High-Tech High-Performance Masonry for the 21st Century

SMART dynamics of masonry
where industry leaders gather and speak

2018 Media Kit
BIM-M Efficiencies
Collaborative Robots
Prefabricated Engineered Masonry Wall Systems
Resilient Sustainable
Redundant Loadbearing Structure
Optimizing Energy Performance
Acoustic Enhancement
Noise Isolation
Innovative Aesthetics

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Great Value

Over the past 16 years, we have chosen to support SMART dynamics of masonry and its predecessor publications through advertising in every issue and more recently by a matching grant encouraging our distributors to sponsor subscriptions to their customers.

SMART continues to educate and inspire owners, architects and facility planners to use brick in innovative ways both aesthetically and structurally, and as part of the thermal mass cavity wall system optimizing energy performance contributing to net zero.

SMART showcases projects using the beauty of brick blends and the efficiency of using special shaped brick for special effects rather than creating them in the field. The economies of laying oversize brick. The exciting potential of using SAM the robotic bricklayer to enhance productivity of the masonry crew and the development of BIM for Masonry software for efficient ordering, deliveries, clash detection. The warmth and character of the brick backdrop for special space interiors.

SMART positions brick as a fresh performance based material sought for its human scale, rich natural colors, textural appeal, ability to clad even unusual and distinctive arches, curves, corbels, cants and cantilevers, environmental and sustainable characteristics, transparency in disclosure.

I have had the privilege of serving on the GREAT MINDS of the Editorial Advisory Board where we discuss the incredible future of masonry and what we can do together to move this intergenerational industry forward.

-- Bob Beldon, president, CEO
The Belden Brick Company
Fourth generation, with 5th generation on board

About the Cover

Celebrate the ReBranding of Masonry!
Celebrate Efficiencies of Prefabricated High-Tech High-Performance Wall Systems.
Collaborative Robots constructing complex masonry walls as part of bricklayer crews.
Building Information Modeling for Masonry tools for both designers and masonry contractors allow fresh aesthetics, articulation as well as virtual mock-ups, clash detection, site logistics, accurate purchase order materials quantities, improved production, schedule, communication.

Targeted Content

SMART dynamics of masonry is like a Masters Class in Masonry. All written by experts in the field. And peer reviewed. Great Minds of the Editorial Advisory Board stimulate subject matter on what is important for Architectural Designers, Specifiers and Project Managers to know about products, systems and their reliabilities as well as life cycle costs for operations and maintenance.

For Structural Engineers in understanding the fire resistance and compartmentation as well as structural redundancy of masonry and how to design for resilience, including 250 mph tornado winds. For Energy Engineers to learn how optimize energy performance with thermal mass using insulated single wythe, masonry cavity wall or other methods to reduce the size of the mechanical systems minimizing operating costs over the lifetime of the building. For Facility Planners with a vested interest in the building’s life of potentially 100+ years to know all of the above ensuring reliable performance on behalf of the owner.

For City Planners to understand the benefits of masonry to their communities from a resilient, sustainable and tax base standpoint. For General Contractors, Construction Managers and Design/Build Contractors to learn how to value engineer more masonry into a project to bring that project within budget, into schedule, for logistics coordination and ways to reduce their liability when hiring a qualified mason contractor as a single source responsibility sub. They can be assured with BIM for Masonry articles preparing the industry for the soon-to-launch BIM-M software that efficiencies will abound in ordering, in just-in-time delivery, in scheduling advantages. Clash detection will render projects even more efficient.

For Mason Contractors who contribute and benefit from learning from others as well. And learning all the ways that masonry is reinventing itself. Including its new products, codes, new iterations of LEED and other environmental programs.
For A/E/C Educators to learn all the advancements of masonry to teach students to be the most savvy with up to date information when entering their professional careers.

Those not reading SMART dynamics of masonry will continue to think of and execute masonry as always before. Their Grandfathers’ masonry was beautiful, strong and performed well. Other systems have been developed to compete. Masonry has reinvented itself to continue to outperform all others, even most cost effectively.

Competitive Advantage Only those reading issues of SMART dynamics of masonry will know of the myriad advancements and advantages of masonry. Sales Representatives need to know what is in SMART so they can introduce this one-of-a-kind publication to their customers and gift their customers with this knowledge. A limited number of back issues is available. Please contact the publisher to see what you may have missed.
I was thrilled with the article and the entire issue about award winners. WOW! Congratulations to distinguished judges and all on the magazine staff who were involved. Concrete Products Group Executive Director Bill Dawson forwarded my alert about the award to management at CPG member firms.

DLA Project Architect Joseph Septic RA contacted my colleagues Joe Russ, Don Crites and me numerous times during preliminary design of this loadbearing, single-wythe half-high masonry project. He appreciated our input on how to use Spec-Brik for All Its Worth as a high performance masonry envelope – for redundant structure, energy performance, sound isolation and aesthetics. And how its proprietary Water Control Technology system provided sloped cross webs specified to manage moisture by diverting any water into the wall’s drainage system, keeping a dry interior.

Contact Betty Young to discuss the Subscription Investment program used by Oberfields and many others. 313.806.9184 | publisher@bsyoung.com.

– Ed Gebauer, CSI, CDT formerly with Oberfields

Smart dynamics of masonry where industry leaders gather and speak

If you are asking how SMART is branded to set it apart from other magazines, and what you can expect, should your answer be...

- how it educates owners | architects | structural and energy engineers | educators and students | contractors and suppliers | community and facility planners
- how it has become a collectible resource, a compendium of masonry information with archives available for purchase or online
- how it is written by experts in the field, edited for efficient readability and peer reviewed
- how it captures the industry coming together to communicate its unparalleled strengths and attributes | its technologies bringing greater productivity and cost effectiveness
- how the content is just what the reader is looking for and can’t find anywhere else
- how the reader is brought into every article by its layout and design, photos and captions, headlines and subheads
- how luscious it looks
- all of the above

Is this the association you are looking for?
The publication worthy of budget allocations.
The publication sought by designers who are environmentally conscious looking for the most effective solutions.
The publication that the industry gifts to its customers because they feel that investment is worthy of their resources.

Know that your participation is valued. Please work with us at SMART | dynamics of masonry to create the best educational tool in the industry.

Masonry is being recognized and valued beyond its beautiful veneer. Learn to Use Masonry for All Its Worth | Unparalleled.

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Associations

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Building Information Modeling for Masonry (BIM-M) | bimformasonry.org  
Canadian Concrete Masonry Producers Association | ccmpa.ca  
Canada Masonry Design Centre | canada.masonrycentre.com  
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Mason Contractor Association of America | masoncontractors.org  
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National Concrete Masonry Association | ncma.org  
NCMA Education & Research Foundation | ncma.org/foundation  
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5 2018 media kit
Share the Knowledge Educate your customers with the gift of SMART where industry leaders gather and speak.

