

MSC

MODERN STEEL CONSTRUCTION



2012

MEDIA

GUIDE

www.modernsteel.com

CIRCULATION 45,849
July 2011

Modern Steel Construction reaches more structural engineers in the U.S. than any other publication. Our circulation includes nearly 34,000 structural engineers—more engineers than *Structural Engineer* and *Structure* magazines. Our circulation includes all 22,500 AISC professional members plus all of the members of ASCE's Structural Engineering Institute plus almost every other recent purchaser of the *Steel Construction Manual*.

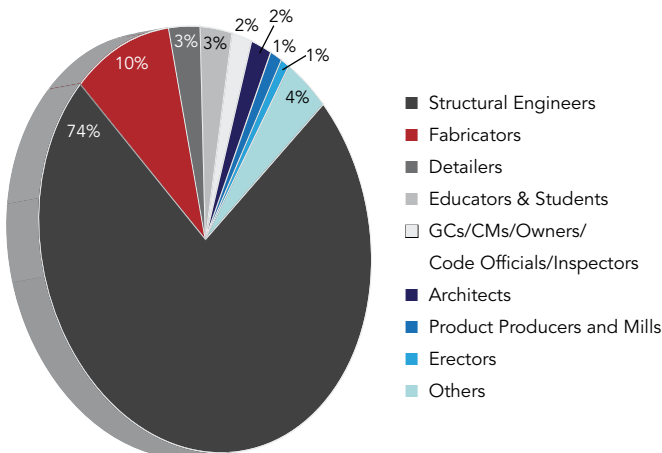
Modern Steel Construction also reaches nearly every major structural steel fabricator in the U.S. These 4,000 individuals (including nearly 1,000 Full Members of AISC) are responsible for more than 75% of all the steel-framed buildings and bridges constructed in the U.S. And, of course, *Modern Steel Construction* also reaches thousands of detailers, erectors, contractors, code officials, and building inspectors.

Year after year surveys show that *Modern Steel Construction* is regarded as the premier magazine for the building and bridge industry. Not surprisingly, when asked: "What magazines do you find most useful in your work" the latest survey reveals:

<i>Modern Steel Construction</i>	85%
<i>Structural Engineer</i>	52%
<i>Structure</i>	48%
ENR	27%
BD&C	17%

Subscribers share their copies of *MSC* with 2.2 additional readers for a total audience of more than 100,000 every month!

DEMOGRAPHICS



CONTACTS

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“*MSC* should be required reading for anyone involved in structural steel. It's the **GO-TO RESOURCE** for staying current on our industry. Everyone in this industry—fabricators, erectors, detailers, structural engineers—should have a subscription to *MSC*.”

—Erick Petersen, Banker Steel Company
Lynchburg, Va.



PRODUCTION SPECIFICATIONS

Ad Artwork Sizes

full page ad
 $8\frac{3}{8}'' \times 11\frac{1}{8}''$
 Trim size $8\frac{1}{8}'' \times 10\frac{7}{8}''$

Live area $7\frac{5}{8}'' \times 10\frac{5}{8}''$
 All text must fall within the live area to make sure nothing is trimmed off.

2-page spread
 (with bleeds; not shown)
 $16\frac{1}{2}'' \times 11\frac{1}{8}''$

$\frac{2}{3}$ vertical
 $4\frac{3}{4}'' \times 10\frac{1}{8}''$

$\frac{1}{3}$ vertical
 $2\frac{1}{2}'' \times 10\frac{1}{8}''$

$\frac{1}{2}$ island
 $4\frac{3}{4}'' \times 7\frac{1}{2}''$

$\frac{1}{3}$ square
 $4\frac{3}{4}'' \times 5''$

$\frac{1}{6}$ vertical
 $2\frac{1}{2}'' \times 5''$

$\frac{1}{2}$ horizontal
 $7\frac{1}{8}'' \times 5''$

Body Stock	45-lb matte
Cover	80-lb matte, UV-coated
Binding	Perfect bound
Trim Size	$8\frac{1}{8}'' \times 10\frac{7}{8}''$

Requirements for Print-Ready Discount

Print-ready materials are electronic files that are properly sized and formatted for publication in *Modern Steel Construction*. Print-ready materials do not require any image or text editing, and they do not have to be re-sized to fit MSC's standard ad sizes.

Ad materials that are improperly submitted, incomplete, or incorrectly sized may be rejected or re-worked at the publisher's discretion. Digital editing charges will apply for ads that require re-work.

