

REACH SUBSCRIBED CMHA E-NEWS AUDIENCE AND MAXIMIZE POTENTIAL

ADVERTISE IN OUR MONTHLY DIGITAL NEWSLETTER

INDUSTRY-FOCUSED CONTENT

MONTHLY distribution to multiple market segments within the concrete masonry and hardscapes industry.

TIMELY articles presented by topic interest group.

CLICKABLE banner ads highlight advertisers.



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



AUDIENCE - Includes U.S. and Canadian producers and suppliers in the concrete masonry and hardscapes 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.

AD SPECIFICATIONS & RATES

LARGE BANNER AD

AD SIZE: 550 X 185 PIXELS

RESOLUTION: MINIMUM 72DPI

FORMAT: JPG, PNG OR GIF IMAGE

RATES:

| | 6 ISSUES | 12 ISSUES |
|-----------------|----------|-----------|
| Member Rate | \$2,750 | \$5,500 |
| Non-Member Rate | \$3,775 | \$7,150 |

SMALL BANNER AD

AD SIZE: 260 X 185 PIXELS

RESOLUTION: MINIMUM 72DPI

FORMAT: JPG, PNG OR GIF IMAGE

RATES:

| | 6 ISSUES | 12 ISSUES |
|-----------------|----------|-----------|
| Member Rate | \$1,050 | \$2,000 |
| Non-Member Rate | \$1,150 | \$2,300 |

PRODUCT OR COMPANY FEATURE

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

AD SIZE: 175 X 125 PIXELS

RESOLUTION: MINIMUM 72DPI

FORMAT: JPG, PNG OR GIF IMAGE

RATES:

| | 6 ISSUES | 12 ISSUES |
|-----------------|----------|-----------|
| Member Rate | \$1,575 | \$3,000 |
| Non-Member Rate | \$1,725 | \$3,450 |

FOR INFORMATION CONTACT:

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



CONCRETE
**MASONRY &
HARDSCAPES**
ASSOCIATION

AD SAMPLE SIZES

LARGE BANNER AD

550 x 185 PIXELS ▪ MINIMUM 72DPI
FORMAT: JPG, PNG OR GIF IMAGE

SMALL BANNER AD

260x 185 PIXELS ▪ MINIMUM 72DPI
FORMAT: JPG, PNG OR GIF IMAGE

PRODUCT OR COMPANY FEATURE

175 x 125 PIXELS ▪ MINIMUM 72DPI
FORMAT: JPG, PNG OR GIF IMAGE

PRODUCT/COMPANY FEATURE AD

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FOR INFORMATION CONTACT:

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EDITORIAL CALENDAR

2026-2027 CMHA E-NEWS

AD CREATIVE/CONTENT

2026

| RUN DATE | DUE DATE |
|-------------------|------------------------|
| JANUARY 14, 2026 | WEDNESDAY, JANUARY 7 |
| FEBRUARY 11, 2026 | WEDNESDAY, FEBRUARY 4 |
| MARCH 11, 2026 | WEDNESDAY, MARCH 4 |
| APRIL 8, 2026 | WEDNESDAY, APRIL 1 |
| MAY 13, 2026 | WEDNESDAY, MAY 6 |
| JUNE 10, 2026 | WEDNESDAY, JUNE 3 |
| JULY 8, 2026 | WEDNESDAY, JULY 1 |
| AUGUST 12, 2026 | WEDNESDAY, AUGUST 5 |
| SEPTEMBER 9, 2026 | WEDNESDAY, SEPTEMBER 2 |
| OCTOBER 14, 2026 | WEDNESDAY, OCTOBER 7 |
| NOVEMBER 11, 2026 | WEDNESDAY, NOVEMBER 4 |
| DECEMBER 9, 2026 | WEDNESDAY, DECEMBER 2 |

2027

| RUN DATE | DUE DATE |
|-------------------|------------------------|
| JANUARY 13, 2027 | WEDNESDAY, JANUARY 6 |
| FEBRUARY 10, 2027 | WEDNESDAY, FEBRUARY 3 |
| MARCH 10, 2027 | WEDNESDAY, MARCH 3 |
| APRIL 14, 2027 | WEDNESDAY, APRIL 7 |
| MAY 12, 2027 | WEDNESDAY, MAY 5 |
| JUNE 9, 2027 | WEDNESDAY, JUNE 2 |
| JULY 14, 2027 | WEDNESDAY, JULY 7 |
| AUGUST 11, 2027 | WEDNESDAY, AUGUST 4 |
| SEPTEMBER 8, 2027 | WEDNESDAY, SEPTEMBER 1 |
| OCTOBER 13, 2027 | WEDNESDAY, OCTOBER 6 |
| NOVEMBER 10, 2027 | WEDNESDAY, NOVEMBER 3 |
| DECEMBER 8, 2027 | WEDNESDAY, DECEMBER 1 |

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