

# 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*

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

Monument Builders of North America  
3502 Woodview Trace, Ste. 300  
Indianapolis, IN 46268  
800.233.4472 | F: 317.280.8527  
mbnews@monumentbuilders.org

## 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 Non-Member Advertising Rates

Price per insertion	1x	3x	6x	12x
<b>full page</b>				
Color	\$3,040	\$2,860	\$2,680	\$2,410
Black/white	\$1,840	\$1,640	\$1,480	\$1,380
<b>½ page</b>				
Color	\$2,440	\$2,320	\$2,200	\$2,140
Black/white	\$1,240	\$1,120	\$1,000	\$940
<b>¼ page</b>				
Color	\$2,150	\$2,040	\$1,960	\$1,900
Black/white	\$950	\$860	\$750	\$700

- 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.
- Not a member of MBNA? MBNA members receive a 50% discount from the rates above. 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 \$3,040. Please allow 60 days prior to publication to work with MBNA staff.