

MBNEWS

Monthly publication of the **MONUMENT BUILDERS OF NORTH AMERICA**

MBNews is the official monthly publication of the Monument Builders of North America. MBNews content is guided by the Editorial Advisory Board made up of MBNA members ensuring the articles are relevant and useful to monument building professionals.

MBNews 2025 Themes

Artwork and Content Deadline: First of the month preceding the month of publication

January	North American Marketplace
February	Cremation
March	Tooling & Carving
April	Member Benefits
May	Conference Wrap-up
June	Awards and Design
July	Equipment & Technology
August	Personnel/Human Resources
September	Annual Roster & Buyers Guide
September	Operations
October	Marketing and Sales
November	MBUniversity Preview
December	Inventory/ Year-End

Specifications

Trim size: 8.5 x 11 in.

Bleed size: 8 3/4 x 11 3/8

Binding method: Saddle stitch

Annual Roster and Buyers Guide is perfect bound.

Production Guidelines

Accepted formats: Acrobat PDF, InDesign, Illustrator, EPS, or JPG if it is at least 300 dpi.

Need assistance with artwork? The MBNews staff is happy to prepare an ad from submitted text and images. A proof will be sent prior to publication.

MBNews

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Who Reads MBNews?

Each month, MBNews is mailed to more than 700 of the memorial care industry's key decision-makers in the US and Canada:

- Owners of monument retailing companies
- Certified Memorialists® working in a monument builder shop.
- People who buy and specify products and supplies—everything from granite and small hand tools to truck-mounted cranes.
- Businesses ranging in size from one- to two-person operations to those with 30 or more employees.

2025 Member Advertising Rates

Price per insertion	1x	3x	6x	12x
full page				
Color	\$1,520	\$1,430	\$1,340	\$1,205
Black/white	\$920	\$820	\$740	\$690
½ page				
Color	\$1,220	\$1,160	\$1,100	\$1,070
Black/white	\$620	\$560	\$500	\$470
¼ page				
Color	\$1,075	\$1,020	\$980	\$950
Black/white	\$475	\$430	\$375	\$350

- Digital benefits available to all advertisers - placement with live links in the MBNews online issue plus a message on MBNA social media channels once in each month you advertise.
- To advertise in the annual Roster & Buyers Guide use the one-time rate or add an additional issue at your selected frequency. Full-year (12x) advertisers placed in the annual Roster & Buyers Guide at no additional cost.
- Back, Inside Front or Inside Back Covers add \$80 per issue
- Not a member of MBNA? Please add 50% to rates above or consider joining MBNA. (<https://monumentbuilders.org/join/>)
- Employment and Classified advertising options available for a per-word cost.
- 15% agency discount available upon request.
- Advertorials are articles of no more than 3 pages that feature your company. Article can be submitted or created by the MBNews staff. Cost is \$1,520. Please allow 60 days prior to publication to work with MBNA staff.