

# Reach a Subscribed CMHA E-News Audience and Maximize Potential.

Advertise in our Bi-Weekly Digital Newsletter

## Industry Focused Content



**BI-WEEKLY** distribution to multiple market segments within the concrete masonry and hardscapes industry.

**TIMELY** articles presented by topic interest group.

**CLICKABLE** banner ads highlight advertisers.

## Ad Specifications & Rates

### Banner Ad

**720 x 240**  
Minimum 72DPI - JPG, PNG or GIF Image

### Banner Ad Rates

|                 | 6 Issues | 12 Issues | 24 Issues |
|-----------------|----------|-----------|-----------|
| Member Rate     | \$2,750  | \$5,500   | \$10,000  |
| Non-Member Rate | \$3,775  | \$7,150   | \$14,300  |

### Product Showcase

Showcase your latest product with this placement and a photo, 5-word headline, 50 word description, and a link to your website.

**ad dimensions: 175 x 125 pixels**

|                 | 6 Issues | 12 Issues | 24 Issues |
|-----------------|----------|-----------|-----------|
| Member Rate     | \$1,575  | \$3,000   | \$5,500   |
| Non-Member Rate | \$1,725  | \$3,450   | \$6,900   |

### Featured Company

Integrated into the feel of the e-newsletter, a featured company ad targets your buying audience with an image, 5-word headline and 25 word description.

**ad dimensions: 125 x 100 pixels**

|                 | 6 Issues | 12 Issues | 24 Issues |
|-----------------|----------|-----------|-----------|
| Member Rate     | \$1,325  | \$2,500   | \$4,500   |
| Non-Member Rate | \$1,450  | \$2,900   | \$5,800   |

### Traditional Text

Leverage the power of words with a 5 word headline and 15 word text ad to drive traffic to your website.

**ad dimensions: 125 x 100 pixels**

|                 | 6 Issues | 12 Issues | 24 Issues |
|-----------------|----------|-----------|-----------|
| Member Rate     | \$1,050  | \$2,000   | \$3,500   |
| Non-Member Rate | \$1,150  | \$2,300   | \$4,600   |



**SHARE-WORTHY**-Promotion designed for effortless sharing across social media networks and email platforms.



**AUDIENCE**-Includes US and Canadian producers and suppliers in the concrete masonry and hardscape industry, as well as contractors of interlocking concrete pavement and segmental retaining walls.



**FOCUSED**-Industry-specific and exclusive North American market coverage with subscribers updated weekly.



**IMPACTFUL**-Featuring industry relevant content preferred by today's busy industry decision-makers.



**ANALYTICS**-Newsletter impact is measured including open and click rates, so advertisers can review performance and trends.



**MOBILE-FIRST**-Formatted for devices where the majority of emails are read and acted upon.



**ACTIONABLE**-Active ad links let readers quickly click through to your designated website or landing page.

FOR INFORMATION CONTACT:

Janis L. Mason | Tel: 312.560.3081 | [jmason@masonryandhardscapes.org](mailto:jmason@masonryandhardscapes.org)



CONCRETE  
MASONRY &  
HARDSCAPES  
ASSOCIATION

# E-News Ad Sample Sizes

Banner Ad

720 x 240

Minimum 72DPI - JPG, PNG or GIF Image

Product  
Showcase  
175 X 125

**FACEA CON RESTRUP TASSIME NONES**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quis lectus velit, ullamcorper a enim id, blandit convallis justo. Etiam vitae magna justo. Sed ut libero ac lorem rutrum laoreet. Donec convallis fermentum eleifend. Duis eleifend odio eget dolor scelerisque, in imperdiet magna efficitur. Etiam efficitur vehicula lorem, et rhoncus nunc. [www.website.com](http://www.website.com)

Featured  
Company  
125 X 100

**FACEA CON RESTRUP TASSIME NONES**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec maximus nisi quis lobortis commodo. Proin erat erat, venenatis in orci nec, blandit tempor enim. Aenean.

Traditional  
Text  
125 X 100

**FACEA CON RESTRUP TASSIME NONES**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed gravida ipsum sit amet cursus pharetra.

FOR INFORMATION CONTACT:

Janis L. Mason | Tel: 312.560.3081 | [jmason@masonryandhardscapes.org](mailto:jmason@masonryandhardscapes.org)



CONCRETE  
MASONRY &  
HARDSCAPES  
ASSOCIATION

# 2024-2025 CMHA E-News Editorial Calendar

| <b>Artwork/Content Due Date</b> | <b>Publish Date</b>           |
|---------------------------------|-------------------------------|
| Thursday, March 14              | Wednesday, March 20, 2024     |
| Thursday, March 28              | Wednesday, April 3, 2024      |
| Thursday, April 11              | Wednesday, April 17, 2024     |
| Thursday, April 25              | Wednesday, May 1, 2024        |
| Thursday, May 9                 | Wednesday, May 15, 2024       |
| Thursday, May 23                | Wednesday, May 29, 2024       |
| Thursday, June 6                | Wednesday, June 12, 2024      |
| Thursday, June 20               | Wednesday, June 26, 2024      |
| Wednesday, July 3               | Wednesday, July 10, 2024      |
| Thursday, July 18               | Wednesday, July 24, 2024      |
| Thursday, August 1              | Wednesday, August 7, 2024     |
| Thursday, August 15             | Wednesday, August 21, 2024    |
| Thursday, August 29             | Wednesday, September 4, 2024  |
| Thursday, September 12          | Wednesday, September 18, 2024 |
| Thursday, September 26          | Wednesday, October 2, 2024    |
| Thursday, October 10            | Wednesday, October 16, 2024   |
| Thursday, October 24            | Wednesday, October 30, 2024   |
| Thursday, November 7            | Wednesday, November 13, 2024  |
| Wednesday, November 20          | Wednesday, November 27, 2024  |
| Thursday, December 5            | Wednesday, December 11, 2024  |
| Thursday, December 19           | Thursday, December 26, 2024   |
| Thursday, January 2             | Wednesday, January 8, 2025    |
| Thursday, January 16            | Wednesday, January 22, 2025   |
| Thursday, January 30            | Wednesday, February 5, 2025   |
| Thursday, February 13           | Wednesday, February 19, 2025  |
| Thursday, February 27           | Wednesday, March 5, 2025      |

FOR INFORMATION CONTACT:

Janis L. Mason | Tel: 312.560.3081 | [jmason@masonryandhardscapes.org](mailto:jmason@masonryandhardscapes.org)



CONCRETE  
MASONRY &  
HARDSCAPES  
ASSOCIATION