SMART is the one publication intended to educate architects, owners and others in the built environment.

- What to expect from masonry’s intrinsic benefits.
- How masonry is reinventing itself.
- Introduction to masonry’s myriad advancements.
- Inspiration for design.
- How to Use Masonry for ALL Its Worth to bring great value to every project.
- How to integrate the new technologies, techniques, products into the wall system.

Those not reading SMART will be using masonry as it has been effectively used for thousands of years. Those reading SMART will be Using Masonry for ALL Its Worth to bring about a paradigm shift to cost effective structurally redundant masonry. Either single wythe or cavity wall.

They will learn how masonry can contribute to LEED credits. To net zero energy buildings. How with design/assist, masonry can be most efficiently and cost effectively used gaining schedule and squeezing budget. How to value engineer masonry IN to the wall system to bring project into budget and for the construction manager and owner to benefit from masonry’s efficiencies.

SMART is the most cutting edge resource about masonry, written by experts in the field and peer reviewed. It truly is the forum where industry leaders gather and speak to share and glean knowledge.

This publication is uniting the industry to stand strong as a wall system rather than traditional individual components. As a wall system, masonry will be easier to design. Building Information Modeling for Masonry (BIM-M) is also bringing the industry together as one simple to use system that is easy to understand, greatly increasing productivity. Greener products are coming to market as is the prefabricated wall, the robotic bricklayer. All introduced through SMART.

Available both in printed subscription to begin an extensive Masonry Resource Library and a responsive design digital edition, tablet and SMARTphone friendly so information can be shared during meetings, even on the jobsite.

dynamicsofmasonry.com/digital-archives

313.866.4210 for sponsored subscriptions.
Masonry is a SYSTEM. Systems require coordination. And we, as an industry, require synergistic collaboration to create a system that meets the demands of today's built environment.

This is an opportunity for each of our national, regional and local associations to come together to collectively educate those designing buildings with masonry wall systems to create contemporary solutions with the world’s most proven construction material.

At NCMA, we are encouraging industry partners to be contributors to the collaborative discussion that this medium, SMART dynamics of masonry, presents and to sponsor subscriptions to those architects, structural and energy engineers, construction managers and building owners who will ultimately decide if, where, and when our system is used.

SMART dynamics of masonry truly is where insight and inspiration will find a voice. A forum for knowledge transfer of pertinent industry information, resulting in enlightened customers and increased demand for the value of masonry.

Bob Thomas, president, National Concrete Masonry Association | Herndon VA celebrating 100 Years in 2018

Capture Your Target Owners who prefer masonry. Architects and specifiers, structural and energy engineers, facility planners who influence design and mason contractors who purchase your products and services.

Differentiate Your Products, Your Services by your solution to a project | by the service you offer | by educating on one topic | by your ability to communicate clearly, concisely.

Advertising plays as big a role in a magazine as feature editorial. It is recommended that ads be as educational as the text so readers can learn of a solution, new product or technology, especially when they tie to the editorial. Ads serve as punctuation to the pages. They are a colorful quick read and are usually the first read on each 2-page spread.

Put Your Content to Work Let your ads allow the reader to get to know and trust your company through your content.

Tying your ad subject matter to editorial.

Changing content becomes a continuing saga.

Developing a style or format, even color, builds a brand.

Frequency expands recognition.

Show how your company rises to the challenge to accomplish more by creating better building performance and better communities for the future.

Encourage readers to make better decisions.

In advertising, there are times (as with energy performance and code) when it is best to exceed minimums and perform to the max to achieve best results.

The minimum or what everyone else does is not going to set your company apart as the best solution but only as a commodity to meet basic requirements.

Customize for Distinction Use customizing options and eBlasts, eNewsletters, reprints and ePrints to set your services apart. And remember, it may be your services and your solutions that really set your company apart.

When we continue to do as we did last year, we can expect similar results. It is when we break forth into new thinking, new activities and new advertising that we can expect results in new ways from gaining new attention.

Engage readers with your thought leadership.
Masonry en Vogue

Everyone is a photographer today. More available than ever before cameras seem to be improving by the minute. My camera even has a phone! Since we are now surrounded by photos in every aspect of our professional and personal lives, they have become a preferred method of communication. Flip through any magazine and you will receive impactful messages from the first several pages through their imagery storytelling and succinct, minimalist text.

The new VOGUE VISION ads will allow masonry to become a revitalized, appealing powerhouse. Architects are all about the science of building enclosures and the technical aspects of composing components into performing assemblies. They are first and foremost however, intrigued by beauty. The style of the VOGUE VISION ads will give pause and allow the conversation to begin. They will captivate the reader and showcase masonry as it has been for centuries – fabulous!

- Shannon Riley Perry, AIA, LEED AP
  Eastern US Regional Sales Manager, Interstate Brick

Making Masonry Sexy and Fresh

VOGUE VISION As in a historied national fashion magazine, where full page fashion ads are banked upfront of the magazine’s content and other ads, SMART dynamics of masonry where industry leaders gather and speak will now bank brick, block and stone manufacturer and distributor ads upfront. To make a distinctive impact. To whet one’s appetite for what he/she is about to see.

DRAMATIC IMAGE Rather than showing an entire building as yesterday in the space of a single full page ad, even a 2-page spread, be much more dramatic by showing a slice or segment of the wall allowing rich strong color and textural finish to draw in readers to lure them to dream about how to use masonry to be oh, so expressive, so effective, so dramatic, so fresh. Showcase color, texture, size and shape of units in a project so architects can fall in love with that aspect of the unparalleled cost effective and efficient masonry wall system.

ALLURE OF MASONRY Engage architects to make their signature mark using creativity in how they position, blend, juxtapose and graphically design effects that only masonry can bring. From overall building design to the articulative expression of walls themselves.

ROBOTIC FUTURE When Nashville mason contractor Andy Sneed celebrated his company’s 50-year anniversary this summer, he asked three local architecture firms to each design a wall panel that would challenge the SemiAutomated Mason SAM the robot to build. One bore the company logo initials in distinguishing colors, one was a wavy serpentine wall, one was well articulated with the upper coursing set on an angle jutting out from the wall. SAM did each exquisitely. And did it right the first time. No challenge at all to SAM. Perhaps to SAM’s programmer. But not to the robot. Could be an interesting segment or slice to feature in an ad. Every aspect of SMART is to expand architect’s minds to think beyond one over two, essential for structural redundancy. To make a project wall special. And the community distinctive.

