

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



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

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Traditional
Text
125 X 100

FACEA CON RESTRUP TASSIME NONES

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FOR INFORMATION CONTACT:

Janis L. Mason | Tel: 312.560.3081 | jmason@masonryandhardscapes.org



2024-2025 CMHA E-News Editorial Calendar

2024

- **Wednesday, September 18, 2024**
 - Ad Creative/Content Due Date: Thursday, September 12
- **Wednesday, October 2, 2024**
 - Ad Creative/Content Due Date: Thursday, September 26
- **Wednesday, October 16, 2024**
 - Ad Creative/Content Due Date: Thursday, October 10
- **Wednesday, October 30, 2024**
 - Ad Creative/Content Due Date: Thursday, October 24
- **Wednesday, November 13, 2024**
 - Ad Creative/Content Due Date: Thursday, November 7
- **Wednesday, November 27, 2024**
 - Ad Creative/Content Due Date: Wednesday, November 20
- **Wednesday, December 11, 2024**
 - Ad Creative/Content Due Date: Thursday, December 5
- **Thursday, December 26, 2024**
 - Ad Creative/Content Due Date: Thursday, December 19

2025

- **Wednesday, January 8, 2025**
 - Ad Creative/Content Due Date: Thursday, January 2
- **Wednesday, January 22, 2025**
 - Ad Creative/Content Due Date: Thursday, January 16
- **Wednesday, February 5, 2025**
 - Ad Creative/Content Due Date: Thursday, January 30
- **Wednesday, February 19, 2025**
 - Ad Creative/Content Due Date: Thursday, February 13
- **Wednesday, March 5, 2025**
 - Ad Creative/Content Due Date: Thursday, February 27
- **Wednesday, March 19, 2025**
 - Ad Creative/Content Due Date: Thursday, March 13

FOR INFORMATION CONTACT:

Janis L. Mason | Tel: 312.560.3081 | jmason@masonryandhardscapes.org



2024-2025 CMHA E-News

- **Wednesday, April 2, 2025**
 - Ad Creative/Content Due Date: Thursday, March 27
- **Wednesday, April 16, 2025**
 - Ad Creative/Content Due Date: Thursday, April 10
- **Wednesday, April 30, 2025**
 - Ad Creative/Content Due Date: Thursday, April 24
- **Wednesday, May 14, 2025**
 - Ad Creative/Content Due Date: Thursday, May 8
- **Wednesday, May 28, 2025**
 - Ad Creative/Content Due Date: Thursday, May 22
- **Wednesday, June 11, 2025**
 - Ad Creative/Content Due Date: Thursday, June 5
- **Wednesday, June 25, 2025**
 - Ad Creative/Content Due Date: Thursday, June 19
- **Wednesday, July 9, 2025**
 - Ad Creative/Content Due Date: Thursday, July 3
- **Wednesday, July 23, 2025**
 - Ad Creative/Content Due Date: Thursday, July 17
- **Wednesday, August 6, 2025**
 - Ad Creative/Content Due Date: Thursday, July 31
- **Wednesday, August 20, 2025**
 - Ad Creative/Content Due Date: Thursday, August 14
- **Wednesday, September 3, 2025**
 - Ad Creative/Content Due Date: Thursday, August 28
- **Wednesday, September 17, 2025**
 - Ad Creative/Content Due Date: Thursday, September 11
- **Wednesday, October 1, 2025**
 - Ad Creative/Content Due Date: Thursday, September 25
- **Wednesday, October 15, 2025**
 - Ad Creative/Content Due Date: Thursday, October 9

FOR INFORMATION CONTACT:

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2024-2025 CMHA E-News

- **Wednesday, October 29, 2025**
 - Ad Creative/Content Due Date: Thursday, October 23
- **Wednesday, November 12, 2025**
 - Ad Creative/Content Due Date: Thursday, November 6
- **Wednesday, November 26, 2025**
 - Ad Creative/Content Due Date: Thursday, November 20
- **Wednesday, December 10, 2025**
 - Ad Creative/Content Due Date: Thursday, December 4
- **Wednesday, December 24, 2025**
 - Ad Creative/Content Due Date: Thursday, December 18

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