

# 2022 THE RIGHT ANGLE

## NEWSLETTER ADVERTISING CONTRACT

FULL COLOR PUBLICATION. RESERVE YOUR SPACE TODAY!  
CONTRACTS DUE DECEMBER 15, 2021



MADISON AREA  
BUILDERS ASSOCIATION

REACHES  
**400+**  
MEMBER  
MAILBOXES  
MONTHLY

REACHES  
**1000**  
MEMBERS  
DIGITALLY  
MONTHLY

DIRECT  
CLICKABLE  
LINKS  
TO YOUR  
WEBSITE

FULLY CUSTOM  
AD SPACE

### A. SELECT ONE OF THE FOLLOWING AD SIZES (ALL ADS ARE FULL COLOR)

- 1/8 PAGE (3.375" X 2.062") - \$800 total for six issues plus Annual Report**
- 1/4 PAGE (3.375" X 4.375") - \$1165 total for six issues plus Annual Report**
- 1/2 PAGE (7" X 4.375") - \$1800 total for six issues plus Annual Report**
- FULL PAGE (7" X 9") - \$3200 total for six issues plus Annual Report**
- INSIDE BACK | FULL PAGE (7" X 9") - \$4000 Total for six issues plus Annual Report**
- INSIDE FRONT | FULL PAGE (7" X 9") - \$4000 Total for six issues plus Annual Report**
- INSIDE BACK | HALF PAGE (7" X 4.375") - \$2300 Total for six issues plus Annual Report**
- INSIDE FRONT | HALF PAGE (7" X 4.375") - \$2300 Total for six issues plus Annual Report**
- BACK COVER | FULL PAGE (7" X 9") - \$4200 Total for six issues plus Annual Report**

### B. SELECT ONE OPTION

- Please use the exact same ad used in the 2021 Right Angle**
- My camera-ready art or a digital file as specified in Section F on the back of this form**
- I will deliver my ad to Slack Attack Communications no later than December 30, 2021**  
Note: If you select this option you ad must meet the specifications defined in section F on the back of this form.
- Have Slack Attack Communications contact me to arrange for ad changes or design**  
Note: The deadline for submitting camera-ready ads is December 30, 2021

### C. USE THE FOLLOWING WEB ADDRESS TO LINK MY AD IN THE DIGITAL RIGHT ANGLE

**I UNDERSTAND THAT:**

1. THERE ARE SEPARATE, ADDITIONAL CHARGES FOR AD CHANGES AND PREPARATION.
2. ALL CHARGES ARE ESTIMATED AND VARY DEPENDING ON THE COMPLEXITY OF THE AD AND THE NUMBER OF CHANGES MADE DURING PRODUCTION.
3. ONE SET OF CLIENT CHANGES PRIOR TO PUBLICATION OF THE FIRST ISSUE IS ALLOWED AND THAT ANY FURTHER CHANGES WILL BE CHARGED ON A TIME AND MATERIALS BASIS.
4. THERE IS AN ADDITIONAL CHARGE FOR SCANS AND THAT THE FEE IS IN ADDITION TO THE CHARGES IN ITEM A ABOVE AND THAT SLACK ATTACK WILL BILL ME DIRECTLY.
5. AD CREATION CHARGES ARE 1/8 PAGE \$100, 1/4 PAGE \$125, 1/2 PAGE \$150, FULL PAGE \$200

**D. CONTACT INFORMATION (PLEASE PRINT OR TYPE)**

COMPANY:

NAME:

MAILING ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

FAX:

EMAIL:

SIGNATURE:

**E. METHOD OF PAYMENT (CHECK ONE)**

PLEASE BILL MY CREDIT CARD

NAME ON CARD:

A CHECK FOR THE FULL AMOUNT IS ENCLOSED

CARD NUMBER:

I WILL SEND A CHECK BY DEC. 15, 2021

EXP. DATE:

CSV:

MAKE CHECKS PAYABLE TO: MADISON AREA BUILDERS ASSOCIATION  
MAIL TO: MABA, 5936 SEMINOLE CENTRE COURT #203, MADISON, WI 53711

**F. AD SPECIFICATIONS**

- \* ADS WILL ONLY BE ACCEPTED AS DIGITAL FILES. PDF FORMATS ARE STRONGLY ENCOURAGED
- \* ADS MUST BE SENT SIZED TO THE EXACT DIMENSIONS SPECIFIED IN SECTION A
- \* ALL ADS MUST BE RECEIVED READY FOR INSERTION INTO THE NEWSLETTER
- \* DIGITAL FILE FORMATS ACCEPTED INCLUDE ILLUSTRATOR, PHOTOSHOP AND PDF
- \* DIGITAL FILES MUST BE SUBMITTED ON A CD OR BY EMAIL. PLEASE INCLUDE A HARD COPY WITH THE DIGITAL FILE.
- \* PLEASE INCLUDE ALL FONTS USED
- \* ALL ADS MUST BE SUBMITTED WITH A MINIMUM OF 300 DPI. THE HIGHER THE QUALITY, THE BETTER THE AD.
- \* ALL HALF TONES MUST BE 133-LINE SCREEN FOR BEST REPRODUCTION

**QUESTIONS? CONTACT SLACK ATTACK COMMUNICATIONS**

BARBARA SLACK (608) 217-5549 OR BARBARA@SLACKATTACK.COM, OR KELLY SLACK AT KELLY@SLACKATTACK.COM

RETURN THIS CONTRACT TO SLACK ATTACK COMMUNICATIONS BY DECEMBER 15, 2021

A LIMITED NUMBER OF AD SPOTS ARE AVAILABLE. FIRST-COME, FIRST-SERVED. SUBJECT TO MABA APPROVAL.