



ADVERTISING
2022
ORDER FORM

MONUMENT BUILDERS



OF NORTH AMERICA



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 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?

Each month, MBNews is mailed to more than **650** 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 the 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. 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 "Artistic Insights" and "Tools of the Trade."
- PLUS—Important industry and association news.

MBNews 2022 Editorial Calendar

JANUARY	The North American Marketplace
FEBRUARY	Design Awards MBNA Annual Roster & Buyer's Guide
MARCH	Post-Conference
APRIL	Cremation Industry Trends
MAY	Business Operations
JUNE	Member Benefits and Programs
JULY	Design
AUGUST	Personnel & Training
SEPTEMBER	Legal and Safety
OCTOBER	Tooling and Carving
NOVEMBER	Marketing, Publicity & Sales
DECEMBER	Pre-Conference



MBNews 2022 Advertising Rates & Specifications

		1x	3x	6x	9x	12x
Black & White Ads (BW)	full page	\$920	\$830	\$790	\$740	\$690
	½ page horiz.	\$620	\$560	\$530	\$500	\$470
	½ page vert.	\$620	\$560	\$530	\$500	\$470
	¼ page	\$475	\$430	\$405	\$375	\$350
	2-page spread	\$1,655	\$1,495	\$1,380	\$1,305	\$1,235
Full-Color Ads (4C)	full page	\$1,520	\$1,430	\$1,390	\$1,340	\$1,295
	½ page horiz.	\$1,220	\$1,160	\$1,135	\$1,100	\$1,070
	½ page vert.	\$1,220	\$1,160	\$1,135	\$1,100	\$1,070
	¼ page	\$1,075	\$1,020	\$1,005	\$980	\$950
	2-page spread	\$2,255	\$2,090	\$1,980	\$1,905	\$1,830
	Advertorial	\$1,520	\$1,430	\$1,390	\$1,340	\$1,295

Nonmembers add 50% premium to ad rates.

Ad Reservation Deadlines

JANUARY	November 30, 2021
ROSTER	December 15, 2021
FEBRUARY	December 31, 2021
MARCH	January 31, 2022
APRIL	February 28, 2022
MAY	March 31, 2022
JUNE	April 30, 2022
JULY	May 31, 2022
AUGUST	June 30, 2022
SEPTEMBER	July 31, 2022
OCTOBER	August 31, 2022
NOVEMBER	September 30, 2022
DECEMBER	October 31, 2022

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 2022 Annual Roster & Buyer's Guide as part of your bulk rate for 2022 MBNews advertising!*****

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 be should 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. Adobe Acrobat PDFs should be saved to PRESS format with the resolution set at 300 dpi and all fonts embedded.

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

MONUMENT BUILDERS



OF NORTH AMERICA



MBNews 2022 Advertising Insertion Order

Advertiser Information (Please print)

Advertiser _____

Address _____

City _____ State _____ ZIP _____

Telephone _____

Email _____

Contact _____

Signature _____

Agency _____

Address _____

City _____ State _____ ZIP _____

Telephone _____

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 on previous page.) Ad positions are determined on a first-come, first-served basis. All payments must be made in USD. **Prepayment of all ads is required prior to publication.**

**Purchase an ad for the 2022 Annual Roster & Buyer's Guide as part of your bulk rate for 2022 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 | November 30, 2021 | BW | 4C | *1/2 page* | vertical | \$620

Issue	Deadline	BW/4 Color		Ad Size	Ad Position	Rate per Issue
<input type="checkbox"/> January	November 30, 2021	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> Roster	December 15, 2021	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> February	December 31, 2021	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> March	January 31, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> April	February 28, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> May	March 31, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> June	April 30, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> July	May 31, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> August	June 30, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> September	July 31, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> October	August 31, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> November	September 30, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			
<input type="checkbox"/> December	October 31, 2022	<input type="checkbox"/> BW	<input type="checkbox"/> 4C			