



2023–2024 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 & 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

- More than 2,600 leading mechanical contracting businesses
- 1,000 mechanical service contracting companies
- 700 pipe welding firms

MCAA contractors range from the largest companies doing complex national and international projects to strong local firms doing residential construction and repair. MCAA members have divisions that include HVAC, plumbing, service, sheet metal, fire protection, balancing, and equipment erection.

Member companies consistently dominate industry lists of top contractors, such as those published by ENR and Contractor magazine. These companies alone have annual sales exceeding \$11.5 billion.

Expand Your Reach with Online Advertising

Check out [MCAA's directory online](#) and see how our interactive format gives your ad maximum visibility to prospective customers across town or around the world. Members have access to a full-featured digital version of our Membership Directory & Buyer's Guide. This online version enhances the look and feel of our printed directory with digital-only benefits.

MCAA Manufacturer/Supplier members also have the opportunity to participate in our [Virtual Trade Show](#). This is a 365 day-a-year virtual exhibit!

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 media. The MCAA Membership Directory & Buyer's Guide gives you value for your investment.

Deadlines

Position Renewals:	November 18, 2022
Space Reservation:	January 6, 2023
Changes & Kill Orders:	January 16, 2023
Materials Due:	February 3, 2023
Publication Date:	May 2023

Terms & Conditions

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

Cancellations

Cancellations are not accepted. While we will do our best to accommodate your needs, copy corrections are not guaranteed after the space reservation deadline.

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 Grillo at 301-990-2218 or e-mail jgrillo@mcaa.org.

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	\$3,135	\$4,700
1/2 page	\$2,215	\$3,320
1/4 page	\$1,075	\$1,600

Covers, Tabs

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

Position	Member Rate
2nd or 3rd cover	\$5,540
4th cover	\$5,980
Page 1	\$5,100
Tab	\$5,540
Opposite Table of Contents	\$5,100

Positions

Positions other than tabs and covers cannot be guaranteed. While MCAA will make every 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.

Color

Set up files for CMYK SWOP printing. [Spot colors will be converted to CMYK.](#)

Electronic Files

E-mail a high-resolution PDF or a link to your high-res files to Jan Grillo, jgrillo@mcaa.org. Include crop marks and 1/8" bleeds (if ad bleeds) on all artwork. Indicate fonts/typefaces used and include all linked fonts and images when providing native files.

Mechanical Requirements

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

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

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 175 lines
Column Width:	2 1/8"

Application Files We Accept

- High-resolution PDF (use the press quality setting to ensure that all fonts are embedded and that all images retain their original resolution)
- InDesign
- Illustrator
- Photoshop
- Quark XPress

Scans should be a minimum of 300 dpi.