

Advertising MEMBER CONNECTION



MBI LAUNCHES MEMBER CONNECTION

The Modular Building Institute is proud to present the inaugural edition of our newsletter – Member Connection. This is the first in a series of quarterly publications that will discuss topics of interest for all of our members.

As the name Member Connection implies, the goal of this publication is to keep all our members connected with the latest information affecting the commercial modular industry.

This newsletter will provide you with up-to-date policy issues, financial outlooks, useful resources, MBI upcoming events and other valuable information. This printed newsletter is a supplement of the weekly eLINK which delivers more time sensitive news. By staying actively involved and informed, you can help us in our effort to effectively monitor legislation and trends.

We welcome any news that you would like to share (see pg. 7 for advertising opportunities). Items of interest can be submitted to allen@modular.org for possible inclusion in future issues.

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MBI FIGHTS INDUSTRY THREATS

By Ben Handman, CAE

MBI Government Affairs Mission
To reduce, remove and eliminate unnecessary government interference and to promote industry favorable legislation and regulations allowing our members the opportunity to compete on a level playing field.

In 2008, MBI reviewed and mobilized nearly 2,000 bills and hundreds of proposed regulations pertinent to our industry. We are actively working on the following:

Prison Industry

Perhaps the single largest challenge our industry faces in 2009 is the continued erosion of our market share by government

sponsored prison industry programs. In addition to the Federal Prison Industries program known as Unifor, all fifty states have a prisoner work-force program, primarily building cells for future and sup-

planted prison industry programs. However the federal program and state programs in New York, California and Michigan, also build and provide modular buildings as part of their "rehabilitation" efforts.

In early 2008, the United States Congress addressed and corrected some of the unfair practices and adverse impact Unifor was having on private industries by requiring the agency to bid on pro-

jects where they were deemed to have "significant market share" (70%+). For markets in which Unifor does not have significant market share (such as the modular building industry), the acquiring agency is required to conduct market research to determine if Unifor's products are comparable in price, quality and time of delivery as the private sector. If Unifor is not comparable, the acquiring agency must solicit bids using an open and public process.

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The Member Connection Newsletter is generally 8 pages in length. Advertisement space is limited in all MBI publications, so please reserve your ad space early.

SUBSCRIPTIONS:

All members receive a subscription to the newsletter as a benefit of membership.

DISTRIBUTION:

- Mailed to all MBI member main and branch locations, both national and international.
- Bonus distribution at MBI seminars and meetings held each year.

DEMOGRAPHICS:

Demographics include member CEO's, owners, branch managers, and sales managers. MBI's regular membership includes wholesale manufacturers, direct manufacturers, and dealers of commercial modular buildings, while associate members are companies supplying building components, services, and financing to the industry.

SCHEDULE:

Issue	Deadline
Winter	January 1
Spring	April 1
Summer	July 1
Fall	October 1

AD SPECIFICATIONS:

- Full page and horizontal half page ads available in black and white only. All advertising material is subject to approval by the publisher. The publisher and printer will make every effort to correct inaccurate artwork, or electronic files. The publisher is not liable for quality of ads printed from faulty ad materials.
- Please submit high resolution, print-ready, black and white PDF files. Prepare files in InDesign, Acrobat PDF, Photoshop or Illustrator.
- PDF files must be distilled using the "prepare for print" settings. PDF files must have all fonts embedded and have all fonts subset below 100%. All images within the PDF must be high resolution (no less than 300 dpi). Bleeds are not available.

PAYMENT TERMS:

Advertising fees must be received 10 days prior to the date of publication.

COST PER ISSUE:

Full-page: \$1000
7 1/8" x 8 1/2"

1/2 page (horizontal): \$500
7 1/8" x 4 1/8"

DISCOUNTS:

We offer a 10% discount for placing your advertisement in four consecutive issues of the newsletter.

RATES EFFECTIVE:

From 12/31/2010 to 12/31/2011 &

Don't miss this opportunity to reach MBI members. For more information, contact MBI at 888-811-3288 or info@modular.org