

MASONRY

RATES + SPECS 2023

MCAAMEDIAKIT.COM



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Print

70,000 Monthly Readers

17,500 Individual Subscribers

13,350 Company Subscribers



Spread

1X: \$7,260 | 6X: \$6,600 | 12X: \$5,940
Strategic Partners Save 30%
MCAA Members Save 10%

Trim Size: 16 3/4" X 10 7/8"

Full Size: 17 1/4" X 11 1/8" (Bleed of 0.25" included)

The safe area is set at a minimum of 0.125" away from Trim Edges. 0.25" safe area from the Trim Edges is recommended. Please keep all important elements away from the center fold.



Full Page

1X: \$4,090 | 6X: \$3,830 | 12X: \$3,430
Strategic Partners Save 30%
MCAA Members Save 10%

Trim Size: 8 3/8" X 10 7/8"

Full Size: 8 5/8" X 11 1/8" (bleed of 0.25" included)

The safe area is set at a minimum of 0.125" away from Trim Edges. 0.25" safe area from the Trim Edges is recommended.



Half Page

1X: \$3,300 | 6X: \$2,900 | 12X: \$2,510
Strategic Partners Save 30%
MCAA Members Save 10%

Full Size (Vertical): 3 1/4" X 10"

Full Size (Horizontal): 7" x 4 3/4"

Please do not export your artwork with "printer marks" (Crop marks, Trim Line, etc.). No bleed is necessary for Half Pages.



Quarter Page

1X: \$2,640 | 6X: \$2,510 | 12X: \$2,110
Strategic Partners Save 30%
MCAA Members Save 10%

Full Size: 3 1/4" X 4 7/8"

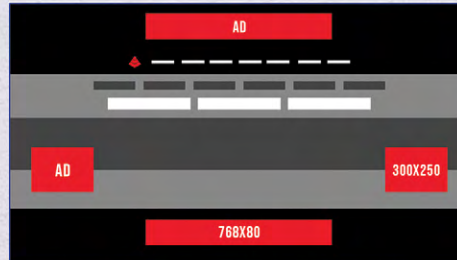
Do not export your artwork with any "printer marks"
No bleed is necessary for Quarter Pages

Digital

750,000 Monthly Visitors

2-4M Monthly Ad Impressions

18,000 Email Subscribers

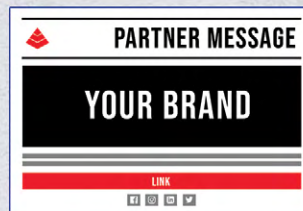


Run of Sites (Leaderboard and Box): \$40 CPM

Single Size (Leaderboard or Box): \$46 CPM

Geo-Targeted: \$52 CPM

Leaderboard: 728x90 | **Box:** 300x250

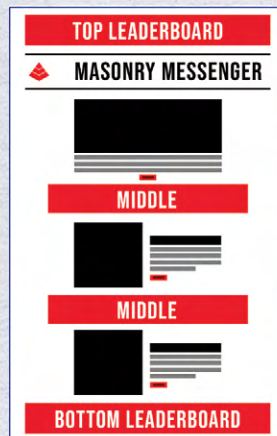


Dedicated Email

\$15,000 Per Email

Subject Line, 600x1000 Image*,
and a Link

**Can be submitted in JPG, PNG or GIF
format, 72+ DPI*



Top Leaderboard

ONLY 1 PER MONTH

1X: \$3,743 | 6X: \$3,501 | 12X: \$3,140
600x90

Bottom Leaderboard

ONLY 1 PER MONTH

1X: \$3,140 | 6X: \$2,825 | 12X: \$2,405
600x90

Middle Banner

8 PER MONTH

1X: \$1,838 | 6X: \$1,523 | 12X: \$1,208
468x60

Native

49,000 Youtube Subscribers

17M Youtube Views

42,000 Social Media Followers



Social Media Campaign | \$2,500

Supply 5-7 images, 5-7 copy blocks, your social media handles for tagging, and a URL to include (if desired).

MCAA Social Media team will draft posts based off of supplied assets and clear final versions prior to flighting.



Sponsored Videos | \$2,500

Show off your latest products and advancements through a short video promoted on our websites, social media, and in our newsletters.



