

MASONRY ALLIANCE PROGRAM
MULTI-CHANNEL, RELATIONSHIP-BASED INDUSTRY IMMERSION



MASON CONTRACTORS ASSOCIATION OF AMERICA

We establish and grow relationships among industry stakeholders, including: mason contractors, industry suppliers, architects, building owners, and the workforce.

WE BUILD RELATIONSHIPS



MASON CONTRACTORS ASSOCIATION OF AMERICA
Since 1950



INDUSTRY OVERVIEW



\$33 BILLION ANNUALLY

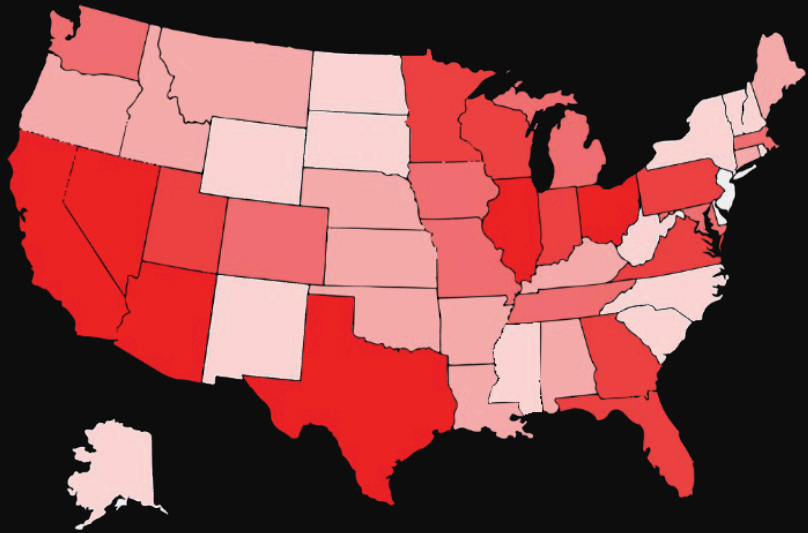


100,000 CONTRACTORS



3 MILLION EMPLOYED

MCAA REACH



25,000 MASON CONTRACTING COMPANIES



25,000 ARCHITECTS



51,000 SOCIAL MEDIA FOLLOWERS



52,000 YOUTUBE SUBSCRIBERS

THOUGHT LEADERSHIP



Build Industry Relationships.

Our Alliance Program leverages all facets of the MCAA to position you as a thought leader. It's designed to facilitate meaningful relationships between you and industry stakeholders.

The MCAA will hire a Relationship Manager to handle operations with all Alliance Program Members.



We're making things **exclusive.**

Items such as advertising, custom content development, event attendance and sponsorships, and access to the industry will no longer be available outside of this program.

NOT ALL BENEFITS ARE AVAILABLE TO EVERY TIER OF THE ALLIANCE PROGRAM. SOME ITEMS INCUR ADDITIONAL FEES DEPENDING ON TIER. SEE TIERED BENEFITS LIST FOR DETAILED INFORMATION.



THE MASONRY FOUNDATION



NORTH CAROLINA MASONRY
CONTRACTORS ASSOCIATION
Grant Recipient 2019-2022

Give Back in A Big Way

\$1,500 from every Alliance Member's involvement goes directly to The Masonry Foundation, a 501(c)(3) created to fund national industry-strengthening efforts.

\$105,000 in Yearly Grants

At full capacity, our Alliance Program's annual contribution will generate \$105,000 in annual grant dollars given away that year. Effectively, it will double what the Foundation awards per year.



