

MID-SHORES HOME BUILDERS ASSOCIATION INC



2021 HOME PLANNING GUIDE

Book Advertising & Sponsorship Packet

HOME is now more important than ever!

Homeowners are seeking out features for their homes that improve their comfort, wellness and efficiency.

It is our hope that the **2021 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.



“Commitment to community, quality and professionalism is our motivation”



MID-SHORES HOME BUILDERS ASSOCIATION, INC.

2021 Home Planning Guide

Book Advertising & Sponsorship Opportunities

Mid-Shores Home Builders Association, Inc. (MSHBA) is pleased to announce that we will again publish a **Home Planning Guide** in October. Due to the low number of parade entries, MSHBA has decided not to host an in-person Parade of Homes October 1-3. Material and workforce shortages has impacted our ability to host a parade. The **Home Planning Guide** will replace the in-person parade this year, thereby giving homeowners a timely 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. Homeowners have reevaluated what areas in their home they would like to modernize to fit their changing needs and are looking for the best option for their budget. The Guide will feature articles that educate homeowners on Home Buying, Maintenance, Remodeling, Sustainability and Trends preferred by different generations. It is our hope that the **2021 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 **2021 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 and Sheboygan Sun). 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 1/2" 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, 2021 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

2021 Parade of Homes Committee

Chairperson

Jenny Pitzen

Christel & Heiberger Builders, Inc.
920-898-2820

Committee Members

Julie Schmitz

K & J Construction and Design LLC
920-849-8811

Bill Weber

Pella Windows & Doors of WI
920-435-3791

Dave Amel

Premier Properties Realty LLC
920-980-4477

Denise Bangart

Envoy Mortgage
920-522-4345

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
920.539.9014 - hartwigs1@charter.net – www.midshoreshomebuilders.com



2021 Home Planning Guide

Ad Order Contract

Ad Order Contract | Deadline: September 15, 2021

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")	\$700	\$800
1/2 Page (7.5"x5" or 3.75"x10")	\$400	\$450
1/4 Page (3.75"x5" or 7.5"x2.5")	\$230	\$280

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, 2021 to be included in the 2021 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: