

MONUMENT BUILDERS OF NORTH AMERICA

MBN News

JUNE 2020



What's New in the
Monument Industry

ADVERTISING 2021

ORDER FORM

MONUMENT BUILDERS



OF NORTH AMERICA

Monument Builders of North America

Our Mission: To define and promote memorialization in a viable, innovative, and diversified way for the membership and to enhance the awareness of memorialization by the general public and the remembrance industry. *MBNews* focuses on original content that will enhance and support your business operations. Our editorial and design team is focused on creating a magazine with powerful, deep stories and information that will benefit readers across the industry.

MBNews – It's Happening!

MBNews is the official monthly publication of the Monument Builders of North America. The issue date for *MBNews* is the first of every month.

WHO Reads *MBNews*?

The mail-out circulation of *MBNews* is nearly 1,000 copies. Its subscribers are MBNA members in North America, with about 60 outside of North America. Members are primarily owners of monument retailing companies or Certified Memorialists® within a monument builder shop. These are the key people who buy and specify products and supplies—everything from granite and small hand tools used in the industry, to trucks and truck-mounted cranes. The companies range in size from one- to two-person operations to those with 30 or more employees.

The pass-along readership is very good within these companies. Total readership of any monthly issue is estimated at up to 3,000 people who buy or specify products. In addition, because of the artistic aspects of featured memorials and the high quality of the magazine, readers tend to retain their copies for future reference. **Your ad placed in *MBNews* will receive great exposure for quite some time.**

WHY Do They Read *MBNews*?

Each month, *MBNews* focuses on bringing timely editorial content of high interest to its readers.

- **The latest and best in memorial art**—from personalized memorials for individuals to large-scale public memorials.
- **Information that will help readers** in their day-to-day business operations.
- **Stories, columns, and case studies** focused on creativity, innovations, trends, and a worldwide view of memorialization.
- **Features from industry experts**, including “Tombstone Talk,” “The Toolbox,” and “Artistic Insights.”
- **PLUS**—Important industry and association news.

MBNews 2021 Editorial Calendar

JANUARY MBNA Membership Benefits & Programs	FEBRUARY Gearing Up for Spring	MARCH Cremation Industry Trends	APRIL Post-Convention Issue
MAY MBNA Awards	JUNE What's New in the Monument Builders Marketplace	JULY The North American Marketplace	AUGUST Personnel & Training
SEPTEMBER Legal & Safety	OCTOBER Tooling & Carving	NOVEMBER Pre-Conference Issue	DECEMBER Marketing, Publicity & Sales

MBNews 2021 Advertising Rates & Specifications

Black & White Ads

	1X	3X	6X	9X	12X
Full Page	\$920	\$830	\$790	\$740	\$690
½ - Pg. Horiz.	\$620	\$560	\$530	\$500	\$470
½ - Pg. Vert.	\$620	\$560	\$530	\$500	\$470
¼ - Page	\$475	\$430	\$405	\$375	\$350
2-Pg. Spread	\$1,655	\$1,495	\$1,380	\$1,305	\$1,235

Full-Color Ads

	1X	3X	6X	9X	12X
Full Page	\$1,520	\$1,430	\$1,390	\$1,340	\$1,295
½ - Pg. Horiz.	\$1,220	\$1,160	\$1,135	\$1,100	\$1,070
½ - Pg. Vert.	\$1,220	\$1,160	\$1,135	\$1,100	\$1,070
¼ - Page	\$1,075	\$1,020	\$1,005	\$980	\$950
2-Pg. Spread	\$2,255	\$2,090	\$1,980	\$1,905	\$1,830
Advertorial	\$1,520	\$1,430	\$1,390	\$1,340	\$1,295

Back of the Book Ad Page

	1X	3X	6X	9X	12X
1/8 Page – BW	\$400	\$375	\$350	\$330	\$300
1/8 Page – Color	\$700	\$675	\$650	\$630	\$600
1/16 Page – BW	\$300	\$275	\$250	\$230	\$200
1/16 Page – Color	\$500	\$475	\$450	\$430	\$400

Nonmembers add 50% premium to ad rates.