A print-ready digital submittal meets the following requirements:

1 Provide an acceptable file format.

- PDF files that meet the PDF X-1a specification (high-resolution PDF files with all fonts embedded) are preferred. A full-size TIFF image of the ad in CMYK format at 300 dots per inch is also acceptable.
- Files saved in native QuarkXPress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, PowerPoint, or Microsoft Word format do not qualify for the print-ready discount.

2 Provide an acceptable proof.

- Provide a color or black-and-white proof, as appropriate for your ad. Only S.W.O.P.-calibrated color proofs can be used for color matching on press. The publisher will not be responsible for content or color accuracy in ads submitted without an appropriate proof.

3 Submit your ad properly.

- Submit your ad by e-mail sending a PDF file to ggraber@charter.net or download into following dropbox: <http://dropbox.yousendit.com/GloriaGraber675299>. Ads can also be submitted on labeled CD-ROMs or DVDs. Do not put more than one ad on a disc.

Note for Designers

Please do not include crop marks or other printer's marks when creating your PDF files. Do remember to include a $\frac{1}{8}''$ bleed all around for full-page and two-page spread ads.

Send ad materials and proofs to:

Louis Gurthet | gurthet@modernsteel.com
 3970 S. Manitou Trail | Cedar, MI 49621
 tel: 231.228.2274 | fax: 231.228.7759

Contact Information

For more information about MSC, visit www.modernsteel.com/advertising.php

EDITORIAL SUBMISSIONS

Feature Articles

Modern Steel Construction accepts bylined feature stories from engineers, architects, fabricators, contractors, erectors, detailers, and product vendors.

- **IDEAS:** Contributing authors are encouraged to contact *MSC* editors prior to submitting a story. *MSC* welcomes practical technical articles as well as project-related stories.
- **TEXT:** Submissions should be 1,000 to 1,500 words in length. The chosen topic should be discussed in terms of how it relates to the structural steel design, detailing, fabrication, and erection communities. Technical articles offering explanations, discussions, or "how-to" information are encouraged.

Examples of past articles are available at www.modernsteel.com/archives.php.

All contributions are subject to editing. Submittals are generally not returned unless so requested at the time of submittal. Due to scheduling and space constraints, publication is not guaranteed.

- **GRAPHICS:** Construction photographs, finished photography, line drawings of specific details, floor plans, and renderings (if finished photography is not available) are strongly encouraged. Provide a summary of all images submitted that includes appropriate captions and credits.

Electronic submittal of images is preferred—via e-mail, CD-ROM, or FTP site (contact Tom Klemens for FTP site information). Images should be 300-dpi JPEG, TIFF, or EPS files preferably 4"×6" or larger. Please do not embed photographs or figures in a Microsoft Word document (or any other type) unless you also have included separate image files. AutoCAD files cannot be used; submit structural details as line drawings or high-resolution PDFs.

Materials should be sent by email to Tom Klemens at klemens@modernsteel.com.

Industry News

MSC publishes relevant industry news items both in the monthly magazine and on www.modernsteel.com as "Steel in the News." Send information by email to Tom Klemens at klemens@modernsteel.com.

Please include contact information for the source of the material. News items intended for inclusion in the print version of *MSC* should be sent at least six weeks prior to the date of publication (i.e., September 15 for the November issue).

New Products

A variety of products are included in each issue of *MSC*, selected by the staff based on reader interest and applicability.

Send product submittals to Tom Klemens (klemens@modernsteel.com) at any time. Provide a brief description as well as a 300-dpi photo and company contact information. *MSC* cannot guarantee publication of your product information, but all submittals will be considered. Selection does not constitute an endorsement of the product by *MSC* or AISC.

Tips for Project Stories

- Explain the process for choosing structural steel framing. What made steel the structural system of choice for this project?
- Identify the greatest architectural, engineering, fabrication, and erection challenges for the project. What were the solutions? How were they implemented?
- Summarize the project schedule. How did the use of steel impact the schedule or improve the constructability of this project?
- Identify the major team players involved. Due to space constraints, *MSC* cannot list every consultant and subcontractor, but we typically include:
 - Architect of record
 - Structural engineer of record
 - General contractor
 - Steel fabricator, detailer, and erector if they are AISC Members
 - Engineering design and detailing software used on the project.

When supplying this information, please include city and state for each.

- Identify any unique products or equipment used on the project, including: fabrication equipment (brand, model); steel joists (supplier); metal deck (supplier); erection equipment (brand, model); and coatings.
- Did the project address any of these "current events" in the structural steel industry: fire protection engineering or the use of intumescent paints; design-build or collaboration; sustainable design; or electronic data interchange (EDI, CIS/2)?

