders, sub-contractors, and suppliers as it provides the opportunity to showcase the latest homebuilding products and services our area can provide.



Celebrating 20 years! 1998-2018

"Commitment to community, quality and professionalism is our motivation"

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
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MID-SHORES HOME BUILDERS ASSOCIATION, INC.
2020 Home Planning Guide
Book Advertising & Sponsorship Opportunities

Mid-Shores Home Builders Association, Inc. (MSHBA) is pleased to announce that we will be publishing our first **Home Planning Guide** the first week of October. To ensure the health and safety of builders, sub-contractors, homeowners and attendees, MSHBA has decided not to host an in-person Parade of Homes October 2 -4. The **Home Planning Guide** will replace the in-person parade this year, thereby giving homeowners a safe resource that can be viewed in their home or online.

Why your business should advertise in the Home Planning Guide

Home is now more important than ever! Homes are now a function of life, work and school. Homeowners need their living areas and future floor plans to be multifunctional and are looking for the best option for their budget. It is our hope that the **2020 Home Planning Guide** will provide a direct and immediate benefit to area builders, sub-contractors, and suppliers as it provides the opportunity to showcase the latest homebuilding products and services our area can provide.

Mid-Shores Home Builders Association Inc. invites you to participate as an advertiser and/or sponsor of the **2020 Home Planning Guide**. Your support of this media event at any of the following levels will be greatly appreciated

Home Planning Guide Advertising

The Home Planning Guide will feature the same high-quality, full color look as in our past Parade of Homes book with a circulation of 20,000 within the area via newspaper (the Tempo). Additional copies will be available for pickup at member locations and the guide will be available for download on our website. The high-quality, full-color glossy 8 ½" x 11" books will include advertising opportunities which are not limited to MSHBA members. The Parade of Homes Committee has again selected Zander Press, Inc., of Brillion, to design and publish the book. **Please purchase your ad by September 15, 2020 by completing the enclosed advertising contract. All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo and/or artwork should be sent directly to Mid-Shores HBA.** Ads from previous MSHBA Parade of Homes publications are on hand and can be repeated without changes, if desired.

Event Sponsor: \$1000 MEMBERS, \$1500 NON-MEMBERS – limited to 3

Event sponsors will receive a full-page prime location ad in the Home Planning Guide (inside front cover, back cover, inside back cover), name and/or logo representation on the front cover of the guide, and name and/or logo representation on our website and Facebook page.

Thank you for your kind consideration of this opportunity. If you have any questions or would like additional information, please do not hesitate to contact our MSHBA office or a committee member.

Very Truly Yours,

Tena Hartwig
Executive Officer

2020 Parade of Homes Committee

Chairperson

Jenny Pitzen
Christel & Heiberger Builders, Inc.
Ph. 920-898-2820

Committee Members

Rhonda Roepke
Chilton Furniture
Ph. 920-849-9023
Vonda Heiberger
Christel & Heiberger Builders, Inc.
Ph. 920-418-4005

Julie Schmitz
K & J Construction and Design LLC
Ph. 920-849-8811
Bill Weber
Pella Windows & Doors of WI
Ph. 920-435-3791

Dave Amel
Premier Properties Realty LLC
Ph. 920-980-4477
Denise Bangart
National Exchange Bank & Trust
Ph. 920-849-8888



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2020 Home Planning Guide

Ad Order Contract

Ad Order Contract | **Deadline: September 15, 2020**

Full Color Glossy Camera-Ready Ad Rates:

| | <u>MSHBA Members</u> | <u>Non-members</u> |
|---|----------------------|--------------------|
| Event Sponsor (7.5"X10") - limited to 3 | \$1000 | \$1500 |
| Full Page (7.5"X10") | \$680 | \$780 |
| ½ Page (7.5"X5" or 3.75"X10") | \$380 | \$430 |
| ¼ Page (3.75"X5" or 7.5"X2.5") | \$210 | \$260 |

20,000
Circulation

Design services are available for an additional cost of \$25 per ad

ADVERTISER INFORMATION

Date: _____

Company: _____

Advertiser/Contact Person(s): _____

Address, City, State, Zip: _____

Phone: _____ Email: _____

Sponsor/Ad Size: _____ Rate: _____

☐ Design Services \$25

☐ Please invoice ☐ Full payment is attached with this contract. Thank you.

Payment of all ads must be received by September 15, 2020 to be included in the 2020 Home Planning Guide.

Signature _____ Sold By _____

All contracts must be returned to MSHBA along with ad copy not later than September 15.

All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo (300 dpi or better) and/or artwork should be submitted electronically directly to Mid-Shores HBA. Camera ready ads should be sized to the above specifications.

E-mail Ads to: hartwigs1@charter.net | Please return contract and payment to: