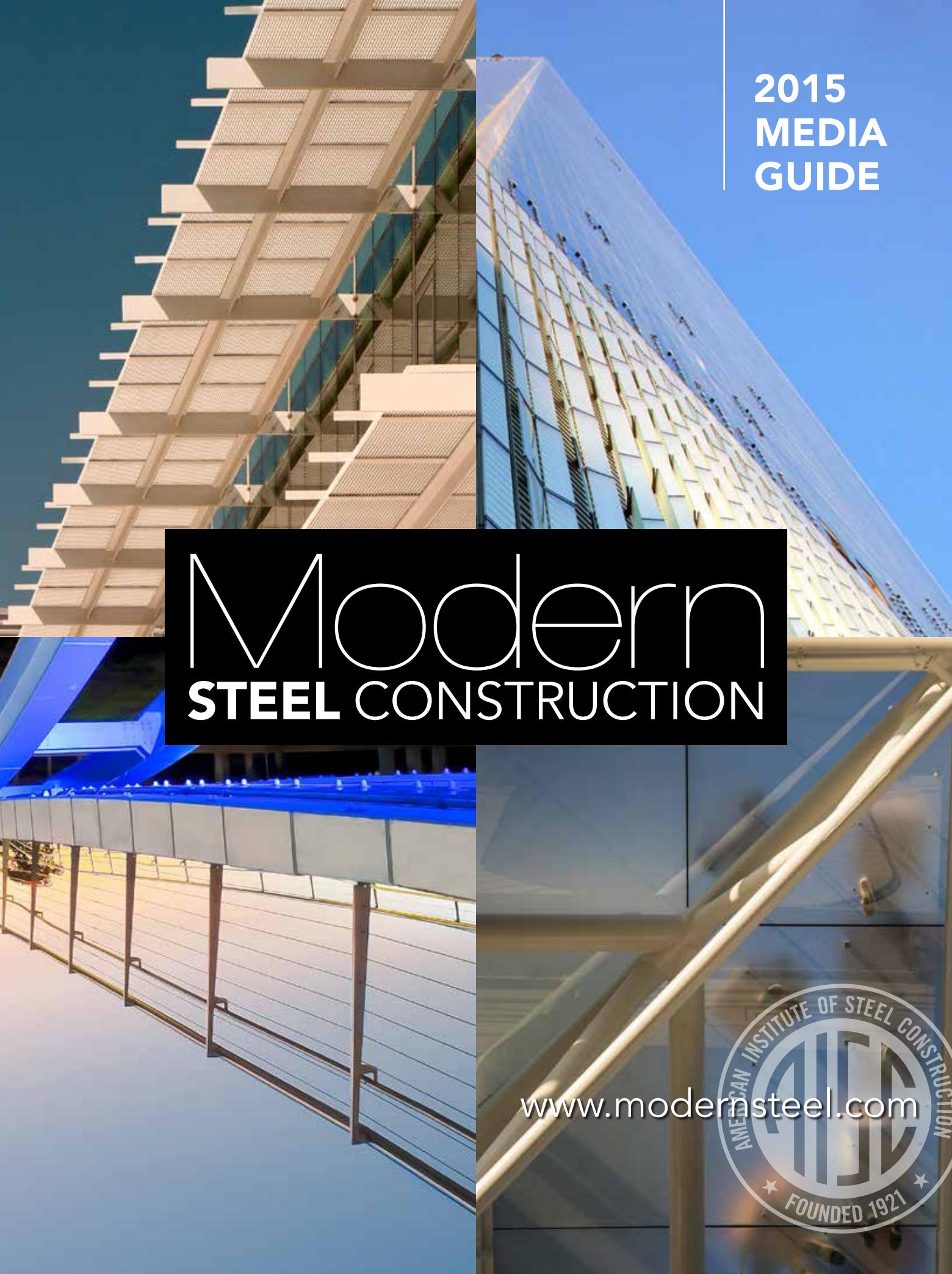


2015  
MEDIA  
GUIDE



# Modern STEEL CONSTRUCTION

[www.modernsteel.com](http://www.modernsteel.com)



# OUR AUDIENCE

*Modern Steel Construction* is the official publication of the American Institute of Steel Construction. Every month we bring our 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.