Contact Information

Contact information for the *MSC* staff is always current at www.modernsteel.com/contact.php.

“Even before new building codes are released, I CAN COUNT ON *MSC* to describe the upcoming changes and keep me informed.”

—Adam W. Boyette, P.E., Structural Solutions, Inc.
Fort Worth, Texas

“There is no question that MSC is a valuable resource to all parties involved in the steel building industry. It is a **MUST-READ EVERY MONTH!**”

—Henry Gallart, SidePlate Systems, Inc.
Laguna Hills, Calif.

2012

EDITORIAL

CALENDAR

	January	February	March	April	May	June
Selected Editorial Features	Sustainability	Innovative Systems	Healthcare	NASCC: The Steel Conference Preview	IDEAS ² Awards	Prize Bridge Awards
Technical Column	SteelWise: Secrets of the 14th Edition	SteelWise: Material Specification	Bridge Crossings: Weathering Steel for Bridges	SteelWise: Steel Myths Debunked	SteelWise: An S.E.'s Guide to Thermal Capacity	Bridge Crossings: Steel Bridge Design Handbook Update
Product Expert Series	Jim Fisher on Joists	Lyle Menke on Fabrication Equipment	Chris Fischer on Software	Bill Corbett on Coatings	Kris Chipman on Shop Safety	Tom Sputo on Metal Deck
Ad Space Reservation	11.15.11	12.13.11	1.13.12	2.16.12	3.16.12	4.16.12
Ad Material Due Date	11.22.11	12.20.11	1.20.12	2.23.12	3.23.12	4.23.12

	July	August	September	October	November	December
Selected Editorial Features	Modular Construction	What's Cool/ Hot Products 2012	Governmental Structures	Seismic	Industrial	Low-Rise Construction
Technical Column	SteelWise: Welds for Skewed Plates	SteelWise: History of the Charpy V-Notch Test	Bridge Crossings: Accelerated Bridge Construction	SteelWise: Nuts & Bolts of Nuts & Bolts	SteelWise: Details for Steel Construction	Bridge Crossings: Orthotropic Bridge Decks
Product Expert Series	Bob Shaw on Bolts	Bill Gallant on Material Handling	Dean Phillips on Weld Filler Material	John Silva on Anchors	Tom Langill on Galvanizing	Mark Kaczinski on Bridge Bearings
Ad Space Reservation	5.16.12	6.15.12	7.16.12	8.16.12	9.14.12	10.15.12
Ad Material Due Date	5.23.12	6.22.12	7.23.12	8.23.12	9.21.12	10.22.12

Modern Steel Construction is the official publication of the American Institute of Steel Construction. MSC brings its readers in-depth information on the newest and most advanced uses of structural steel in buildings and bridges by focusing on innovative and cost-effective steel designs and the products that help bring them to life.

MSC is directed exclusively toward professionals in the construction industry who make and influence purchasing decisions—whether they are engineers, architects, building owners, contractors, fabricators, detailers, or erectors.

MSC is the magazine of choice for the design community and fabricated structural steel industry!

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

2012 WEB ADVERTISING RATES

Modern Steel Construction's website, www.modernsteel.com features multiple opportunities for advertisers to connect with our readership online.

Online Product Directory

MSC's online interactive Product Directory replaces monthly product lists in the print edition. The online Product Directory is searchable by product category. Search results are sorted to give the most prominent placement to upgraded listings and AISC Member listings. Rates are per month of exposure.

- Additional discounts are available to print advertisers based on their advertising program. Contact Louis Gurthet for details.
- NASCC: The Steel Conference exhibitors receive a 25% discount off Enhanced or Premium listings.

Listing Type	Monthly Rate	
	AISC Full and Associate Members	Non-Members
Basic Company name, phone number	—	No Charge
Enhanced Basic listing plus live web site link and 50-word description	No Charge	\$250
Premium Enhanced listing plus logo or photo and 100-word description	\$300	\$400

Online Employment Ads

MSC's online employment section is fully searchable! Online employment ads will not appear in the print edition of *Modern Steel Construction*. Rates are per month of exposure.

- AISC Full and Associate Member companies receive one free 75-word online employment ad each calendar year; additional ads are discounted 10%.

Size	Frequency		
	1 month	3 months	12 months
75 words	\$240	\$210	\$195
150 words	\$330	\$300	\$285
225 words	\$500	\$460	\$435

Online Banner Ads

MSC's website accepts banner advertising. Banner ads are available in a variety of sizes and with a selection of placement options. Advertiser supplies JPEG graphic, in RGB color format, with appropriate pixel size noted below. Rates are per month of exposure.