TEXAS MASONRY COUNCIL
Grant Recipient 2021-2022



BENEFITS	CORNERSTONE	PLATINUM	GOLD	SILVER
PRINT				
MASONRY Magazine Ads	1x Two-Page Spread 12x Full Pages	12x Full Pages	12x Half Pages	12x Quarter Pages
Company Logo on Sponsor Page	•	•	•	•
DIGITAL				
Website Banner Impressions	600,000	300,000	150,000	75,000
Logo On Websites + Newsletters	•	•	N/A	N/A
Weekly Email Newsletter Ads	96 APPEARANCES PER YEAR	N/A	N/A	N/A
Dedicated Email Message	EXCLUSIVE	N/A	N/A	N/A
NATIVE				
One Industry Research Campaign	EXCLUSIVE	N/A	N/A	N/A
Quarterly Column	EXCLUSIVE	N/A	N/A	N/A
Social Media Campaign(s)	4x	2x	N/A	N/A
Content Sponsorship	4x	2x	N/A	N/A
Webinar Presentation	2x	2x	1x	N/A
Monthly Press Release	•	•	•	•
EVENTS				
Midyear Meeting Speed Dating	SUITE INCLUDED	Suite, If Available* Break Zone, If Available*	If Available*	N/A
Logo on Marketing Collateral	EXCLUSIVE	N/A	N/A	N/A
Logo on World of Concrete Booth	EXCLUSIVE	N/A	N/A	N/A
MCAA Event Sponsorships	INCLUDED	N/A	N/A	N/A
Logo On MCAA Meeting Signage	•	•	N/A	N/A
Midyear Golf Outing Sponsorships	Available*	Available*	Available*	N/A
Midyear Meeting Ticket(s)	4x	2x	Available*	N/A
World of Concrete MCAA Ticket(s)	4x	2x	Available*	N/A
Generation Next WOC Event Sponsorship	INCLUDED	N/A	N/A	N/A
MEMBERSHIP				
Access Contractor Membership List	•	•	•	•
Access Business Savings Program	•	•	•	•
Buyer's Guide Listing	•	•	•	•
MASONRY Magazine Subscription	•	•	•	•
New Member Box Inclusion	•	•	N/A	N/A

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* DENOTES ADDITIONAL FEE. SPEED DATING IS A GUARANTEED, INCLUDED ITEM FOR ALL CORNERSTONE MEMBERS. SPEED DATING BREAK ZONES ARE AVAILABLE FOR \$4,800 FOR UP TO FIVE PLATINUM MEMBERS. SPEED DATING MAY HAVE ADDITIONAL OR UNUSED SPOTS THAT WILL BE ROLLED OUT TO PLATINUM MEMBERS WITH BREAK ZONE, PLATINUM, GOLD, AND SILVER MEMBERS IN THAT ORDER.

ARCHITECT, DESIGN, AND ENGINEER

ADD-ON NO ADDITIONAL COST

New! The MASONRY DESIGN add-on leverages MCAA's relationships with over 25,000 in the architectural community to help share your message. This add-on is only available to companies at the Cornerstone, Platinum, and Gold tiers.



- ✓ Monthly educational article
- ✓ Quarterly advertorial



- ✓ 1X webinar per year to the architecture/design community



- ✓ Linked logo across MASONRY DESIGN website
- ✓ Linked logo in MASONRY DESIGN newsletters



- ✓ Run of site banner ads capped at 10,000 monthly impressions (728X90 and 300X250)



CORNERSTONE



PLATINUM



GOLD



SILVER

\$5,650
/month

\$67,800 annually

\$183,801 IN BENEFITS

CORNERSTONE

1 SPOT AVAILABLE

\$3,850
/month

\$46,200 annually

\$89,901 IN BENEFITS

PLATINUM

10 SPOTS AVAILABLE

\$2,250
/month

\$27,000 annually

\$48,920 IN BENEFITS

GOLD

16 SPOTS AVAILABLE

\$1,000
/month

\$12,000 annually

\$35,620 IN BENEFITS

SILVER

SOLD OUT

The Alliance Program commitment is yearly, billed monthly. Spots are first-come, first-served and not blocked by company category. No additional spots will be added, and a waitlist will be created. Current MCAA supporters who have existing custom executions such as additional pages of advertising, specific placements, and ride-alongs will be grandfathered into the Alliance Program for an agreed-upon additional fee.