Content Sponsorships | \$8,750
Industry Research | \$9,500

Industry Research Campaigns and Content Sponsorships vary widely in implementation and assets required. Each of these initiatives will be co-developed with the MCAA team after purchase and specifications will vary.

MASONRY

DUE DATES 2023

Interactive calendar on:
mcaamediakit.com

JAN

11/28/2022

FEB

12/23/2022

MAR

1/27/2023

APR

2/24/2023

MAY

3/30/2023

JUN

4/27/2023

JUL

5/26/2023

AUG

6/28/2023

SEP

7/27/2023

OCT

8/28/2023

NOV

9/28/2023

DEC

10/25/2023

January

Due Date: 11/28/2022

American Treasure	-
Business Management	Building More Business Building Contractor Tip of the Month Estimating Fechino Files Foreman On the Level
Careers/Workforce	Mentoring Regional Program
Case Study	Educational Unique Masonry
Equipment	Mixer PPE Scaffold
GEN NXT	-
Industry Research	-
Lifestyle	Fitness
Masonry Advantages	Cost Resiliency Unique Masonry
Materials	Barriers Brick Brick Veneer CMU Mortar/Grout
MCAA	Auction Chairman's Message Member Benefits
Organizations	IMI SkillsUSA
Restoration & Preservation	Cleaning Efflorescence Restoration
Safety	OSHA PPE Use
Technology	Devices Software

February

Due Date: 12/23/2023

Business Management	Building More Business Building Contractor Tip of the Month Fechino Files On the Level Onboarding
Careers/Workforce	Instructors
Case Study	Commercial Residential
Equipment	Mast Climber Tools Workwear
Lifestyle	Stress Management
Materials	Barriers Mortar/Grout Pavers
MCAA	Chairman's Message Lowes Wall of Fame Webinars
Organizations	NCMA
Masonry Safety	Inspections Weather
Technology	Drones VR

March

Due Date: 1/27/2023

American Treasure	-
Business Management	Building More Business Building Contractor Tip of the Month Estimating Fechino Files Foreman On the Level
Careers/Workforce	Females in the Industry National Campaign
Case Study	Healthcare Sports
Equipment	Mixer Silica Equipment Telehandler
GEN NXT	-
Lifestyle	Personal Finance
Masonry Advantages	Masonry Facts Unique Masonry
Materials	Barriers Brick CMU Natural Stone Veneer
MCAA	Chairman's Message World of Concrete
Organizations	NCMCA Upstate New York Chapter
Restoration & Preservation	Patching Staining
Safety	Hazcom PPE Use
Safety	OSHA PPE Use
Technology	Apps BIM-M

April

Due Date: 2/24/2023

Business Management	Building More Business Building Contractor Tip of the Month Fechino Files On the Level Onboarding
Careers/Workforce	Regional Program
Case Study	Educational Unique Masonry
Equipment	Mast Climber Scaffold Tools
Industry Research	-
Lifestyle	Comics
Masonry Advantages	Resiliency
Materials	Barriers Cast Stone Manufactured Stone Veneer Mortar/Grout
MCAA	Auction Chairman's Message Hall of Fame Lowes Webinars
Organizations	SkillsUSA Wisconsin Masonry Alliance
Restoration & Preservation	Technical
Safety	Communication Inspections
Technology	AR Software

May

Due Date: 3/30/2023

American Treasure	-
Business Management	Building More Business Building Contractor Tip of the Month Estimating Fechino Files Foreman On the Level
Careers/Workforce	Mentoring National Campaign
Case Study	Commercial Residential
Equipment	Mixer PPE Silica Equipment
GEN NXT	-
Lifestyle	Balance
Masonry Advantages	Cost Unique Masonry
Materials	Brick Veneer CMU Mortar/Grout Pavers
MCAA	Chairman's Message Hall of Fame Masonry Foundation
Organizations	TMC TMS
Restoration & Preservation	Cleaning Tuckpointing
Safety	OSHA Weather
Technology	Apps BIM-M

June

Due Date: 4/27/2023

Business Management	Building More Business Building Contractor Tip of the Month Fechino Files On the Level Onboarding
Careers/Workforce	Regional Program
Case Study	Healthcare Sports
Case Study	Healthcare Sports
Equipment	Scaffold Tools Workwear
Lifestyle	Food
Masonry Advantages	Masonry Facts
Materials	Barriers Brick CMU Natural Stone
MCAA	Chairman's Message Masonry Foundation Webinars
Organizations	NCMCA NSC Ohio Masonry Association
Restoration & Preservation	Restoration
Safety	Communication Inspections
Technology	Devices Drones