Ad Reservation Deadlines

January - December 10, 2020	Feb - December 31, 2020
Roster - January 10, 2021	March - January 31, 2021
April - February 28, 2021	May - March 31, 2021
June - April 30, 2021	July - May 31, 2021
August - June 30, 2021	September - July 31, 2021
October - August 31, 2021	Nov - September 30, 2021
December - October 31, 2021	

Premium Location Placement Rates

Request ad position on contract

Inside Front Cover and Inside Back Cover - \$80

Outside Back Cover - \$40

Ads used for cover placement must be full color.

Two-page spread centerfolds are an additional 25%.

Advertorial is an opportunity to explain in detail the benefits of your company, services, or products; share an innovation; or present company research through written content that will be published in *MBNews*.

*****Purchase an ad for the 2021 Annual Roster & Buyer's Guide as part of your bulk rate for 2021 MBNews advertising!*****

Mechanical Requirements

Trim size: 8.5 x 11 in.

Binding method: Saddle stitch

Printing process: Sheet-fed offset

Production Guidelines Accepted Formats

InDesign, Illustrator, Photoshop CS5 TIFF, EPS, or JPG if it is at least 300 dpi. Acrobat PDF.

PRODUCTION CHARGES apply if file has to be adjusted. Production charge is 10% of the base price of the ad, and alterations are charged accordingly. No discounts are applicable. Please verify files are CMYK, not RGB.

Requirements

Grayscale, Line Art, or CMYK files, not RGB. Postscript fonts ONLY. NO true type fonts. Fonts be should either embedded in file or converted to paths. Make sure all fonts (screen and printer fonts), EPS, TIFFs, and logos are included with your file. 130-line screen. Halftones set at 300 dpi or larger. Line art at 600 dpi or larger. Adobe Acrobat PDFs should be saved to PRESS format with the resolution set at 300 dpi and all fonts embedded.

Storage of Materials

Art files will be saved for 12 months and then destroyed unless otherwise instructed by the advertiser or agency.

Shipping Instructions

All insertion orders, printing material, and instructions should be sent to:

MBNews

Monument Builders of North America

1300 Piccard Drive + Suite LL 14

Rockville, MD 20850

800.233.4472 | F: 301.990.9771

mbnews@monumentbuilders.org

MBNews 2021 Advertising Insertion Order

Advertiser Information (Please print)

Advertiser _____
 Address _____
 City/State/Zip _____
 Phone _____
 Email _____
 Contact _____
 Signature _____

Agency _____
 Address _____
 City/State/Zip _____
 Phone _____
 Email _____
 Contact _____
 Date _____

Ad Insertion Information

Please place a mark by the *MBNews* issue in which you wish to advertise and indicate ad size and color of ad. (Rate is determined by ad frequency: 1X, 3X, 6X, 9X or 12X; see rate information.) Ad positions are determined on a first-come, first-served basis. **All payments must be made in USD.**

****Purchase an ad for the 2021 Annual Roster & Buyer's Guide as part of your bulk rate for 2021 MBNews advertising!**

To pay via wire transfer, please contact MBNA Headquarters (info@monumentbuilders.org) for wire transfer instructions. The purchaser is responsible for all banking fees related to wire transfers.

Example

January December 10, 2020 BW 4C 1/2 pg Vertical \$ \$620

Issue	Deadline	BW/4 Color	Ad Size	Ad Position	Rate per issue
<input type="checkbox"/> January	December 10, 2020	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> February	December 31, 2020	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> Roster**	January 10, 2021**	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> March	January 31, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> April	February 28, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> May	March 31, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> June	April 30, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> July	May 31, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> August	June 30, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> September	July 31, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> October	August 31, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> November	September 30, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____
<input type="checkbox"/> December	October 31, 2021	<input type="checkbox"/> BW <input type="checkbox"/> 4C	_____	_____	\$ _____