MASONRY MAGAZINE EDITORIAL CALENDAR

JAN

American Treasure, Business Management, Careers/Workforce, Case Study, Equipment, Lifestyle, Masonry Advantages, Materials, MCAA, Organizations, Restoration/Preservation, Safety, Technology

FEB

Business Management, Case Study, Equipment, GEN NXT, Lifestyle, Masonry Advantages, Materials, MCAA, Organizations, Restoration/Preservation, Safety, Technology

MAR

American Treasure, Business Management, Careers/Workforce, Case Study, Equipment, Lifestyle, Masonry Advantages, Materials, MCAA, Organizations, Safety, Technology

APR

Business Management, Careers/Workforce, Case Study, Equipment, GEN NXT, Lifestyle, Masonry Advantages, Materials, MCAA, Organizations, Restoration/Preservation, Safety, Technology

MAY

American Treasure, Business Management, Careers/Workforce, Case Study, Equipment, Lifestyle, Masonry Advantages, Materials, MCAA, Organizations, Safety, Technology

JUN

Business Management, Careers/Workforce, Case Study, Equipment, GEN NXT, Lifestyle, Masonry Advantages, Materials, MCAA, Organizations, Restoration/Preservation, Safety, Technology

JUL

American Treasure, Business Management, Careers/Workforce, Case Study, Equipment, Lifestyle, Masonry Advantages, Materials, MCAA, Organizations, Restoration/Preservation, Safety, Technology

AUG

Business Management, Case Study, Equipment, GEN NXT, Lifestyle, Masonry Advantages, Materials, MCAA, Restoration/Preservation, Safety, Technology

SEP

American Treasure, Business Management, Careers/Workforce, Case Study, Equipment, Lifestyle, Masonry Advantages, Materials, MCAA, Organizations, Restoration/Preservation, Safety, Technology

OCT

Business Management, Careers/Workforce, Case Study, Equipment, GEN NXT, Lifestyle, Masonry Advantages, Materials, MCAA, Restoration/Preservation, Safety, Technology

NOV

American Treasure, Business Management, Careers/Workforce, Case Study, Equipment, Lifestyle, Masonry Advantages, Materials, MCAA, Restoration/Preservation, Safety, Technology

DEC

Business Management, Case Study, Equipment, GEN NXT, Lifestyle, Masonry Advantages, Materials, MCAA, Safety, Technology

MASONRY DESIGN EDITORIAL CALENDAR

JAN

Universities, Fireplaces
BIM-M, Outdoor Kitchens, Tech Talk,
Measurements, Barriers,
Commercial

FEB

Kitchen, Backsplashes, Management,
Outdoor Water Features, Resiliency,
Equipment, Barriers, Student of the
Quarter, Residential, Accent Walls,
Estimating

MAR

Patios, Design Standards, Software,
Barriers, Healthcare,
Fireplaces, BIM-M, Firepits,
Sustainability

APR

Measurements, Barriers,
Masonry in the Media, Kitchen
Backsplashes, Management, Outdoor
Kitchens, Tech Talk, Equipment,
Barriers

MAY

Student of the Quarter, Commercial,
Accent Walls, Estimating, Outdoor
Water Features, Resiliency, Software,
Barriers, Residential,
Fireplaces

JUN

BIM-M, Patios, Inspections,
Measurements, Equipment,
Masonry in the Media, Kitchen
Backsplashes, Management, Firepits

JUL

Tech Talk, Software, Barriers, Student
of the Quarter, Healthcare, Accent
Walls, Estimating, Outdoor Kitchens,
Design Standards, Equipment

AUG

Barriers, Residential,
Fireplaces, BIM-M, Outdoor Water
Features, Sustainability,
Measurements, Barriers

SEP

Universities, Kitchen Backsplashes,
Management, Patios, Resiliency,
Equipment, Barriers, Student of the
Quarter, Commercial, Accent Walls

OCT

Estimating, Firepits, Tech Talk,
Software, Barriers, Masonry in
the Media, Kitchen,
Backsplashes, BIM-M, Outdoor
Kitchens, Design Standards

NOV

Measurements, Barriers,
Healthcare, Accent Walls,
Management, Outdoor Water
Features, Sustainability, Equipment,
Barriers

DEC

Residential, Fireplaces,
Estimating, Patios, Design Standards,
Software, Barriers, Universities

CONNECT WITH TODD



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