July

Due Date: 5/26/2023

American Treasure	-
Business Management	Building More Business Building Contractor Tip of the Month Estimating Fechino Files Foreman On the Level
Careers/Workforce	Females in the Industry Mentoring
Case Study	Commercial Unique Masonry
Equipment	Mast Climber PPE Telehandler
GEN NXT	-
Industry Research	-
Lifestyle	Personal Finance
Masonry Advantages	Resiliency Unique Masonry
Materials	Cast Stone Manufactured Stone Veneer Mortar/Grout Pavers
MCAA	Chairman's Message Lowes Midyear
Organizations	SkillsUSA
Restoration & Preservation	Efflorescence Staining
Safety	Hazcom PPE Use
Technology	BIM-M Software

August

Due Date: 6/28/2023

Business Management	Building More Business Building Contractor Tip of the Month Fechino Files On the Level Onboarding
Careers/Workforce	Regional Program
Case Study	Residential Sports
Equipment	Silica Equipment Telehandler Workwear
Lifestyle	Stress Management
Masonry Advantages	Cost
Materials	Barriers Natural Stone Natural Stone Veneer Pavers
MCAA	Chairman's Message Government Affairs Instructors Group Webinars
Organizations	TMC
Restoration & Preservation	Patching
Safety	Communication Weather
Technology	Software VR

September

Due Date: 7/27/2023

American Treasure	-
Business Management	Building More Business Building Contractor Tip of the Month Estimating Fechino Files Foreman On the Level
Careers/Workforce	Mentoring Regional Program
Case Study	Educational Healthcare
Equipment	Mixer PPE Tools
GEN NXT	-
Lifestyle	Comics
Masonry Advantages	Masonry Facts Unique Masonry
Materials	Barriers Brick Brick Veneer Natural Stone
MCAA	Chairman's Message Government Affairs Instructors Group
Organizations	MAF NSC
Restoration & Preservation	Technical Tuckpointing
Safety	Inspections OSHA
Technology	AR Drones

October

Due Date: 8/28/2023

Business Management	Building More Business Building Contractor Tip of the Month Fechino Files On the Level Onboarding
Careers/Workforce	Instructors
Case Study	Commercial Unique Masonry
Equipment	Scaffold Tools Workwear
Industry Research	-
Lifestyle	Retirement
Masonry Advantages	Resiliency
Materials	Barriers Brick CMU Mortar/Grout
MCAA	Chairman's Message Government Affairs Midyear
Organizations	TMC TMS
Restoration & Preservation	Cleaning
Safety	PPE Use Weather
Technology	Apps BIM-M

November

Due Date: 9/28/2023

American Treasure	-
Business Management	Building More Business Building Contractor Tip of the Month Estimating Fechino Files Foreman On the Level
Careers/Workforce	Females in the Industry Regional Program
Case Study	Educational Sports
Equipment	Mast Climber Silica Equipment Telehandler
GEN NXT	-
Lifestyle	Fitness
Masonry Advantages	Cost Unique Masonry
Materials	Barriers Mortar/Grout Natural Stone Natural Stone Veneer
MCAA	Chairman's Message Wall of Fame Member Benefits
Organizations	AZ Masonry Council IMI
Restoration & Preservation	Efflorescence Restoration
Safety	Communication Hazcom
Technology	Devices Software

December

Due Date: 10/25/2023

Business Management	Building More Business Building Contractor Tip of the Month Fechino Files On the Level Onboarding
Careers/Workforce	Mentoring
Case Study	Healthcare Residential
Equipment	Scaffold Telehandler Tools
Lifestyle	Balance
Masonry Advantages	Masonry Facts
Materials	Cast Stone Manufactured Stone Veneer Mortar/Grout Pavers
MCAA	Chairman's Message World of Concrete
Organizations	Chairman's Message World of Concrete
Restoration & Preservation	MAF Upstate NY Chapter
Organizations	Staining
Safety	OSHA PPE Use
Technology	Devices Software