



2027 MCA ADVERTISING AND SPONSORSHIP OPPORTUNITIES

PARTNER WITH MCA: WHERE METAL MEETS MOMENTUM

The Metal Construction Association (MCA) is where innovation, influence, and industry expertise converge. As the leading voice for metal in the building envelope, MCA connects you directly with the professionals shaping the future of architecture, design, and construction. Our members include the manufacturers, fabricators, and suppliers behind the most trusted metal products in the built environment—and our reach extends to the architects and designers who specify them.

When you advertise with MCA or sponsor our events, you're not just buying space—you're building relationships. Our channels reach more than 20,000 architects globally, and our members represent the decision-makers and thought leaders driving material choices and project outcomes.

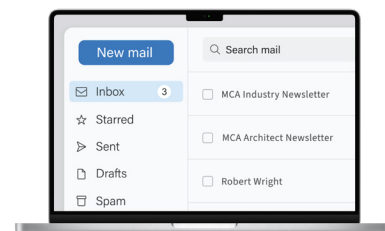
Whether you're looking to elevate your brand, launch a new product, or align with the values of sustainability and performance, MCA offers targeted, high-impact opportunities to connect with your ideal audience.

From digital advertising and website placements to sponsorships at our Winter Meeting and Summer Meetings, MCA gives you the platform—and the credibility—to stand out. Let's build something powerful together.

MetalConstruction.org



EMAILS



Advertise in Monthly Emails Sent to Qualified Professionals

Put your ad in one of the monthly newsletters MCA sends each month. You'll be seen by our vetted list of recipients who want news from MCA. Whether you want to reach architects or metal construction companies, we've got an ad opportunity for you!

MCA Industry Newsletter

Reach more than **1,100** construction industry professionals who are invested in advancing the use of metal in the building envelope. Our newsletter readers are both MCA members and prospects. Only three ad spaces will be available each month.

50%
average
open rate

MCA Architect Newsletter

Access **20,000** architects from around the globe who have shown interest in the use of metal in building design. Only two ad spaces will be available each month!

30%
average
open rate

25%
average
click-through rate

AD SPECIFICATIONS

728 px (w) x 90 px (h) for newsletters

COST

\$1,950 per quarter

(three consecutive monthly issues of one newsletter)

\$

WEBSITE



Advertise on MCA's Information Hub, MetalConstruction.org

MetalConstruction.org is more than a website—it's the digital home for the metal construction industry. As the primary communication platform for MCA, our website attracts 10,000 visitors per month—a highly targeted audience of construction industry professionals, architects, designers, building owners, and construction specifiers who rely on MCA for trusted insights, technical resources, and market intelligence.

With fresh content, industry expertise, and a growing library of educational tools, the site is a go-to destination for a broad range of professionals, from the people making material and design decisions to installers ensuring products perform as promised. Visitors stay an average of 2:28 minutes on our site and can easily download hundreds of resources for later use.

Advertising here means your brand is seen in the right place, by the right people, at the right time—positioned alongside the authority and credibility of MCA!

MCA Homepage metalconstruction.org

2,814
average monthly visits

AD SPECIFICATIONS

Top feature box on home page:
Image: 300 px (w) x 200 px (h)

Provide headline (≤30 characters),
subhead (≤20 characters),
body (≤250 characters),
button (≤15 characters),
and link to URL

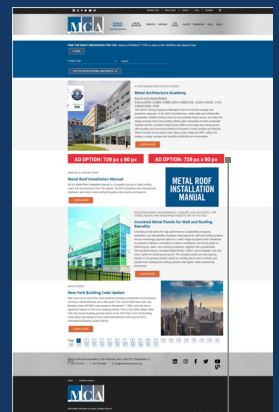
Bottom feature box on homepage:
300 px (w) x 250 px (h)



MCA Technical Resources Page metalconstruction.org/resources

2,625
average monthly visits

120+
educational resources, including
guides, white papers, webinars,
and technical bulletins—
for industry professionals,
architects, installers and more.
New content is added frequently,
and AIA credit is available.



AD SPECIFICATIONS
728 px (w) x 90 px (h)

COST

\$ \$1,950 for 3 ads in a calendar year, each running
for 1 month of your choice. (1 ad on page/month)

COST

\$ \$750 for 3 ads in a calendar year, each running
for 1 month of your choice. (2 ads on page/month)

MEETINGS



Connect with the Industry Leaders at MCA Meetings

Promote your company by becoming a sponsor at MCA's meetings! Choose the Winter Meeting, Summer Meeting, or both, then build a custom package by sponsoring meetings and specific event features and amenities.

Around 70% of our membership attends MCA's meetings, which offer an intimate setting for these industry leaders and decision-makers to:

- Learn from external experts who speak on hot topics
- Advance our shared agenda of growing the demand for metal in construction
- Connect with one another across companies, roles, and borders.

As a sponsor, your company will be promoted and thanked repeatedly in highly visible ways that reinforce recognition of your brand—digitally, in on-site signage, and verbally by our speakers—throughout the meeting.

Your sponsorship will build trust, goodwill, and long-term relationships with MCA's contacts—key professionals and decision makers in the metal construction industry who want to do business with companies that have their best interest in mind.

Sponsorship tells MCA's attendees, members, and prospects that your company is invested in their community and their future. What an easy way to foster loyalty and positive opinions about your company, products, and services!

