

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 include 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



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

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Featured
Company
125 X 100

FACEA CON RESTRUP TASSIME NONES

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Traditional
Text
125 X 100

FACEA CON RESTRUP TASSIME NONES

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CONCRETE
MASONRY &
HARDSCAPES
ASSOCIATION

2024-2025 CMHA E-News Editorial Calendar

Artwork/Content Due Date	Publish Date
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
Thursday, March 13	Wednesday, March 19, 2025
Thursday, March 27	Wednesday, April 2, 2025
Thursday, April 10	Wednesday, April 16, 2025
Thursday, April 24	Wednesday, April 30, 2025
Thursday, May 8	Wednesday, May 14, 2025
Thursday, May 22	Wednesday, May 28, 2025
Thursday, June 5	Wednesday, June 11, 2025
Thursday, June 19	Wednesday, June 25, 2025

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