

# MID-SHORES HOME BUILDERS ASSOCIATION INC



## HOME PLANNING GUIDE

### Guide Advertising & Sponsorship Packet

## READY TO CREATE YOUR DREAM HOME – or elevate your current one?

*Start with the best local materials and trusted experts to  
bring your vision to life.*

Our goal for the **Home Planning Guide** is to deliver real value to local builders, subcontractors, and suppliers by giving them a platform to highlight the latest homebuilding products and services available in our area.



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

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061  
920.539.9014 - hartwigs1@charter.net – [www.midshoreshomebuilders.com](http://www.midshoreshomebuilders.com)



MID-SHORES HOME BUILDERS ASSOCIATION, INC.

## Home Planning Guide

### Book Advertising & Sponsorship Opportunities

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Mid-Shores Home Builders Association, Inc. (MSHBA) is proud to announce the publication of this year's **Home Planning Guide**. This guide will serve as a valuable resource for homeowners, accessible both in print for use at home and online for convenient viewing.

#### Why your business should advertise in the Home Planning Guide

A homeowner's dream—whether building a new home or updating their current one—starts with quality local products and skilled local professionals. Alongside advertising, the Home Planning Guide will include informative articles on topics such as Home Buying, Seasonal Maintenance, Remodeling, and generational design Trends. Our goal for the Guide is to deliver real value to area builders, subcontractors, and suppliers by offering a platform to showcase the latest in homebuilding products and services available in our area.

**Mid-Shores Home Builders Association Inc.** invites you to participate as an advertiser and/or sponsor of the **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 is a high-quality, full-color publication with a circulation of 15,000 distributed through the Tempo newspaper. Additional copies will be available at member locations, and a digital version will be accessible on our website.

This glossy 8½" x 11" publication offers advertising opportunities open to both MSHBA members and non-members. Once again, the Home Planning Guide Committee has chosen Zander Press, Inc. of Brillion to design and publish the guide.

**Please purchase your ad by September 30, 2025 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 publications are on hand and can be repeated without changes, if desired.

#### Premier Media Sponsor: \$1000 MEMBERS, \$1500 NON-MEMBERS – limited to 3

Premier Media 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. Should you have any questions or require further information, please feel free to reach out to the MSHBA office or any committee member.

Very Truly Yours,

Tena Hartwig  
Executive Officer

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### Home Planning Guide Committee

#### Chairperson

**Julie Schmitz**  
*K & J Construction and Design LLC*  
920-849-8811

#### Committee Members

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

**Dave Amel**  
*Premier Properties Realty LLC*  
920-980-4477

#### Bill Weber

*Pella Windows & Doors of WI*  
920-435-3791



MID-SHORES HOME BUILDERS ASSOCIATION, INC.

## Home Planning Guide

### Ad Order Contract

## Ad Order Contract | Deadline: September 30, 2025

#### Full Color Glossy Camera-Ready Ad Rates:

	<u>MSHBA Members</u>	<u>Non-members</u>
Premier Media Sponsor (7.5"X10") - limited to 3	\$1000	\$1500
Full Page (7.5"X10")	\$800	\$900
½ Page (7.5"X5" or 3.75"X10")	\$450	\$500
¼ Page (3.75"X5" or 7.5"X2.5")	\$250	\$300

**15,000**  
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 30, 2025 to be included in the Home Planning Guide.**

Signature \_\_\_\_\_ Sold By \_\_\_\_\_

**All contracts must be returned to MSHBA along with ad copy not later than September 30.**

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:

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