

MASONRY ALLIANCE 2027 — BENEFITS

Cornerstone: \$5,650/month · Platinum: \$3,850/month · Gold: \$2,250/month · Silver: \$1,000/month
Proposed 2027 benefits and monthly investment. Final program details and availability are pending confirmation.

Content Development

Benefit	Cornerstone 	Platinum 	Gold 	Silver 
MASONRY STRONG Podcast guest appearance Updated for 2027	Included	Included	Included	Included
This Is Very Serious show appearance Updated for 2027	Included	Included	N/A	N/A
MASONRY STRONG Network episode opportunity	Available	Available	N/A	N/A
Industry research campaign	Included	Included	N/A	N/A
Content sponsorships	4	2	1	N/A
Quarterly column	Exclusive	N/A	N/A	N/A
MASONRY DESIGN monthly educational article	Included	Included	Included	N/A
MASONRY DESIGN quarterly advertorial	Included	Included	Included	N/A
MASONRY DESIGN educational webinar opportunity	Available	Available	Available	N/A
GEORGE AI co-development opportunity	Exclusive	N/A	N/A	N/A

Advertising & Media

Benefit	Cornerstone 	Platinum 	Gold 	Silver 
Realtime analytics dashboard	Included	Included	Included	Included
MASONRY Magazine print ads	1 two-page spread + 8 full-page ads	8 full-page ads	8 half-page ads	8 quarter-page ads
MCAA / MASONRY website banner impressions	1,000,000	500,000	250,000	150,000
MASONRY STRONG Podcast 30-second ads / reads Updated for 2027	8	6	2	1
End-of-show logo inclusion Updated for 2027	Included	Included	Included	N/A
Social media campaigns Updated for 2027	4	2	2	N/A
Daily Digest email logo inclusion	Included	Included	N/A	N/A
Weekly email newsletter ads	Exclusive	N/A	N/A	N/A
Dedicated email messages	2	1	N/A	N/A
Monthly press releases	Included	Included	Included	N/A
Company logo on sponsor page · MASONRY Magazine	Included	Included	Included	Included
MASONRY DESIGN linked logo · site & newsletters	Included	Included	Included	N/A
MASONRY DESIGN website banner impressions	Up to 20,000	Up to 20,000	Up to 20,000	N/A

Networking & Outreach

Benefit	Cornerstone 	Platinum 	Gold 	Silver 
Midyear tickets Updated for 2027	4 tickets	2 tickets	50% off one ticket	Available
World of Concrete MCAA tickets Updated for 2027	4 tickets	2 tickets	50% off one ticket	Available
Speed Dating presentation Updated for 2027	Exclusive	N/A	N/A	N/A
Speed Dating Break Zone Updated for 2027	N/A	Exclusive	N/A	N/A
GEN NXT F1 Arcade sponsorship · WOC	Exclusive	N/A	N/A	N/A
Event sponsorships	Exclusive	N/A	N/A	N/A
Logo at World of Concrete booth	Exclusive	N/A	N/A	N/A
Logo on marketing collateral	Exclusive	N/A	N/A	N/A
New member welcome box inclusion	Included	Included	Included	N/A
Business Savings Program discounts	Included	Included	Included	Included
Buyer's Guide listing	Included	Included	Included	Included
Access to MCAA Outreach and Education efforts	Included	Included	Included	Included
Midyear Golf Outing sponsorships	Available	Available	Available	Available

Included is part of the level. Available is an opportunity, not an included allocation. Exclusive is limited to the listed level. N/A is not offered in that level.

Updated for 2027 follows the change markers in the supplied benefits workbook. Proposed benefits and availability remain subject to confirmation.