



# Smart Solutions

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*Helping contractors save money and enhance productivity  
with solutions from members of MCAA's Manufacturer/Supplier Council*

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## Top 3 reasons to contribute to Smart Solutions

1. Our members want to know how your product or service can help them improve productivity and profitability. They want to read about *real-world examples* and *concrete results*.
2. Your company's story—and your brand—get in front of the contractors who make buying decisions. Your article may influence someone to become your next customer!
3. Increase your visibility among MCAA members. Smart Solutions is so much more than the twice-yearly print edition. Your article becomes part of the [Smart Solutions Case Studies](#) on MCAA's website. Plus, articles are featured as news stories on our website and sent to our members via our e-newsletter and social channels. And, everything is easy to share meaning there are more eyes on your article than ever before.

## Sounds great! What's next?

Identify [contractors who are MCAA members](#) and ask them to tell their stories. Our members want to hear about the *benefits* of the product or service from other member contractors. Your story might:

- Focus on the benefits of the product to the end-user.
- Demonstrate how the product can help any contractor increase productivity or efficiency, reduce costs, or save time on the job.
- Provide tips for contractors, a checklist, or a review of lessons learned.
- Illustrate how your company's product benefitted a group of current or potential customers.

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*See what's been published in the past in the  
[Smart Solutions Case Studies](#) area of MCAA's website.*

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## Is there a word limit?

Aim for no more than 1,000 words. All submissions are subject to editing, and stories are not returned for approval during the editing process. It's up to you to obtain the appropriate permission from the subjects of the story.

*More...*

## What kind of images do MCAA members prefer?

Send us photos showing your product or service in use. Our members especially appreciate action shots of your products being installed by the contractor. Please include detailed captions. If people appear in your photos, please let us know their names and organizations. It's your responsibility to obtain permission to use the photos and artwork in Smart Solutions.

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*Images should be 300 pixels/inch, at least 1500 pixels wide.*

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## How do I submit an article and images?

Send files under 10 MB to [Jan Grillo](#) or use your favorite online file sharing system.

## How many people does Smart Solutions reach?

- The print edition mails to 2,600 MCAA members, including contractors focused on mechanical construction, service, plumbing and pipe welding.
- Our online [Smart Solutions Case Studies](#) are available to the public.
- Stories in our e-newsletter go out to about 12,000 people.
- Our social channels reach several hundred, and are constantly growing (make sure to follow us – you'll find links to our accounts at the top right side of [mcaa.org](#)).

## Have additional questions?

Contact [Jan Grillo](#). She's here to help!