

2012 PRINT ADVERTISING RATES

Modern Steel Construction offers competitive advertising rates to fit any program budget. All rates are per issue, per insertion, and in U.S. dollars. Insertions must occur during the 2012 calendar year for these rates.

Display Rates

4-Color Ads

Size	1x	3x	6x	12x	18x	24x
Spread	11330	10815	9620	8270	8095	7930
Full Page	6130	5780	5130	4550	4390	4315
2/3 Page	4605	4355	3955	3555	3340	3295
1/2 Island	4230	3935	3590	3215	3130	3080
1/2 Horizontal	3965	3690	3410	2965	2925	2885
1/3 Page	2780	2440	2205	1740	1630	1565
1/6 Page	1855	1630	1390	1155	1125	1100

Discount of 15% for print-ready ad material.
AISC Full and Associate member discount 10%.

Black-and-White Ads

Size	1x	3x	6x	12x	18x	24x
Spread	8785	8260	7065	5715	5530	5365
Full Page	4740	4380	3720	3160	3000	2925
2/3 Page	3340	3070	2680	2245	2030	1990
1/2 Island	2955	2670	2265	1905	1825	1770
1/2 Horizontal	2700	2410	2120	1650	1595	1565
1/3 Page	1740	1585	1340	1090	1000	990
1/6 Page	1090	1070	970	815	780	760

Cover Rates

Inside Front or Inside Back, 6x	6090
Inside Front or Inside Back, 12x	5070
Back Cover, 6x	6685
Back Cover, 12x	5570

Classified Rates

Size	Marketplace			Employment		
	1x	6x	12x	1x	3x	12x
Single (1 1/2" x 3 1/4")	620	465	310	340	300	270
Double (3" x 3 1/4")	825	620	410	470	420	400
Triple (4 1/2" x 3 1/4")	1235	930	620	710	650	615

Black-and-white company logos may appear in ads for an additional \$25 charge per insertion.

Advertisements for products and services.

Advertisements for employment and recruiting firms.

Positioning, Inserts, Etc.

A 5% premium applies to gross billing for guaranteed placement in a particular location within the magazine. Special rates apply for supplied inserts, tip-ins, gate-folds, etc. Prices available upon request. Samples may be required prior to approval.

2-Color Ads

2-color ads are black plus one of the following process inks: cyan, magenta, or yellow. Ads containing black plus any other color require two or more process inks and will be billed at the 4-color rate.

Appearance

Publisher typesets. The AISC Full Member logo or AISC Associate Member logo may be displayed upon request at no additional charge.

AISC Member Discount

Full and Associate Members of the American Institute of Steel Construction receive a 10% discount on gross billing. There is no discount for AISC Professional Members.

Print-ready Discount

A discount of 15% will apply to gross billing on display space, color, and position charges for advertisers supplying complete, print-ready materials. To receive this discount, material must meet submittal specifications.

No discounts are applicable to charges for special handling or electronic file editing due to ad changes or incorrectly formatted material. Digital editing charges will be billed at \$200 per hour, minimum one-hour charge.

Issuance Dates

MSC is published 12 times a year and mails within the first week of the month. For example, the January issue is usually mailed prior to January 7.

Payment Terms

All rates are in U.S. dollars. Advertisers are responsible for payment. Terms are net 30 days. If invoices are not paid within 60 days, a service charge of 2% of the entire bill, per month, may be assessed. Payments not received within 60 days may result in loss of AISC Member and print-ready discounts on outstanding invoices.

Cancellations

Ads cannot be cancelled after the closing dates published on the editorial calendar. Advertisers who fail to fulfill a frequency contract will be short-rated to reflect actual frequency rate earned.

Receipt of Materials

Current ad materials will run at the publisher's discretion if new material is not received by the material submission deadline published on the editorial calendar. Send all materials, including a proof, to Louis Gurthet.

Website Advertising Information

Visit www.modernsteel.com/webspecs.

Send material to:

Louis Gurthet | gurthet@modernsteel.com

3970 S. Manitou Trail | Cedar, MI 49621

tel: 231.228.2274 | fax: 231.228.7759