



2010 Wisconsin Housing Alliance Advertising Opportunities

Monthly Newsletter-Builder & Community Insights:

The Wisconsin Housing Alliance newsletters, *Builder & Community Insights*, is distributed monthly and has a circulation of approximately 700 readers. **Your ad will have a direct link to your website!** The recipients of this newsletter are members of the Wisconsin Housing Alliance. Ads are due on the 15th of the month preceding publication. This publication will be in electronic format and sent by email, fax or mail and will be on the Alliance website.

	<u>1 issue</u>	<u>(3 issues)</u>	<u>(6 issues)</u>	<u>(12 issues)</u>
Classified Ads (text only-40 words or less)	25.00	75.00	125.00	200.00
Display Ads (Width x Height)				
Quarter Page (3 ¾" x 5")	100.00	250.00	500.00	650.00
Half Page (7 ½" x 5")	200.00	550.00	1100.00	1400.00
Full Page (7 ½" x 10")	300.00	850.00	1700.00	2000.00

Non-Members: Add 50% to the rates listed above

Wisconsin Housing Alliance Membership Directory:

The Wisconsin Housing Alliance membership directory is published in March each year, and is circulated to over 600 member locations. This informational tool is a frequently used industry reference throughout the year. **The directory will be on the Alliance website. This means your ad will have a direct link to your website!** Ads are due by January 14, 2010. The directory will be posted on the website, sent by email, or mailed. Advertisers will receive a printed copy of the directory.

	<u>Members:</u>	<u>Non-Members:</u>
Display Ads (Width x Height)		
1/8 page (3 ¾" x 2 ½")	\$200.00	Add 50% to rates listed
1/4 page (3 ¾" x 5")	\$350.00	
1/2 page (7 ½" x 5")	\$500.00	
full page (7 ½" x 10")	\$750.00	
inside front or back cover ½ page*	\$850.00	
inside front or back cover full page*	\$925.00	
back cover 1/2 page*	\$975.00	
back cover full page*	\$1000.00	

*See the full and ½ page ad sizes above for dimensions. Preferred placement is based on date of payment; therefore, if your company is interested in this prime advertising space, please send your payment to WI Housing Alliance as soon as possible. For cover pages, the Alliance will call you to confirm your payment.

Wisconsin Housing Alliance Websites:

You can now advertise on www.welcomehomewisconsin.com and/or www.modhome.org. The Alliance website has about 55,000 visits each month. Your ad may appear on the website front page or on other website pages.

Ad Size & Rates (width x height are approximations):	<u>Members:</u>	<u>Members:</u>	<u>Non Members:</u>
	<u>6 Months:</u>	<u>12 Months:</u>	
Small: not exceeding 12 pixels in any direction (1 ¼" x 1 ¼")	\$250	\$400	Add 50 % to rates listed.
Medium: either square 180 x 180 pixels (2" x 2" or rectangular 120 x 270 (6" x ¾"))	\$350	\$600	
Banner: 468 x 60 pixels (5" x ½") up to 800 x 90 pixels (6" x ¾")	\$400	\$700	

(for design assistance, call for rates)



2010 WISCONSIN HOUSING ALLIANCE ADVERTISING RATES

Please fill out the form below and return to: 301 N Broom Street, Suite 101, Madison, WI 53703 • You may fax credit card orders to 608-255-5595 • Phone 608-255-3131 • email julie@housingalliance.us

Company: _____
 Contact Person: _____
 Address: _____
 City/State/Zip: _____
 Phone _____ Fax: _____
 Email: _____