NEXT GENERATION MASONRY IS STAGE 4 TECHNOLOGY

Today’s masonry has evolved to be the newest building product with inherent high performance attributes capable of constructing sustainable resilient buildings so much more efficiently using robots and BIM-M and 3D estimating software. An industry changer. Fresh and delectable for the new generation.
Readers crave technical knowledge, solutions and inspiration provided in print, online and through social media.

Owners | Design/Specifying/Project Architects | Government Agencies | Structural/Energy/Acoustic Engineers | Building Envelope Scientists | Consulting Engineers | PreK-12/College/University Facilities Planners | Construction Managers/General Contractors/DesignBuild Contractors | Municipal Planning Commissioners | A/E/C Educators | Testing Firms | Building Officials | Masonry Inspectors | Mason Contractors | Suppliers

With a limited budget, the 700+ subscriptions we sponsor is the biggest bang for the buck considering the broad range of industries we touch – Architects, Engineers, Mason Contractors, GCs/CMs, College and University facilities planners, Municipal Planners and other Government Officials.

SMART dynamics of masonry is an absolute hit. Not only is it an easy, informative read but a great educational tool for the construction industry about the long-term benefits of building with masonry. It has become the single most referenced publication in all of my presentations. I use it for ALL it’s worth.

– Byard Stevens, Executive Director Southeast Concrete Masonry Association Mooresville NC

30,000 readers in 50 states, DC and Canada

National, regional and local associations, manufacturers, distributors and mason contractors are sponsoring subscriptions for customers to SMART dynamics of masonry. Bonus distribution of each issue attracts new readers at major industry conferences, meetings, symposiums and trade shows.

72% Architects, Engineers | 13% Mason Contractors | 6% Suppliers
3.75% General Contractors, Construction Managers, Design/Build Contractors
3.3% A/E/C Educators | 1.55% Owners, Government facility planners
0.4% Other includes software companies, industry consultants, association executives, professionals, related media, staff.

Subscriptions are sponsored by associations/companies/individuals in the masonry industry to their members, clients and prospective clients. Individual may purchase subscriptions using form in the issue or at dynamicsofmasonry.com. The Masonry Society invites TMS members to purchase or renew a subscription to SMART with annual dues renewal.

Top 4 states for subscriptions are IL | NC | CA | MI

Bulk Several organizations and material suppliers choose to purchase bulk issues to hand out at seminars, lunch and learns, sales calls as introduction to the magazine before recipients are added to the list. Magazines are distributed at meetings, expos, symposiums, conferences locally, regionally and nationally and to the leadership of major design and construction industry associations, including USGBC, AIA, CSI, NCSEA, AGC, NIBS, BEC, and the Top 10 Colleges of Architecture in addition to masonry-specific organizations like TMS, BIA, NCMA and IMI as well as the 14 recipients recognized by AIA with the Young Architect Award so they can become among the most masonry savvy. Student rate has become available and promoted through TMS.

Responsive design flip-the-pages digital edition of each issue is archived at dynamicsofmasonry.com. It is available at no charge for all who access this site.
In This Economy and era of technology, the paradigm shift to the insulated structural masonry cavity wall system is evidenced with more than 50% of major institutional and commercial new starts in Michigan since 2009, designed as what we refer to as SmartStructure. Performance of buildings is of greater necessity. Owners, facility planners, designers and engineers today consider performance first.

Saving Millions of dollars and months off schedule is where masonry’s SmartStructure rises above all other structural wall systems. Using software for engineered masonry wall systems, they can be designed as quickly as any other engineered system. An added bonus, without structural steel column bumpouts loadbearing masonry buildings give additional interior space at no additional cost.

Masonry’s SmartStructure is what this economy demands. It is the Paradigm Shift. Designers and engineers are awakening to new possibilities as our conscious awareness expands. SMART | dynamics of masonry will provide new awareness. Yesterday is gone. The new normal requires new thinking, new approaches.

Structural Masonry Engineering is added to the curriculum at universities to better educate graduates in the most cost effective and high performance wall system.

BIM-M’s Simple Systems Industry facets have united for this initiative to bring masonry, with wall systems packaged for efficiency and simplicity, into Building Information Modeling. Standardizing masonry unit databases, developing automated 3D layout of structures with exterior and interior masonry and integrating BIM systems with structural systems with analysis systems and supply chain applications.

Prefabricated for Efficiency and working through the winter, masonry components, panels and walls are now specified, engineered and constructed offsite and delivered to the jobsite ready for just-in-time hoist into place.

Optimizing Energy Performance The well insulated masonry cavity wall system, proven industry leader gaining highest effective R-Values, is contributing toward net zero energy building. Greatest comfort level at the lowest initial cost and lowest operating cost.

Competitive Analysis of various wall systems determines prescriptive R-values versus effective R-Values taking into consideration thermal mass of masonry walls, new products to avert thermal bridging of steel stud systems, potential moisture in batt insulation rendering the system ineffective, initial cost, life cycle costs including maintenance and operation costs. Results are amazing. The Department of Defense is now making LCCA a priority.

Energy Modeling over the course of one year predicts performance over the building life. Options and modifications of systems and materials are programed to determine optimum performance and at what cost to maximize an owner’s investment.

During Integrated Design, Mason Contractors prepare with Design Assist tips and capabilities ensure that Masonry is being used for ALL Its Worth for most cost effective solutions, highest performing buildings and contribute to LEED compliant credits. Setting savvy and educated mason contractors apart from others as qualified bidders.

Robotic Bricklayer has made its debut.

Architects always want to be informed about the latest research, systems, technologies and initiatives.

In this industry that has escalated reinventing itself, our educational trade magazine is the resource designs have learned to rely on. What we began in 2001 as the StoryPole in Michigan has now transitioned into SMART | dynamics of masonry, serving the entire US and Canada.

As architects and engineers begin to learn more about these new initiatives from articles written by industry leaders and peer-reviewed, they know they can trust this resource. They now look to our publication not only as a continuing education provider, but as the industry source for collaborative cutting-edge state-of-the-art knowledge.

Those looking for the highest performance and most cost effective life cycle wall system will learn to rely on SMART | dynamics of masonry.

‐ Dan Zechmeister, PE, AIA Detroit and AIA Michigan Honorary Affiliate, FASTM, executive director, structural services director, Masonry Institute of Michigan Southfield MI
To keep masonry in the minds of designers, decision makers and influencers, we need to keep reminding them that masonry offers the highest performance, is the most budget sensitive and provides the most local jobs. It sustains our communities, brings value, keeps occupants safe from myriad disasters and holds memories.

SMART | Dynamics of Masonry is a publication that highlights the aesthetic and functional value of masonry, making the case to owners and architects for using masonry. Masonry is most often the primary component of a beautiful and enduring building. Cost effectiveness, energy efficiency, structural soundness and reduced maintenance costs are other aspects of masonry construction that SMART | Dynamics of Masonry continually highlights, educating its readers regarding masonry’s value and benefits.