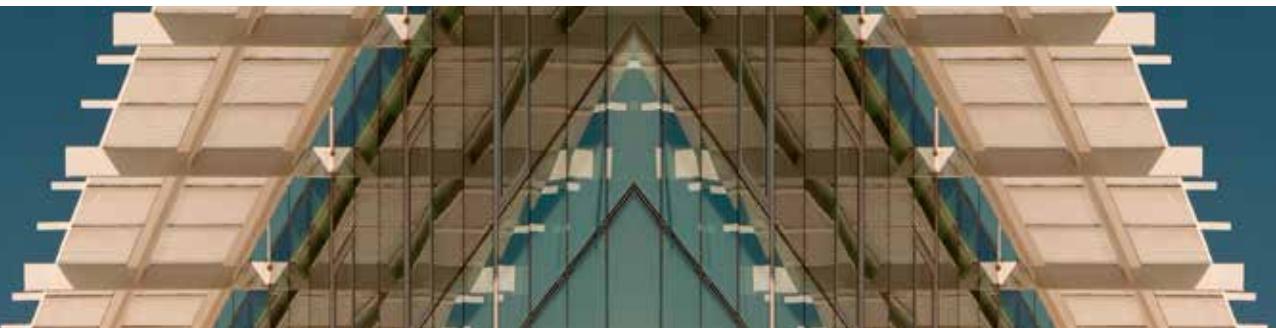
*Modern Steel* is directed exclusively toward professionals in the construction industry who make and influence purchasing decisions—whether they are engineers, architects, building owners, contractors or those employed directly by the domestic structural steel industry. It is the magazine of choice for the fabricated structural steel industry and also reaches more U.S. structural engineers than any other publication; our circulation includes more than 30,000 structural engineers—more engineers than *Civil + Structural Engineer* and *Structure* magazines. It also

September 2014 Circulation: **45,305**

includes all 25,000 AISC Professional Members plus all members of ASCE's Structural Engineering Institute and nearly every other person that buys AISC's *Steel Construction Manual*.

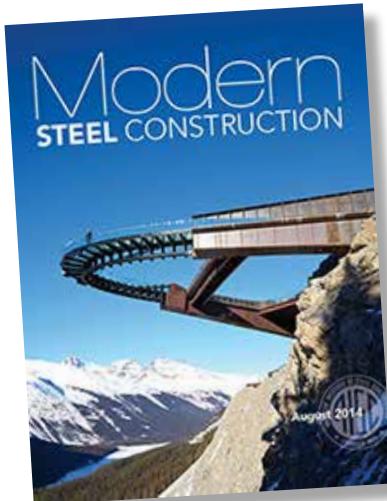
In addition, *Modern Steel* reaches almost every major domestic structural steel fabricator. These 4,000 individuals (including approximately 900 Full Members of AISC) are responsible for more than 75% of all steel-framed buildings and bridges constructed in the U.S. And, of course, *Modern Steel* also reaches thousands of detailers, erectors, contractors, code officials and building inspectors.

And we reach countless more through our website, [www.modernsteel.com](http://www.modernsteel.com), which has been newly designed for 2015 and includes an archives section dating back to the 1960s, daily Steel in the News items, an online Product Directory and more.



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:

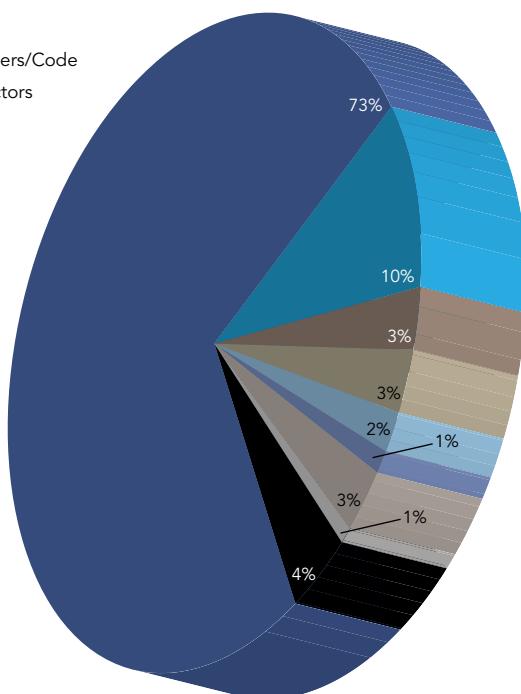
Modern Steel Construction	65%
Civil + Structural Engineer	41%
Structure	40%
ENR	19%
Building Design + Construction	9%



In addition, subscribers share their copies of *Modern Steel* with 2.2 additional readers for a total audience of nearly 100,000 every month!

## DEMOGRAPHICS

- Engineers
- Fabricators
- Detailers
- GCs/CMs/Owners/Code Officials/Inspectors
- Erectors
- Architects
- Educators and Students
- Product Manufacturers and Mills
- Others



<b>Body Stock</b>	45-lb gloss recycled text
<b>Cover</b>	80-lb gloss text
<b>Binding</b>	Perfect bound
<b>Trim Size</b>	8½" x 10¾"

# PRODUCTION SPECIFICATIONS

## 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 resized to fit *Modern Steel's* standard ad sizes. Ad materials that are improperly submitted, incomplete or incorrectly sized may be rejected or reworked at the publisher's discretion. Digital editing charges will apply for ads that require rework. A print-ready digital submittal meets the following requirements:

### 1 Provide an acceptable file format.

- PDF files in CMYK format 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. DO NOT SUBMIT ADS WITH SPOT COLORS.
- Files saved in native QuarkXPress, Adobe InDesign/Photoshop/ Illustrator, or Microsoft PowerPoint/Word format do not qualify for the print-ready discount.

