



2010–2011 Membership Directory & Buyer's Guide Rate Card

Get Your Message to the Leaders in Mechanical Construction and Service

Use a Proven Marketing Tool

The MCAA Membership Directory and Buyer's Guide is an industry-recognized sourcebook and winner of a national association publication award for its layout and design as an effective marketing tool. Let this year's edition take your ad to the leaders in mechanical construction and service.

Reach the People Who Buy Your Products

The MCAA Membership Directory and Buyer's Guide reaches over 80 of the industry's top 100 mechanical contractors. These contractors represent more than 2400 leading mechanical contracting businesses, 900 mechanical service contracting companies and 700 pipe welding and plumbing firms. MCAA contractors range from the largest companies doing complex national and international projects to strong local firms doing residential construction and repair services. MCAA members have divisions that include service, sheet metal, fire protection, commissioning, balancing, and equipment erection. They have annual sales exceeding \$15 billion and buy more than \$10 billion in products each year.

Expand Your Reach with Online Advertising

Check out MCAA's online directory (www.mcaa.org/directory) and see how our interactive format gives your ad maximum visibility to prospective customers across town or around the world. Your online listing can be hot-linked to either your website or a scanned image of your ad. All premium position holders receive a free logo banner ad along with an online listing.

Get the Most for Your Money

Get the most for your advertising dollars. Choose the option that offers maximum visibility to the audience you want to reach through and an award-winning marketing format using print and Internet mediums. The MCAA Membership Directory and Buyer's Guide gives you value for your investment.

Deadlines

Position Renewals:	November 20, 2009
Space Reservation:	January 8, 2010
Changes & Kill Orders:	January 18, 2010
Materials Due:	February 12, 2010
Publication Date:	May 2010

Terms & Conditions

Payment is due on receipt of invoice. Rates subject to change.

Cancellations

Cancellations are not accepted and copy corrections not guaranteed after the closing date for space reservations.

Artwork Retention Policy

Ad artwork will be kept on file for one year. After that time, it will be destroyed unless you specifically request its return in writing.

For Additional Information

Contact Jan Letow at 301-990-2218, fax 301-990-9690, or e-mail jletow@mcaa.org.

Send Your Space Order and Materials To

Directory Advertising c/o MCAA
1385 Piccard Drive
Rockville, MD 20850-4340



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Advertising Rates

Add \$900 to the rate of any size ad for four color.
All rates are net.

Black & White Space	Member Rate	Non-Member Rate
Full page	\$2,580	\$3,870
2/3 page	\$2,232	\$3,360
1/2 page	\$1,824	\$2,736
1/3 page	\$1,320	\$1,980
1/4 page	\$882	\$1,320
1/6 page	\$816	\$1,230
Business Card	\$402	\$600

Covers, Tabs

These rates include four color.
Special placement is available to members only.

Position	Member Rate
2nd or 3rd cover	\$4,560
4th cover	\$4,920
Page 1	\$4,200
Tab	\$4,560
Opposite Tab	\$4,200
Opposite Table of Contents	\$4,200

Brochure Inserts

Directory is limited to 6 brochure inserts. Call for specs.

Insert Size	Member Rate	Non-Member Rate
2-page	\$2,760	\$4,080
4-page	\$5,400	\$8,124
6-page	\$8,160	\$12,222
8-page	\$10,800	\$16,308

Positions

Positions other than tabs, covers, and inserts cannot be guaranteed. While MCAA will make an effort to comply with special requests, refunds or adjustments will not be made because of position and/or section in which an advertisement has been published.

Mechanical Requirements

If there is any question regarding size, we will be happy to make any clarifications.

Space	Width	Depth
Full page	7"	10"
2/3 page	7"	6 1/4"
1/2 page hz.	7"	4 5/8"
1/2 page vt.	3 5/8"	9"
1/3 page sq.	4 5/8"	4 5/8"
1/3 page vt.	2 1/8"	9"
1/4 page	3 3/8"	4 5/8"
1/6 page	2 1/8"	4 5/8"
Business Card	3 1/2"	2"

Image Area: 7" x 10"

Trim Size: 8 1/2" x 11"

Bleed Size: 8 3/4" x 11 1/4" (includes 1/8" bleed in all directions)

Halftone: 133 lines, up to 150 lines

Column Width: 2 1/8"

Electronic Files

Include a **hard copy proof of your final ad**. This proof will be used to ensure that your final ad matches your electronic files and the color output you have approved. Include crop marks and 1/8" bleeds (if ad bleeds) on all artwork. Indicate fonts/typefaces used and include all screen and printer fonts and placed artwork files when providing native files.

Media We Accept

CD-ROM and DVD

Application Files We Accept

High-resolution PDF (this is created by using the press quality setting in Adobe Acrobat Distiller and ensures that all fonts are embedded and that all images retain their original resolution), InDesign, Illustrator, Pagemaker, Photoshop, Quark XPress

Scans should be a minimum of 300 dpi (600-1200 preferred)