Proponents of other types of construction have done a good job promoting their industries, often to the detriment of masonry. SMART | Dynamics of Masonry plays an important role in promoting masonry, educating and encouraging owners, architects and engineers to demand and design masonry. The way I see it, it’s both a responsibility and a privilege to be able to assist in this effort via advertising.

-Richard Lauber, president
J & E Duff, West Chicago, IL
3rd generation mason contractor

Comprehensive Resource
The only magazine in America educating owners and developers, architects, structural and energy engineers, facilities planners and planning commissioners to Use Masonry for ALL Its Worth. A very green initiative.

BIM-M Media Sponsor SMART | Dynamics of Masonry is the Official Media Sponsor of the BIM for Masonry Initiative. In this role, the magazine reports progress as software is being developed to integrate with BIM platforms. Case studies using proprietary software for potential clash detection and myriad efficiencies prepare the industry to learn about BIM-M and embrace it in allowing the unparalleled masonry wall system a most competitive position in terms of productivity ultimately reducing costs.

Industry Outreach SMART | Dynamics of Masonry is expanding its reach by participating at many local, regional and national industry events such as the media sponsorships with magazine distribution to attendees of Boston’s 2014 MedEd Facilities Conference and the BIM-M Symposium. Distribution was also at NCMA ICONXchange Annual and Midyear Meetings, the Brick Forum, World of Masonry/MCAA Annual Meeting, BIC of Greater Detroit Symposium, AIA National Convention, Midwest Masonry Council & Blue Ridge Masonry Association seminars for architects, Southeast Concrete Masonry Association seminars for engineers, Masonry Institute of Michigan M-Awards Reception, Oldcastle national sales meeting, Masonry Association of Florida for AIA Annual Convention and Toledo Masonry Association for Masonry Awareness Day.

Archives
All digital editions of SMART | Dynamics of Masonry and its predecessor, MasonryEdge/theStoryPole, are available online at no charge. Refer to educational articles anytime and anywhere through the Archive section of dynamicsofmasonry.com.

Online Presence
Dynamic content on dynamicsofmasonry.com and social media platforms including LinkedIn, Facebook and Instagram keep editorial content, blogs and industry news in front of an extensive online audience.

As New as it is Historic SMART | Dynamics of Masonry is the publication that creators of the built environment read to keep up to date on new technologies, new products, new initiatives. There are so many to learn about.
So much news is coming from the block industry as it rises to the occasion for structure, greater compressive strength, for energy performance, resilience, for absorbing recycled content and sequestering carbon, LEED compliance, fire protection, lighter weight, modularity and BIM for increased efficiency, for unparalleled lifecycle cost effectiveness. Even its beauty is appreciated in new ways.

As soon as the concept of SMART dynamics of masonry was introduced as the new comprehensive magazine to educate about masonry industry topics most relevant today, we were compelled to compile the list of architect and engineering clients we work with within a seven-state area to sponsor subscriptions for. This magazine focuses on all aspects of masonry construction.

– Mark Wilhelms, VP architectural sales/ national accounts Midwest Block & Brick, Bridgeton MO

As all of us know, concrete masonry is and has been the product of choice when it comes to meeting the needs and challenges of today’s construction marketplace. It is a proven performance and cost effective product. Today, SMART dynamics of masonry brings a unique, timely, credible, opportunity to our industry – not only to promote new products and technologies on a national basis but additionally gives decision makers – owners, designers, contractors, etc – factual product, cost and cost comparisons and best practices information to determine the best long term value for their projects. This is Important for our Future.

– Major Ogilvie Cemex, Birmingham AL

Advertising in a leading provider of masonry intelligence positions your company as an industry leader, supporting and working to make this a better industry.


Although many construction publications have singular focus, SMART dynamics of masonry educates the entire industry so all segments have the same awareness and information, each from its own perspective.

Readers crave the tech support, innovation, the knowledge and solutions. They read and keep and share. They sponsor subscriptions to educate their customers.

AIA architects rely on reading SMART dynamics of masonry for AIA Continuing Education Health Safety Welfare Credits.

Who’s Writing More than 80 nationally recognized foremost experts in the field from 25 states and Canada include 29 architects, 19 engineers, 14 material producers/suppliers, 7 association executives, 4 mason contractors, 3 consultants, 2 general contractors and 2 educators have addressed cutting edge topics including news of the industry. Articles are peer reviewed. As a result, SMART dynamics of masonry garners great respect.

Who’s Branding SMART dynamics of masonry has taken the lead in unifying and branding the masonry industry. During the last century, and even a decade ago, when designers were conceptualizing their next project, masonry’s strength, its beauty, set the stage for cladding the building envelope and how it would be contextual in its environment.

Today, as masonry is continuously redefining itself, emphasis is on encompassing its inherent attributes with the branding statement Designing Masonry for ALL Its Worth.

GREAT MINDS of the Editorial Advisory Board who are leaders in their fields provide guidelines and direction for today’s unparalleled value creating masonry’s brand.

Content for Editorial Calendar is on page 15. Already, there are several new products, systems and collaborations on the horizon. SMART dynamics of masonry promises to keep readers on the cutting edge of the industry.
Bob Belden, president and CEO of The Belden Brick Company in Canton OH represents the fourth generation of the family brick manufacturer established in 1885, now with 13 Belden and Redland Brick plants in five states. Belden is board of directors of the Brick Industry Association and active in many civic and philanthropic organizations. He has a Bachelor of Science in Mathematics from University of Notre Dame and a MBA from University of Michigan.

Richard M Bennet, PhD, PE, is a professor of Civil and Environmental Engineering and the Director of Engineering Fundamentals at the University of Tennessee, Knoxville. He served as chairman of the Flexural and Axial Loads Subcommittee of TMS 402/602 Code Committee from 2004 to 2010. From 2010 to 2013, he was vice chair of the Main committee and is currently chair of the 2017 Committee. Bennett chaired the task group that developed many changes in Allowable Stress Design provisions in the 2011 Code. He was an author for both the 7th and 8th Edition of the Masonry Designer’s Guide. He is a Fellow of The Masonry Society (TMS) and currently serves as the chair of the Reinforcement and Connectors Subcommittee of TMS 402/602 Code Committee and as a member of the Main Code Committee. He was a reviewer for 7th Edition of the Masonry Designers Guide and the 2012 Design of Reinforced Masonry Structures. He received both his BS and MS in Civil Engineering from Brigham Young University and his PhD from the University of Illinois at Urbana-Champaign.

