



Monument Builders of North America

MBNews is the official monthly publication of the Monument Builders of North America, which celebrated its 100th anniversary in 2006. The Issue date for MBNews is the first of every month.

MBNA's 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.

WHO Reads MBNews?

MBNews' mail-out circulation is nearly 1,000 copies. Its subscribers are MBNA members in North America and about 60 internationally. Members are primarily owners of monument builder companies or Certified Memorialists[®] within a monument builder shop. These are the key people who buy and specify products and supplies—everything from granite, small hand tools used in the industry, to trucks and truck-mounted cranes. The companies range in size from 1-2-person operations to companies with 30 or more employees.



MBNews 2011 Editorial Calendar

JANUARY Best Business Practices	JULY International Impact on the North American Marketplace
FEBRUARY Insurance, Safety & Business Issues	AUGUST Education and Training Concepts
MARCH Sales/Marketing & Publicity Trends & Innovations	SEPTEMBER Intellectual Property Protection
APRIL Post – Convention Issue	OCTOBER Social Media Marketing
MAY Monument Design & Creativity	NOVEMBER Pre-JAM Issue
JUNE What's New in the Monument Builders Marketplace?	DECEMBER Business, Estate and Tax Planning

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 have the ability to buy or specify products. In addition, because of the “art” aspects of memorials featured and the high quality of the magazine, readers tend to keep their copies available for future reference. **Your ad placed in the MBNews will receive great exposure over a long period of 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** with MBNA membership focuses on creativity, innovations, trends and a worldwide view of memorialization.
- **Consumer Advocacy Update:** In 1997, MBNA established a Consumer Advocacy Program that works with individual members and their customers, ensuring they are aware of their rights and choices in memorializing family and friends. The program is strictly funded through contributions from members and industry associations. The consultant contracted as MBNA's consumer advocate writes a monthly column that updates readers of consumer advocacy issues in individual states.
- **PLUS—Important industry and association news.**

For advertising information contact: James Perry
1.800.233.4472 x114 or info@monumentbuilders.org

For information about editorial content contact: Don Mounce
1.800.233.4472 x472 or mbnews@monumentbuilders.org

MB News 2011 Advertising Rates & Specifications

Black & White Ads

	1X	3X	6X	12X
Full Page	\$837	\$754	\$718	\$629
½-Pg Horiz.	\$562	\$510	\$484	\$426
½-Pg Vert.	\$562	\$510	\$484	\$426
¼-Page	\$432	\$390	\$369	\$317
2-Pg Spread	\$1,503	\$1,357	\$1,253	\$1,123

Full Color

	1X	3X	6X	12X
Full Page	\$1,383	\$1,300	\$1,264	\$1,175
½-Pg Horiz.	\$1,108	\$1,056	\$1,030	\$972
½-Pg Vert.	\$1,108	\$1,056	\$1,030	\$972
¼-Page	\$978	\$926	\$915	\$863
2-Pg Spread	\$2,049	\$1,901	\$1,799	\$1,664

NOTE: Non-Members add 50% premium to ad rates.

<u>Ad Size Non-Bleed</u>	<u>Bleed</u>
Full Page 7 X 10 in.	8.75 X 11.25 in.
½ Pg Horiz. 7 X 4.75 in.	8.75 X 5 in.
½ Pg Vertical 3.5 X 10 in.	3.75 X 11.25 in.
Quarter Page 3.5 X 4.75 in.	3.75 X 5 in.
2-page Spread 15.5 X 10 in.	17.25 X 11.25 in.

Cover Premiums All rates are net.

Request ad position on contract.

Ads used for cover placement must be **four-color**.

Premium Location Placement Rates

Inside Front Cover and Inside Back Cover—\$80

Outside Back Cover—\$40

Right Side Pages are an additional 25%

2011 Ad Reservation Deadlines

January	November 30, 2010
February	December 30, 2010
March	January 31, 2011
April	February 28, 2011
May	March 31, 2011
June	April 29, 2011
July	May 31, 2011
August	June 30, 2011
September	July 29, 2011
October	August 31, 2011
November	September 30, 2011
December	October 31, 2011

Mechanical Requirements

Trim Size 8.5 X 11 in. Binding Method Saddle Stitch Printing
Process Sheet-fed Offset

Production Guidelines Accepted Formats

InDesign 2.0 or 3.0 Illustrator Photoshop 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 should be either embedded in file or converted to paths. Make sure all fonts (screen and printer fonts), eps, tiffs, 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 with all the fonts embedded.

Storage of Materials

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

Shipping Instructions

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

MB News

Don Mounce, *Editor*

Monument Builders of North America

136 South Keowee St. | Dayton, OH 45402

T: 800.233.4472 | F: 937.222.5794

E: mbnews@monumentbuilders.org



MONUMENT BUILDERS



OF NORTH AMERICA

MB News 2011 Advertising Insertion Order

Advertiser Information (Please print)

Advertiser _____
Address _____
City/State/Zip _____
Phone _____
E-mail _____
Contact _____
Signature _____

Agency _____
Address _____
City/State/Zip _____
Phone _____
E-mail _____
Contact _____
Date _____

Ad Insertion Information

Please place a mark by the *MB News* issue in which you wish to advertise and indicate ad size (full, 1/2, 1/4 or spread) and color of ad. (Rate is determined by ad frequency: 1X, 3X, 6X or 12X; see rate information.) Ad positions are determined on a first-come, first-served basis.

Issue	Deadline	Ad Size	Ad Position	Rate per issue
_____ January	November 30, 2010	_____	_____	\$ _____
_____ February	December 30, 2010	_____	_____	\$ _____
_____ March	January 31, 2011	_____	_____	\$ _____
_____ 2011 Roster	January 15, 2011	_____	_____	\$ _____
_____ April	February 28, 2011	_____	_____	\$ _____
_____ May	March 31, 2011	_____	_____	\$ _____
_____ June	April 29, 2011	_____	_____	\$ _____
_____ July	May 31, 2011	_____	_____	\$ _____
_____ August	June 30, 2011	_____	_____	\$ _____
_____ September	July 29, 2011	_____	_____	\$ _____
_____ October	August 31, 2011	_____	_____	\$ _____
_____ November	September 30, 2011	_____	_____	\$ _____
_____ December	October 31, 2011	_____	_____	\$ _____

Please Indicate One: _____ Color _____ Black-and-white

Please send to the attention of:

MB News

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