Create Your Own Sponsorship Package

Options include:

MCA Winter Meeting	January	\$2,500
MCA Summer Meeting	June	\$2,500
MCA Winter and Summer Meetings	January and June	\$4,000
Keynote Address (exclusive)	Winter or Summer	\$2,000
Breakfast Sponsor	Winter or Summer	\$1,000
Coffee Breaks (inclusive of all breaks)	Winter or Summer	\$500
Welcome Reception	Winter or Summer	\$1,500
Cocktail Reception & Awards Dinner	Winter Meeting	\$3,000
1 Golf Hole*	Winter Meeting	\$500
2 Golf Holes*	Winter Meeting	\$750
3 Golf Holes*	Winter Meeting	\$1,000

** Includes signage on course, website, and app plus recognition at the awards dinner*

How MCA Will Promote Your Sponsorship Before, During, and After Meetings

- ✓ Emails to MCA members and other industry professionals
- ✓ Emails to industry organizations and media
- ✓ MCA meeting pages on MetalConstruction.org
- ✓ MCA's social media, including Facebook, Instagram, and LinkedIn
- ✓ On-site signage and presenters' PowerPoints
- ✓ Verbally by MCA's president and presenters



MCA ADVERTISING & SPONSORSHIP OPPORTUNITIES

EMAIL ADVERTISING

Cost includes 3 consecutive monthly issues of 1 newsletter.

- ☐ MCA Industry Newsletter (MCA members & prospects) \$1,950
☐ MCA Architect Newsletter \$1,950

WEBSITE ADVERTISING

Cost includes 3 ads in a calendar year, each running for 1 month of your choice.

- ☐ MCA Homepage top feature box \$1,950
☐ MCA Homepage bottom feature box \$1,950
☐ MCA Technical Resources page \$750

Choose preferred three months for your ads to run.

- | | | | |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| ☐ January | ☐ April | ☐ July | ☐ October |
| ☐ February | ☐ May | ☐ August | ☐ November |
| ☐ March | ☐ June | ☐ September | ☐ December |

DONATIONS

Give to deserving students or a new initiative (not tax deductible).

- ☐ Give to the MCA Scholarship program \$ _____
☐ Give to the Residential Metal Wall Initiative \$ _____
☐ Give to the Metal Resilience Council \$ _____

SPONSORSHIP

MCA 2027 Summer & Winter Meeting sponsorships

- ☐ MCA Winter Meeting and Summer Meeting \$4,000

MCA Winter Meeting sponsorships

- ☐ MCA Winter Meeting \$2,500
☐ Keynote Address (exclusive) \$2,000
☐ Breakfast Sponsor \$1,000
☐ Coffee Breaks (inclusive of all breaks) \$500
☐ Welcome Reception \$1,500
☐ Cocktail Reception & Awards Dinner \$3,000
☐ 1 Golf Hole \$500
☐ 2 Golf Holes \$750
☐ 3 Golf Holes \$1,000

MCA Summer Meeting sponsorships

- ☐ MCA Summer Meeting \$2,500
☐ Keynote Address (exclusive) \$2,000
☐ Breakfast Sponsor \$1,000
☐ Coffee Breaks (inclusive of all breaks) \$500
☐ Welcome Reception \$1,500

Advertising, Donation, and Sponsorship Total \$ _____

PAYMENT INFORMATION

☐ **I am paying by credit card.**

Amount \$ _____

To pay by credit card: Send a PDF of this completed form to pdoherty@metalconstruction.org and call 847.375.4718 to securely pay by credit card.

☐ **I am paying by check payable to Metal Construction Association.**

Check No. _____ Date _____

Amount \$ _____

To pay by check: Send a PDF of this completed form to pdoherty@metalconstruction.org. Send the printed form and payment to: MCA, PO Box 88019, Chicago, IL, 60680-1019.

☐ **Please invoice my company for the total.**

Send to: _____

Amount \$ _____

For an invoice: Send a PDF of this completed form to pdoherty@metalconstruction.org. Please note that sponsorships are available on a first-come, first-served basis. MCA cannot reserve ad or sponsorship options for companies that have not yet paid their invoice.

COMPANY INFORMATION

Company name _____

Address _____

City _____ State _____ ZIP _____ Country _____

YOUR INFORMATION

Your name _____

Your title _____

Your e-mail _____

By signing, you affirm that you are authorized to enter into this contract on behalf of the above-named company.

Signature of authorized representative _____ Date _____

QUESTIONS? CONTACT INFO@METALCONSTRUCTION.ORG.

CONTACT US

Let's Start the Conversation

Whether you're ready to build a custom advertising package or just exploring the possibilities, we're here to help. Reach out to us with your questions, ideas, or goals—and let's create a partnership that delivers real impact. Contact us today to learn how MCA can help you connect with the audiences that matter most to achieve your goals.



Director of Operations

Peggy Doherty

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Help MCA-Linked Students Achieve Higher Education

MCA's Scholarship Program provides financial support to students who have a direct connection to an MCA member company—whether they are an employee or their parent, grandparent, or spouse is. Donation-driven annual scholarships are awarded to deserving students pursuing their educational goals. Every contribution strengthens our community and shows that we invest in the people who make it thrive. Consider making a gift today to help us support the next generation of learners.

Donate today at MetalConstruction.org/scholarships.

Let's Increase Metal Used in Residential Construction

MCA's Residential Wall Initiative is expanding awareness and adoption of metal wall systems in the residential market. Through research, education, and outreach, we're showing homeowners and builders the value of metal as a durable, sustainable, and beautiful option. Your donation helps fund this important work and supports the growth of our industry. Join us in driving innovation and visibility—consider making a contribution today to help us build residential metal construction.

Contact jhenry@metalconstruction.org to find out more.



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