Jim Gendron, architectural sales for Fendt Builder’s Supply, Farmington Hills MI, and partner in Constructive LLC prefabricated masonry wall system. He was Masonry Institute of Michigan president for 12 terms. MIM, under Gendron’s direction, lead collaborative efforts with other organizations in developing programs to further masonry’s reach. His vision and dedication have influenced many innovations. Gendron served on the StoryPole and MasonryEdge/ theStoryPole Editorial Advisory Boards. He received his Bachelor of Arts in Sociology from Wayne State University.

David Biggs, PE, SE, principal of Biggs Consulting Engineering, Saratoga Springs NY, specializes in structural forensic engineering, masonry design and historic restoration and researches and consults on masonry product development. Biggs is also Technical Director for Constructive LLC which develops prefabricated masonry wall systems. He is program coordinator for the BIM-M initiative, a Distinguished Member of ASCE, Honorary Member of The Masonry Society, and a Fellow of the American Concrete Institute (ACI) and Structural Engineering Institute (SEI). He has lectured for the University of Pennsylvania on Historic Preservation, Czech Technical University in Prague on Historic Construction, Iraqi Institute for the Conservation of Antiquities and Heritage in Erbil, Iraq and for International Council on Monuments and Sites (ICOMOS) in Rome. Since 2012, he has been a consultant for the restoration and preservation of Gordion, Turkey, the ancient city of King Midas and Alexander the Great.

Steve Hunt, CSI, CDT, LEED Green Associate, has been an architectural representative for Northfield Block, Mundelein IL since 1992 when it was a family business led by his father Max Hunt. Working with the architectural community in the Chicago area has been Hunt’s passion. Previously with Oldcastle, Hunt is now an independent rep for Oldcastle and Block-Up and continues to provide innovative masonry products. He is active with the National Concrete Masonry Association, serving as chair of the Energy Task Group, Fire Safety Promotion Subcommittee and is a member of the Government Affairs Committee. Hunt participates in the local AIA and ALA chapters, as well as the Construction Specification Institute Chicago chapter. He received his Bachelor of Arts degree from Wabash College.

Fernando S Fonseca, PhD, SE, is an associate professor and graduate coordinator in the Civil and Environmental Engineering Department at Brigham Young University, Provo UT. He has been teaching and conducting research in the general area of structural engineering for the last 20 years. He developed and started teaching a course in masonry design eight years ago and has since directed many masonry research projects. He is a member of several professional organizations including The Masonry Society (TMS) and currently serves as the chair of the Reinforcement and Connectors Subcommittee of TMS 402/602 Code Committee and as a member of the Main Code Committee. He was a reviewer for 7th Edition of the Masonry Designers Guide and the 2012 Design of Reinforced Masonry Structures. He received both his BS and MS in Civil Engineering from Brigham Young University and his PhD from the University of Illinois at Urbana-Champaign.
Richard Lauber Jr., president of J&E Duff, a third generation mason contractor, West Chicago IL, is committed to quality, service and safety. Lauber serves on a variety of jointly trusteed, labor/management boards in the Chicago area as well as serving on the board of the safety training and advocacy organization, Chicagoland Construction Safety Council. Lauber also served on the Editorial Advisory Board of MasonryEdge / theStoryPole. He holds a Bachelor of Arts from Wheaton College and a PhD in Clinical Psychology from Fuller Theological Seminary.

Major Ogilvie joined Block USA, Birmingham AL in 2003 as general manager of Alabama, later the Mid South Division. He has transitioned within the USA Family of Companies to new opportunities, including development of new products and technologies in both manufactured and ready mix concrete operations, government affairs and sales. As CEMEX sold its Block USA plants in Alabama to Oldcastle, Ogilvie remained with CEMEX in Government Affairs, Business Development and Masonry. He is chair of the National Concrete Masonry Check-off program and has been co-chair of NCMA Government Affairs since 2005. He is a member of the board of directors of Alabama Concrete Industries, Mississippi Concrete Industries and Florida Concrete Products Association. Ogilvie earned a Bachelor of Science in Commerce and Business Administration, specializing in Accounting from University of Alabama.

Jennifer Pindyck, RA, AIA, is partner at dswnrk in Atlanta, formerly with Mack Scoggin Merrill Elam Architects and landscape architecture firm Michael Van Valkenburgh Associates. Pindyck has also been a Visiting Critic at many universities including the Georgia Tech College of Architecture where she is teaching an advanced design studio. Pindyck co-authored a paper for the North American Masonry Conference 2011 entitled 'Brick Beyond Boundaries', for which she received an Outstanding Paper Award. She has been involved in the design and construction of award-winning complex masonry buildings with a specific interest in challenging the boundaries of design using masonry. She holds a Bachelor of Arts from Wellesley College and a Masters in Architecture from Harvard University.

Al Slattery, president, Al Slattery Masonry in Oklahoma City OK, has been in the masonry business for 39 years. In addition to being known for building and supplying the best wall and cladding systems that can be used, Slattery is focused on sharing his knowledge of the trade and training masons. He is on the advisory committee for CareerTech and assists the program by providing materials and judging competitions. He also is a member of the American Subcontractors Association and OK State Chair and member of the Marketing Committee of Mason Contractors Association of America.

Andy Sneed is president/CEO of WASCO, second generation of his family’s mason contracting company, headquartered in Nashville TN. Sneed chairs the Mason Contractors Association of America’s Education Committee, sits on the boards of Y-Build and National Workforce Development Committee and is a member of the TN Quality in Construction Committee. He was previously on the board at the Associated General Contractors of America, the ACE Mentoring Program and served as president of Masonry Institute of Tennessee. Sneed studied at Tennessee Tech and Nashville State Technology Center, earning his associate degree in Civil Engineering. He is also a certified Masonry Inspector.
David Stubbs, B Eng, P Eng, is the executive director of the Canada Masonry Design Centre in Mississauga ON, which provides technical support and services to mason contractors and designers. He is an author, presenter and is involved with masonry research and education programs. Stubbs is a member of several engineering organizations and Construction Specifications Canada. He also serves on Canadian Standards Association Technical Committees of Masonry Construction for Buildings, Fired Masonry Brick Made from Clay or Shale, Connectors for Masonry and as vice chair of CSA Standards on Concrete Masonry Units and Design of Masonry Structures. Stubbs received his Bachelor of Civil Engineering from McMaster University.

Bob Thomas, FASTM, FTMS, president of the National Concrete Masonry Association, managed NCMA’s Research & Development Laboratory and the Engineering Department before assuming his current role. He is a strong proponent of industry partnership leading by example and initiated the concept for SMART dynamics of masonry. Thomas is a fellow of both The Masonry Society and ASTM, currently serves on the board of directors for ASTM and previously for the Building Seismic Safety Council and TMS. He holds degrees in Civil and Structural Engineering from North Carolina State University and the University of Texas at Austin.