MONTHLY NEWSLETTER																																									
What size ad will you run? (width x height) <input type="radio"/> Classified (40 words or less) <input type="radio"/> ¼ page (3 ¾" x 5") <input type="radio"/> ½ page (7 ½" x 5") <input type="radio"/> full page (7 ½" x 10")																																									
In what issues will you run your ad (rates are discounted for advertising 3,6, and 12 times): <input type="radio"/> # 1-Jan. (ad due on Dec. 15) <input type="radio"/> # 2-Feb. (ad due on Jan. 15) <input type="radio"/> # 3-March (ad due on Feb. 15) <input type="radio"/> # 4-April. (ad due on March 15) <input type="radio"/> # 5-May (ad due on April 15) <input type="radio"/> # 6-June (ad due on May 15) <input type="radio"/> # 7-July (ad due on June 15) <input type="radio"/> # 8-Aug. (ad due on July 15) <input type="radio"/> # 9-Sept. (ad due on Aug. 15) <input type="radio"/> # 10Oct. (ad due on Sept. 15) <input type="radio"/> # 11 Nov. (ad due on Oct. 15) <input type="radio"/> # 12-Dec. (ad due on Nov. 15)																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center; padding: 2px;">1 issue:</th> </tr> </thead> <tbody> <tr><td style="padding: 2px;">Classified</td><td style="text-align: right; padding: 2px;">\$25</td></tr> <tr><td style="padding: 2px;">¼ page</td><td style="text-align: right; padding: 2px;">\$100</td></tr> <tr><td style="padding: 2px;">½ page</td><td style="text-align: right; padding: 2px;">\$200</td></tr> <tr><td style="padding: 2px;">Full page</td><td style="text-align: right; padding: 2px;">\$300</td></tr> <tr> <th colspan="2" style="text-align: center; padding: 2px;">3 issues:</th> </tr> <tr><td style="padding: 2px;">Classified</td><td style="text-align: right; padding: 2px;">\$75</td></tr> <tr><td style="padding: 2px;">¼ page</td><td style="text-align: right; padding: 2px;">\$250</td></tr> <tr><td style="padding: 2px;">½ page</td><td style="text-align: right; padding: 2px;">\$550</td></tr> <tr><td style="padding: 2px;">Full page</td><td style="text-align: right; padding: 2px;">\$850</td></tr> <tr> <th colspan="2" style="text-align: center; padding: 2px;">6 issues:</th> </tr> <tr><td style="padding: 2px;">Classified</td><td style="text-align: right; padding: 2px;">\$125</td></tr> <tr><td style="padding: 2px;">¼ page</td><td style="text-align: right; padding: 2px;">\$500</td></tr> <tr><td style="padding: 2px;">½ page</td><td style="text-align: right; padding: 2px;">\$1100</td></tr> <tr><td style="padding: 2px;">Full page</td><td style="text-align: right; padding: 2px;">\$1700</td></tr> <tr> <th colspan="2" style="text-align: center; padding: 2px;">12 issues:</th> </tr> <tr><td style="padding: 2px;">Classified</td><td style="text-align: right; padding: 2px;">\$200</td></tr> <tr><td style="padding: 2px;">¼ page</td><td style="text-align: right; padding: 2px;">\$650</td></tr> <tr><td style="padding: 2px;">½ page</td><td style="text-align: right; padding: 2px;">\$1400</td></tr> <tr><td style="padding: 2px;">Full page</td><td style="text-align: right; padding: 2px;">\$2000</td></tr> </tbody> </table> <p style="font-size: small; margin-top: 5px;">Non members add 50% to rates. All ads will be in black & white.</p>	1 issue:		Classified	\$25	¼ page	\$100	½ page	\$200	Full page	\$300	3 issues:		Classified	\$75	¼ page	\$250	½ page	\$550	Full page	\$850	6 issues:		Classified	\$125	¼ page	\$500	½ page	\$1100	Full page	\$1700	12 issues:		Classified	\$200	¼ page	\$650	½ page	\$1400	Full page	\$2000
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Ad rate: _____ Number of issues: _____ \$ _____																																									

WEB SITE		
	6 Months	12 Months
Small:	\$250	\$400
<input type="checkbox"/> not exceeding 12 pixels in any direction (1 ¼" x 1 ¼")		
Medium:	\$350	\$600
<input type="checkbox"/> either square 180 x 180 pixels (2" x 2") or rectangular 120 x 270 pixels (1 ¼" x 2 ¾")		
Banner:	\$400	\$700
<input type="checkbox"/> 468 x 60 pixels (5" x ½") up to 800 x 90 pixels (6" x ¾") (for design assistance, call for rates) (width x height are approximations)		
Non members add 50% to rates. All ads must be submitted as .jpg, .gif or .tif files. Rates are for one ad on ONE website.		
Please indicate which website you would like your ad to appear: <input type="radio"/> www.welcomehomewisconsin.com <input type="radio"/> www.modhome.org		
Please indicate which page on the website you would like your ad to appear: _____		
Ad size: _____ Number of Months: _____ \$ _____		

MEMBERSHIP DIRECTORY	
What size ad will you run?	
<input type="radio"/> 1/8 page (3 ¾" x 2 ½")	\$200.00
<input type="radio"/> 1/4 page (3 ¾" x 5")	\$350.00
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Non members add 50% to rates.	
* see full and ½ page ad sizes for dimensions. Preferred placement is based on date of payment; the. All ads are black and white except for the back cover which will be in full color. Ads are due by January 14, 2010. Advertisers will receive a printed directory.	
\$ _____	

Please submit all ads to julie@housingalliance.us. Newsletter and directory ads must be high resolution (300 dpi) .pdf files. If unable to submit in this format, please contact Julie for alternate format options. Classified ads may be faxed or emailed.

The WI Housing Alliance reserves the right to refuse any advertising deemed inappropriate.

PAYMENT (prepayment is required for all ads)	
Check payable to WI Housing Alliance enclosed in the amount of \$ _____	Please bill my Mastercard or Visa for the amount of \$ _____
Card Number: _____	Exp. Date: _____