

About WBA:

The Wisconsin Builders Association® is a professional trade association dedicated to preserving and promoting the American dream and consists of 25 local associations across the state. WBA advances the Wisconsin housing industry for members and consumers through government involvement, education and promotion. WBA members represent residential and light commercial construction, development and remodeling, as well as sub-contractors, suppliers, manufacturers, lenders and other businesses associated with the home-building industry. WBA is the **third-largest** trade association in Wisconsin and consistently in the **top 5** for political contributions/lobbying.

About Wisconsin Building News

Now more than ever, professionals consume information on the go. Distributed on the **first business day of each month**, *Wisconsin Building News* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of decision-makers on a regular basis
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Sections include:

- Hot Topics
- News Briefs
- Upcoming Events

Advertisement Positions:

Horizontal Banner

- Exclusive position – NO ROTATION
- Located above the eNewsletter content for high visibility

12 Months | \$3,000 6 Months | \$1,800

Vertical Banner

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

12 Months | \$3,500 6 Months | \$2,000

CONTACT:

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Advertising on the WBA website – www.wisbuild.org

Advertising on the WBA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to wisbuild.org to learn about upcoming association events, discover ways to maximize their WBA membership and to stay informed about hot topics in the building industry. Advertising on wisbuild.org offers several cost-effective opportunities to position your company in front of an influential group of housing industry professionals.

Features of WBA website advertising:

- Cross-promoted in WBA's communication pieces
- Allows dynamic, time-sensitive promotion
- Directs visitors to your site to expedite purchases
- Year-round visibility reinforces brand recognition

On average, www.wisbuild.org receives:

- 3,788 unique visitors per month*
- 9,600 page views per month*
- 527,910 hits per month*

*All numbers are averages based on the period for January through July 2010.



Web Page Peel

- This premier position stands out and grabs viewers' attention when they open the WBA website.
- Home page only
- EXCLUSIVE position, no rotations

6 Months | \$1,200 **12 Months** | \$2,000

Web Custom Tile

- Home page only
- One position with a maximum of two advertisers rotating

6 Months | \$1,100 **12 Months** | \$1,800

Web Half Banners

- On every page of the website - Exclusive per position
- 3 banners, rotating advertiser per banner

6 Months | \$900 **12 Months** | \$1,500

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