Brian Trimble, PE, LEED AP, FASTM, Director of Industry Development and Technical Services, Western PA International Masonry Institute (IMI) is a registered engineer in VA and PA. Formerly Regional VP, Engineering Services & Architectural Outreach for BIA Midwest/Northeast, he coordinated architectural and builder outreach by providing seminars and technical support. Trimble has written numerous articles and papers and has even appeared on DIY and National Geographic Channels. He is active in CSI, ASCE, TMS and the International Brick Collectors Assoc. Trimble earned a Bachelor of Architectural Engineering from Penn State University.

Scott W Walkowicz, PE, NCEES, principal, Walkowicz Consulting Engineers, Lansing MI, consults with engineers, architects, contractors and owners on behalf of Structural Masonry Coalitions in MI, IN/KY, IL, MN, NJ and Northwest OH. He conducts specialty structural design and investigative work and is a recognized expert in structural masonry engineering and investigation. He is president, The Masonry Society (TMS) and a member of Flexure, Axial and Shear Subcommittee, General Requirements Subcommittee for the Masonry Standards Joint Committee (MSJC) where he participates in revisions to structural masonry code. Registered in multiple states, he has analyzed and designed buildings across the country and overseas. Walkowicz holds BS and MS degrees in Civil/Structural Engineering from Clemson University and a BS in Architecture from Lawrence Technological University.

Mark Wilhelms, CCCM, is vice president of architectural sales and national accounts for Midwest Products Group, manufacturer and distributor of masonry and related products in Bridgeton MO. Past chairman of the National Concrete Masonry Association and current chair of the Masonry Committee, he is past president of the St Louis Construction Specification Institute and past chair of the Missouri Concrete Masonry Council. Wilhelms’ agenda focuses on the structural performance of masonry’s loadbearing wall system with its many added benefits. He earned a Bachelor of Science in Management from Missouri State University.

Dan Zechmeister, PE, AIA Detroit and AIA Michigan Honorary Affiliate, FASTM, executive director and structural services director of the Masonry Institute of Michigan, shares with members knowledge and confidence in collaborating also with architects, engineers and builders in designing and constructing high performance, efficient masonry buildings using Masonry for ALL Its Worth. He has served on the board of the Building Enclosure Council of Greater Detroit since inception six years ago with such service recognized as AIA Detroit’s 2014 Volunteer of the Year. He is an active member of ASTM, MSJC and served on the Editorial Advisory Boards of The StoryPole and MasonryEdge/ theStoryPole. Zechmeister earned a Bachelor of Science in Civil Engineering from Wayne State University.
Managing Editor: Elizabeth Young, eyoung@bsyoung.com

Forum

Increased support of SMART dynamics of masonry helps the masonry industry! SMART offers a forum for architects, engineers, educators, planners, contractors and all others who want to keep abreast of the newest trends and concepts in masonry.

For example, as a media sponsor for Building Information Modeling for Masonry (BIM-M), SMART publishes the latest developments in this field to transform and expand the masonry industry. We rely on SMART to make readers aware of changing BIM technology. The industry needs SMART as an outlet for advancing all masonry technologies.

David Biggs, PE, SE, Principal of Biggs Consulting Engineering, Saratoga Springs NY program coordinator for BIM-M

In Every Issue

BIM-M feature | Distinguished Design
Universities Teach Masonry
AIA Continuing Education

To submit articles or projects, please email managing editor Elizabeth Young, eyoung@bsyoung.com

2018 Advertising Deadlines

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Topics are subject to change without notice

SMART dynamics of masonry
where industry leaders gather and speak

2018 Editorial Calendar

V4.1 RESILIENT MASONRY | HIGH PERFORMANCE
- School Design Adds New Aesthetic Interest with Versatility of Masonry
- Hurricane Irma’s Impact / How Masonry Buildings Remained Standing
- CMU – Commodity or Essential
- Building Beyond Building Codes
- State-of-the-Art Design for Block Plants Now Allow Myriad Products to be Made
- BIM-M | Mason Contractor Shares How to Get Started Using BIM-M Deliverables to Gain Efficiencies Onsite, Before and During Construction

V4.2 INNOVATION | TECHNOLOGY
- Commemorative Issue Recognizing 100 Year Anniversary of NCMA
- Vision for the Future by Bob Thomas
- NCMA’s v.3 Direct Design Software is BIM Compatible
- Structural Masonry Proves Most Effective and Efficient for Mid-Rise Apartment Buildings
- Pigments & Finishes Make Significant Impact in Aesthetics of CMU Over Past 100 Years
- Brick Research
- Lego Robotics Classes Prepare Students for Upcoming Jobs

V4.3 ENERGY | SOCIAL RESPONSIBILITY
- NCMA Pictorial Spread of 100th Anniversary Celebration
- Single Wythe System in Energy Zone 7 – Optimizing Insulation R-value in the Cores and Through the Roof
- SAM Performs on the Jobsite
- Innovative Brick Design
- Brick Power Code Updates Phase 3

V4.4 EFFICIENCIES
- Internal Wall Bracing Adds to Structural Redundancy and Worker Safety Contributing to Prevention Through Design Practice, LEED v4 Pilot Credit
- BIM-M | Masonry Unit Database v.3 Debuts
- SAM Performs on the Jobsite
- Innovative Brick Design
- BIM-M Introduced to University Construction Management Curricula
- Selling the Wall System Complete with Compatible Accessories
- Best Practice Capitalizing on Modularity of Masonry

Bonus Distribution

National | Regional | Local
Conferences | Expos
Symposiums | Meetings

In Every Issue

BIM-M feature | Distinguished Design
Universities Teach Masonry
AIA Continuing Education

2018 Media Kit
Anyone who wants to learn how to effectively design with masonry just needs to study the projects featured in SMART | dynamics of masonry. The magazine provides valuable information about new masonry products, technical processes and industry trends from the most knowledgeable people in the field. It’s often information that’s not available anywhere else. Hannah-Neumann/Smith architects turn to the Masonry Institute of Michigan for solutions for all sorts of masonry issues and answers to every question. We also support MIM because it’s a great resource for our profession. We believe that we get a great return on our investment when we advertise in SMART | dynamics of masonry. It’s an easy way to support the Institute and the magazine to continue informing and inspiring extraordinary architecture.

– Joel Smith, AIA, partner, Neumann/Smith Architecture, Southfield
Hannah-Neumann/Smith Architecture, Detroit reflecting the balance of creative vision and practical performance.

Invest In Your Future
Support your industry. Contact a marketing strategist to develop your new advertising, digital marketing and sponsored subscription strategies.

