

MB NEWS

June
2023

MONUMENT BUILDERS OF NORTH AMERICA

THE
AWARD
ISSUE

2024

ADVERTISING ORDER FORM

MONUMENT BUILDERS



OF NORTH AMERICA

3502 Woodview Trace, Ste. 300 | Indianapolis, IN 46268 |
800.233.4472 | mbnews@monumentbuilders.org

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

MBNews focuses on original content that will enhance and support your business operations. Our editorial and design teams are focused on creating a magazine with powerful, deep stories and information that will benefit readers across the industry.

MBNews 2024 Editorial Calendar

January	North American Marketplace
February	Education & Training
March	WinMBNA/ MBNA Annual Roster & Buyers Guide
April	Post-Conference
May	Awards
June	Design
July	Equipment & Technology
August	Member Benefits
September	Business Operations
October	Marketing, Publicity, Sales
November	Pre-Conference
December	Funeral Home Relationships



Who Reads MBNews?

Each month, MBNews is mailed to more than 700 of the memorial care industry's key decision-makers—owners of monument retailing companies or Certified Memorialists® within a monument builder shop. This niche group includes:

- 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.
- Companies ranging in size from one- to two-person operations to those with 30 or more employees.
- Finally, due to the artistic aspects of featured memorials and the high quality of the magazine, readers tend to retain their copies for future reference or pass them along to others.

You can feel confident that 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 “Artistic Insights” and “Tools of the Trade.”
- PLUS—Important industry and association news.

MBNews 2023 Advertising Rates & Specifications

Full-Color or Black White Ads | Members that purchase 12 ads will receive a free ad of the same size in the Annual Roster and Buyer's Guide!

*Total Price Shown

	1x*	3x* Save 10%	6x* Save 15%	9x* Save 20%	12x* Save 25%
Member					
full page	\$920	\$2,490	\$4,740	\$6,660	\$8,280
½ page horiz./vert.	\$620	\$1,680	\$3,180	\$4,500	\$5,640
¼ page	\$475	\$1,290	\$2,430	\$3,375	\$4,200
2-page spread	\$1,655	\$4,485	\$8,280	\$11,745	\$14,820
Advertorial	\$2,000	\$5,400	\$10,200	\$14,400	\$18,000
Non-Member					
full page	\$1,840	\$4,290	\$9,480	\$13,320	\$16,560
½ page horiz./vert.	\$1,240	\$3,360	\$6,360	\$9,000	\$11,280
¼ page	\$950	\$2,580	\$4,860	\$6,750	\$8,400
2-page spread	\$3,310	\$8,970	\$16,560	\$23,490	\$29,640
Advertorial	\$4,000	\$10,800	\$20,400	\$28,800	\$36,000

Inside Front or Back Cover | Add \$80 per issue

Ad Reservation Deadlines

JANUARY December 1, 2023

FEBRUARY January 1, 2024

MARCH February 1, 2024

MBNA ANNUAL ROSTER & BUYER'S GUIDE February 1, 2024

APRIL March 1, 2024

MAY April 1, 2024

JUNE May 1, 2024

JULY June 1, 2024

AUGUST July 1, 2024

SEPTEMBER August 1, 2024

OCTOBER September 1, 2024

NOVEMBER October 1, 2024

DECEMBER November 1, 2024

Premium Location Placement Rates

Request ad position on contract

Inside Front Cover and Inside Back Cover - \$80

Ads used for inside 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.

Specifications

Trim size: 8.5 x 11 in.

Binding method: Saddle stitch

Printing process: Sheet-fed offset

Production Guidelines

Accepted formats: InDesign, Illustrator, 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 or CMYK files, not RGB. Postscript fonts ONLY. NO true type fonts. Fonts should be either embedded in file or converted to paths/outlined. 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. PDFs should be saved to PRESS format with the resolution set at 300 dpi and all fonts embedded.

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OF NORTH AMERICA

ADVERTISING 2024 ORDER FORM



MBNews 2024 Advertising Insertion Order

Advertiser Information (Please print)

Advertiser	Agency
Address	Address
City State ZIP	City State ZIP
Telephone	Telephone
Email	Email
Contact	Contact
Signature	Date

Ad Insertion Information

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

Prepayment is required for all ads.

Example:

January | December 1, 2023 | Front | Back | 1/2 page | vertical

Issue	Deadline	Front Cover	Back Cover	Ad Size	Ad Position
<input type="checkbox"/> January	December 1, 2023	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> February	January 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> March	February 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> MBNA Annual Roster & Buyer's Guide	February 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> April	March 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> May	April 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> June	May 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> July	June 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> August	July 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> September	August 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> October	September 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> November	October 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		
<input type="checkbox"/> December	November 1, 2024	<input type="checkbox"/> Front	<input type="checkbox"/> Back		

**Email completed forms to: mbnews@monumentbuilders.org.
 An invoice will be sent for payment either by check or credit card.**