- AISC Full and Associate Members receive a 10% discount for online banner advertising.
- Additional discounts are available to print advertisers based on their advertising program. Contact Louis Gurthet for details.
- Placement options throughout the site are available. Contact Louis Gurthet for details.

Banner Type	Pixel Size	Exposure		
		3 months	6 months	12 months
Large Button	120 x 90	\$700	\$600	\$500
Medium Button	120 x 60	\$500	\$425	\$350
Square Button	120 x 120	\$900	\$765	\$630
Vertical Banner	120 x 240	\$1400	\$1190	\$980
Skyscraper	120 x 600	\$2100	\$1785	\$1470

Send material to:

Louis Gurthet | gurthet@modernsteel.com

3970 S. Manitou Trail | Cedar, MI 49621

tel: 231.228.2274 | fax: 231.228.7759

“MSC is our **BEST ADVERTISING VALUE** because it is geared toward the industry we serve and focuses on our current and potential business partners.”

—Lyle Menke, Peddinghaus Corporation, Bradley, Ill.

MSC POLL

Our Readers are Looking for You!

A survey of MSC subscribers done in late August, 2010, provided up-to-date and interesting information on how they are using the information provided in print and on online.

More than 1,850 people responded to the electronic questionnaire. The responses below are excerpted from the survey results.

What magazines do our readers find useful in their work?

Modern Steel Construction	85%
Structural Engineer	52%
Structure	48%
ENR	27%
Building Design + Construction	17%
Buildings	6%
Architectural Record	3%
Architect	3%

What products are our readers most interested in?

Bolts/Fasteners	73%
HSS	60%
Engineering software	57%
Metal deck	51%
Joists	49%
Coatings and galvanizing	44%
Welding products	38%
Seismic systems and components	38%
Metal building systems	38%
Detailing software	30%
Light gauge studs	29%
Base isolators/dampers	25%
Fabrication equipment	25%
AISC Certification	23%
Job opportunities	23%
Bending/rolling services	22%
Fire protection	20%
Precast plank	20%
Safety equipment	14%
Service centers	7%

What do our readers want to see in your ad?

Company's web address	57%
Specific information on how the product solves a problem	48%
Features and benefits of product	45%
Technical information on the product's function and longevity	45%
Detailed information on how and where a product can be used	43%
Direct web link for more detailed information	43%
Photography of the product in use	40%
Price/cost	36%
Showcase of new technologies, products and materials	36%
Email address to inquire about more details	33%
Load data	27%
Where test data can be found	24%
Company phone number	18%
Tools for product application	17%
List of local distributors/contacts	17%
References for others who have used product	16%
AISC Certification	14%
Something to allow for scaling to size	6%
Reader service reply	5%

How important is it for companies to advertise in MSC?

Very important	17%
Somewhat important	25%
Important	35%
Not very important	16%
Not at all important	4%
Other	2%

Why do readers read your ads?

To stay up on industry trends	67%
For structural information	62%
For general knowledge	60%
To get new ideas	51%
To find new service and product information	51%
Looking for solutions to problems	49%
To get ideas for current projects	40%
Latest software information	33%
For company information	25%
Enjoy the creative elements	24%

What actions do readers take after reading ads?

Visit a company's website	67%
Look up additional technical information	54%
File for future reference	42%
Pass on/share with others	38%
Request a catalog	38%
Download information on the company	37%
Requested information	35%
Suggested product to a client	21%
Call company	18%
Email company	18%
Contact local distributor/manufacturer's rep	16%
Recommend/approve product	15%
Ask an associate about company/product	14%
Purchase	11%

How are readers using MSC's online resources?

► 90% prefer to read MSC in print rather than online.

"I prefer to read in print, but prefer to save items for future reference in pdf format."

► 35% of respondents have viewed the MSC digital edition.

"Both editions, paper and digital, are a companion set. It's a pleasure to read the paper edition, and when I need special information I go to the website to search the subject."

► 43% say they have downloaded items from MSC's online archives.

"The searchable online archives are pretty handy when I'm looking for 'that one article' I remember reading a year or so ago even though it's somewhere on my bookshelf within arms reach."

► 20% say they use the online Product Directory one or more times a month.

"Never checked it out, but I will now that I know it's there."



There's always a solution in steel.

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Chicago, IL 60601
312.670.2400 www.aisc.org