Betty S Young | 313.886.4210 | 313.806.9184 cell
publisher@bsyoung.com.

Bonus No additional charge for bleeds ads. Display advertising rates include ad in the digital edition at dynamicsofmasonry.com with link from digital ad to advertiser’s website.

Position Secured for an additional 10%.

Extras Add audio or video to your digital ad. Business Reply or Call Back pop-ups available through digital edition. Call for pricing of insert, outsert, belly band and other special options listed on page 17.

Net Local Rates
Includes Ad in Digital Edition

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Who’s Advertising Materials and accessory suppliers who want to gain the attention of designers and specifiers who choose to use their products and mason contractors who purchase. Architects, engineers, construction managers, testing firms who keep audience with owners and facility planners, planning commissioners and building officials. Equipment suppliers promoting masonry productivity to contractors. And mason contractors who choose to project the image that there is a huge difference in qualifications of those who bid. Complexities of the projects and those requiring new technology require qualified contractors. Low bid can only be realized for smaller simpler projects.

All have a vested interest in supporting the magazine as it unites the industry and has become the prime resource for masonry information and inspiration. Most benefit from utilizing the frequency discount to stay in front of this audience repeatedly.

Frequency Discounts Rate earned is determined by the number of insertions used within a 12-month contract period. Multiple ads in a single issue each count toward frequency discount. Advertisers will be short-rated if, within a 12-month period from date of first insertion, the frequency contract is not fulfilled.

Creative and Branding Services bsYOUNG & associates ltd is a full-service marketing communications firm with on-staff professionals providing concepts and creative services of design, graphics and copyrighting for display ads. Consultation is available to help determine information to include in your ad to differentiate your firm for industry positioning, branding, image projection and targeting an audience. Quotes are available upon request.
SPECIAL OPTIONS for advertisers to distinguish themselves. Delivering your message in creative, unique, unexpected and customized ways will differentiate your company, brand, products and services from other advertisers.

Belly Bands 3½” tall band that wraps around the center of the publication which must be removed before the publication can be opened.

Die-Cut 2-sided insert on page before your full page ad
- unique, unexpected shape draws attention
- back of die-cut may be screened back with reverse image
- right hand full page ad serves as background for die cut image

Center Spread | Inside Cover Spread | Gatefold
16.75” x 10.875” trim plus bleed | gatefold can be up to 8 pages

Tip-On Poster creates impact and may be removed from the releasable glue for external display. Overprint posters to hand out at trade shows.

Tip-On Promotional Materials even small pre-packaged product samples can be attached to your ad with releasable glue.

Inserts guarantee that the magazine will open automatically to the page(s) of a different weight and slightly smaller size (binding and postal regulations). An insert is always noticed first.

Outserts take advantage of the power of the magazine’s brand by providing your brochures to accompany SMART | dynamics of masonry. Outsert may be poly-bagged with a magazine and mailed at a discounted periodical rate. Significant savings are realized in postage, list rental and fulfillment costs. Big benefit is the targeted list of industry buyers.

Post-It Notes colorful and eye-catching on existing ad to emphasize call to action while retaining influence of original ad.

Reprints Share your success story with your customers. SMART | dynamics of masonry offers color reprints of your project or company feature, customized with your ad and contact information. Sending copies of a reprint is a powerful marketing tool. And sends a positive message when enclosed in a bid packet. Editorial mention serves as unbiased acknowledgement of product claims. Credibility is enhanced when the claim is made in editorial context.
Three column format with trim size of 8.375” wide x 10.875” tall.

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*Includes standard .125” bleed beyond trim. Please keep live matter .5” from top, bottom and sides of trim.
Digital Ad Requirements PDF required. Images in the PDF should be 300 dpi or higher. All fonts converted to outline/artwork. All colors set to CMYK. No spot color(s). B/W PDFs should be grayscale. Print ad dimensions specified on page 19. Photos for ads created in-house should be saved as JPG, TIFF or EPS and highest resolution/size available (300 dpi or higher).

Media E-mail files under 20 MB or shared download links to maustermann@bsyoung.com. Color proofs must accompany color ads to ensure color accuracy. Material submitted in any form other than delineated here may result in color alterations, for which the Publisher cannot be responsible and additional charges may occur for the advertiser.

Production Services and Charges Materials received other than a press ready ad will undergo production services and charges at the advertiser’s expense. Ad production services are available from the publisher at additional cost. Material received requiring sizing or alterations will be processed at the advertiser’s expense. Proofs will be e-mailed for approval. No ad produced by Publisher will appear in SMART|dynamics of masonry without a signed proof.

Storage of Digital Files Digital files supplied will be held only for 12 months unless otherwise instructed.

Shipping of Ad Material Files under 15Mb may be e-mailed. Files over 20Mb can be sent via shared download link from any cloud storage web service (Google Docs, Dropbox, Box, etc). Email to maustermann@bsyoung.com or mail to Publisher, bsYOUNG & associates, 1168 Yorkshire Rd, Grosse Pointe Park, MI 48230.

Images Requirements Images should be sent as JPG, TIFF or EPS 300 dpi or highest resolution/size available. Images from the internet are copyright protected. You must obtain written permission to use if you do not own the image. Email permission to publisher@bsyoung.com. Internet images are 72 dpi and are not size and quality for use in the magazine. Illustrations must be sent in the original format, preferable Illustrator / vector (.ai or .eps).

If created in Microsoft Word, Powerpoint or Excel, send file in addition to any embedded images. To use as a screen capture, we recommend Snaglt.com saved as a bitmap as large as possible on the screen.

Images for Bio must be 2" x 2.5" minimum 300 dpi. If the image is taken from the web, it must be 8" x 10".

Guidelines for the best headshot:
- Do not take picture indoors.
- Too little light causes grainy picture.
- Do not take shot in partial shade.
- Brightness of sunlight and darkness of shade are too wide for many cameras.
- Photograph people with tilted head or angled body, not straight on.
- Sites with tips for headshot photos:
  - youtube.com and search for corporate headshots
  - photofeeler.com/blog/perfect-photo

Images for Articles Tips for best shots:
- Shoot building in sunlight, not in shadows
- Shoot building at an angle, close to ground look up.
- Masonry should be the focal point of the image, not glass entrance or roof.
- Get at least one close up of brick/block/stone to show finish, texture, color and any articulation.
- Eliminate debris and obstructions.
- Include only front and side views of people. Do not shoot people from below or behind.
- Make sure photo has no safety violations.

