



Smart Solutions

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

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 articles hit our website as soon as they're edited. 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.

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

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 19,000 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).

How do I submit an article and images?

Send files under 10 MB to news@mcaa.org or use your preferred online file sharing system, like Dropbox.

Deadlines and publication dates (subject to change):

SUMMER

- **Articles Due:** May 30
- **Posted on MCAA's Website:** August 19
- **Printed Issues Mail:** August 27

WINTER

- **Articles Due:** December 2
- **Posted on MCAA's Website:** February 13
- **Printed Issues Mail:** February 19

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.

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. You may include a short caption along with each photo. 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.

When possible, please submit wide angle photos that can be cropped as needed without cutting out the main subject of the photo. A good rule of thumb is to find the photo you want, then step back 2-3 feet.

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

Want to see your image on the cover?

Smart Solutions will soon be rolling out a new magazine-style look. With the new look comes a new opportunity to be featured on the cover photo, much like one of the trade publications.

Your photo may be considered for the cover if it is:

- A wide shot of a single subject with a background that isn't too busy.
- Portrait orientation or croppable to portrait orientation.
- 300 pixels/inch and a MINIMUM of 1836 pixels wide and 2376 pixels high. (An iPhone photo sent at actual size is well over this size.)

See the following page for a few examples of the types of photos that work best.

Not sure your photo meets the requirements?

Have additional questions?

Contact us at news@mcaa.org.

Examples of photos that could be used as covers