More Respected SMART|dynamics of masonry brings the industry together encouraging communication between all segments. As they communicate with one another in the pages of the publication, and learn from one another, the industry becomes much more efficient and even more respected.
Digital Margin Ads

Size Requirements dpi: PNG, GIF, JAP or SWA animation

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<td>1/6 Vertical (1.667” x 1.25”)</td>
<td>120</td>
<td>90</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VERTICAL WIDE ADS</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Wide Skyscraper (2.222” x 8.333”)</td>
<td>160</td>
<td>600</td>
</tr>
<tr>
<td>2/3 Vertical Wide (2.222” x 5.5”)</td>
<td>160</td>
<td>396</td>
</tr>
<tr>
<td>1/2 Vertical Wide (2.222” x 4.083”)</td>
<td>160</td>
<td>294</td>
</tr>
<tr>
<td>1/3 Vertical Wide (2.222” x 2.667”)</td>
<td>160</td>
<td>192</td>
</tr>
<tr>
<td>1/6 Vertical Wide (2.222” x 1.25”)</td>
<td>160</td>
<td>90</td>
</tr>
</tbody>
</table>

Width and Height are in pixels

24/7 Reach to Readers

SMART | dynamics of masonry is complete with a sophisticated digital edition of the magazine. All print advertisers will benefit from a strong online presence of the complete publication for no additional charge as well as a choice of many exciting interactive features and unique ways to differentiate themselves. The digital edition gives advertiser links to their websites to gain additional exposure.

Premium Sponsor Positions — Digital Edition

- Sponsorship Page: left page adjacent to front cover equal to front cover prominence – one only.
- Navigation Bar Logo sponsorship button provides constant exposure and can be linked to any URL – one only.
- Interactive Bellyband flips to provide 2 sided content. Front cover placement available at middle of page – one only.

Interactive Advertising — Digital Edition

- Audio enhancement
- Embedded or Pop-up Video with audio
- Dynamic Flash Animation to engage readers with unlimited possibilities
- Electronic Business Reply Form allows reader to instantly send contact information directly to advertiser. Generating leads has never been easier!
- Call Back Form invites reader to electronically request a call from advertiser
- Interactive Blow-In cards provide valuable 2-sided content
- Index Tabs for quick jump to designated page stands out for easy reference
- Gatefold opens with a simple mouse click
- Bundles are available most economically

Website Advertising Opportunities

- Banner and Skyscraper Ads provide constant viewing and can contain links to any URL
- Video Pre-Roll, brief ad prior to editorial video clip as a web extra

Advertisers Benefit

E-newsletters, E-blasts, webinars will become available for host lead generation and sponsorship. bsYOUNG & associates provides integrated products to deliver your message directly to influence your audience in myriad ways. Online advertising opportunities are designed to support your strategic marketing plan and complement your print campaign. Let us help you build a custom package.

Advertisers Benefit

From continually increasing user traffic resulting from search engine optimization, marketing strategy and bonus tradeshow magazine circulation. Address an increasing readership who craves this masonry information and wants to keep up to date. For it is they who will have the competitive advantage!

Call 313.886.4210 for quote.
Statistics Show  According to a survey commissioned by the American Business Media (ABM) and conducted by Yankelovich/Harris Interactive, more than 80% of executives rely on business-to-business publications as a primary source of news and information.

Our Vision  is to unite all segments of the masonry industry into one collaborative voice working to strengthen the position of the highest performance and most beautiful wall system, cost effective, sustainable and resilient.

Signed Contracts  must be faxed or emailed to your Advertising Account Strategist.

Payment Terms  Payment for space, color and position of first ad is due to the Publisher at the time of initial space reservation. Subsequent ads will be invoiced upon publication with approved credit application. Terms are net 25 days. A 1.5% finance charge will be added to invoices outstanding beyond 25 days. Advertisers who have delinquent balances will not be allowed to continue advertising. Production and creative charges will be invoiced separately as incurred and are payable upon acceptance of proofs and receipt of invoice.

Publisher’s Protective Clause  By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in SMART/dynamics of masonry and, by their tendering such insertion order, the advertiser or agency shall indemnify and hold Publisher, and any publishing partners, their employees, agents and subcontractors free and harmless from any expenses, damages and costs (including reasonable attorneys fees) resulting in any way from Publisher’s compliance with such insertion order (including but not by way of limitation, from claims of libel, violation of privacy, copyright, infringements or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher’s sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it. The Publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted which simulates editorial content.

Invest In Your Future
Support your industry.
Contact marketing strategists Betty Young to develop your new advertising, digital marketing and sponsored subscription strategy.

Betty Young | publisher@bsyoung.com | 313.886.4210
Branding clients on their strengths to distinguish them from competitors; bringing segments of an industry together to collaborate and synergistically increase impact; possessing vision and determination to launch startup organizations, tradeshows, products and publications keep publisher Betty Young always thinking of tomorrow’s strategy.

Mentored in masonry by industry giants Dan Zechmeister and Chuck Ostrander, Young absorbed specifics of technology, engineering and construction practices allowing her to read between the lines, extracting intrinsic benefits of masonry to use in branding the industry and its players. Young has honed these skills from the 2001 inception of the Story Pole, publication of the Masonry Institute of Michigan, to the creation of the Masonry Edge, publication of the Masonry Advisory Council in 2006, to the 2009 merger of the two association publications into a true business to business magazine Masonry Edge / the Story Pole, then SMART dynamics of masonry educating all segments of the built environment about masonry’s true quality, beauty, great value, unlimited palette and genuine people. Her ability to build relationships has resulted in an advertising, marketing and publishing career spanning 30 years. Young has designed media schedules positioning advertisers and created many a strategic campaign in a variety of industries. Young holds a BS degree from The Ohio State University and is an honorary member of the Adcraft Club of Detroit and member of the Building Enclosure Council of Greater Detroit.

Associate publisher and managing editor for SMART dynamics of masonry and of Masonry Edge / the Story Pole before it, Elizabeth Young is a GBCI credentialed LEED Green Associate, a USGBC Central Ohio Chapter member and member of Construction Writers Association. She has successfully completed the Masonry Institute of Michigan’s Masonry Certification and the National Concrete Masonry Association’s Master Course in Energy Conservation. She holds a BS and MA in English Education from The Ohio State University.

Elizabeth keeps an ear to the industry in search of those who are leading with innovation in all aspects of design, engineering, code, collaboration, materials, construction documents, detail development, LEED, technology, energy optimization, competitive advantages, productivity, constructability, speed and economics of masonry construction, best practices. Content is focused to those who determine or influence how effectively billions of dollars will be spent on commercial and institutional projects, written by experts and peer-reviewed.

Each issue brings readers strategies and tactics to improve value in design, engineering and construction as well as operations and maintenance for the life of the building. Her educational background guides Elizabeth as she assigns writers in delivering articles from which the readership will learn, strengthening the industry. With a collaborative nature, she reaches out to related organizations for synergistic impact.