### 2 Provide an acceptable proof.

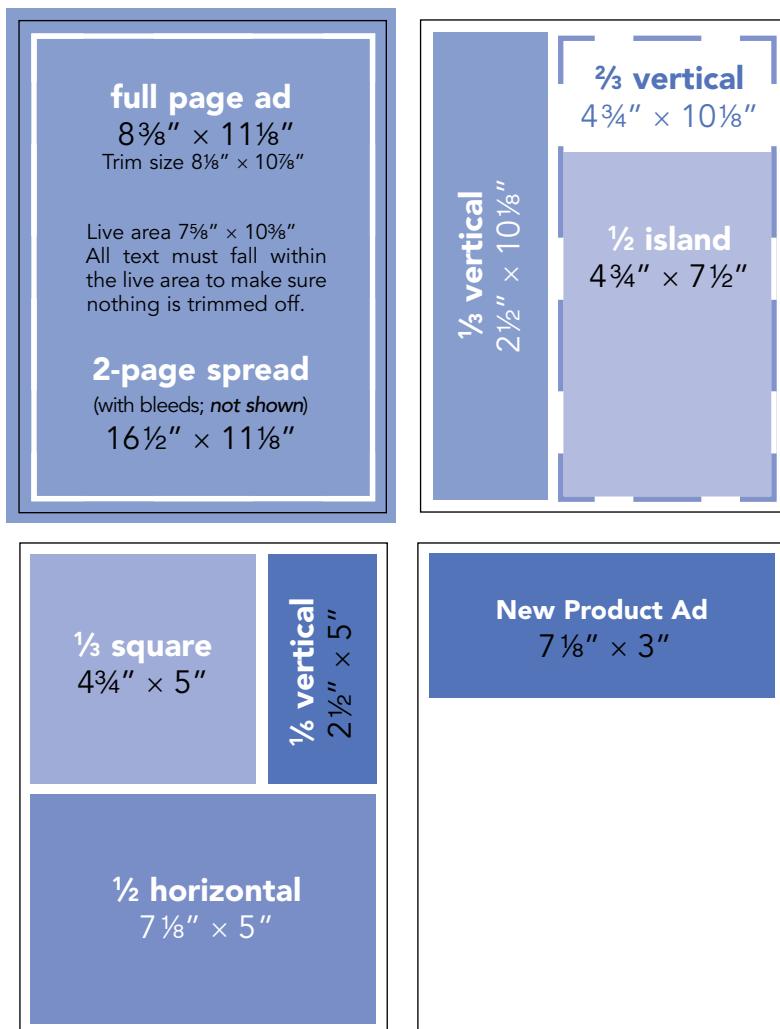
- **A color or black-and-white proof, as appropriate for your ad, must be provided with all new ad submissions.** Only S.W.O.P.-calibrated color proofs can be used for color matching on press. The publisher will not be responsible for content or color accuracy in ads submitted without an appropriate proof.

### 3 Submit your ad properly.

- Ads may be submitted to Gloria Graber by email ([ggraber@charter.net](mailto:ggraber@charter.net)) Dropbox upload ([www.hightail.com/u/GloriaGraber675299](http://www.hightail.com/u/GloriaGraber675299)) or by mail using 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. Remember to include a ¼-in. bleed all around for full-page and two-page spread ads.



Ad Artwork Sizes

Send artwork submittal materials to: Gloria Graber  
6490 S. Dunn's Farm Rd. | Maple City, MI 49664 | tel: 231.218.0414 | fax: 231.334.2236  
[ggraber@charter.net](mailto:ggraber@charter.net) | Dropbox: [www.hightail.com/u/GloriaGraber675299](http://www.hightail.com/u/GloriaGraber675299)

# EDITORIAL SUBMISSIONS

*Modern Steel* is written by the steel industry, for the steel industry. Our editors, AISC marketing and technical staff, structural engineers, fabricators, architects, contractors, product manufacturers and others all contribute to our editorial sections. Our combined voice tells steel success stories, offers practical advice and design tips, discusses innovative ideas and forward-thinking concepts and promotes useful products and technologies, all in an effort to improve and expand designing and building with domestic fabricated structural steel. Simply put, *Modern Steel* is the voice of and for steel.

## Feature Articles

We accept bylined feature stories from engineers, architects, fabricators, contractors, erectors and detailers.

- **IDEAS:** *Modern Steel* welcomes practical technical articles, project-related stories and other ideas that are relevant to our readers.
- **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 practical "how-to" information are also strongly encouraged. Examples of past articles are available at [www.modernsteel.com/archives.php](http://www.modernsteel.com/archives.php). All contributions are subject to editing.
- **GRAPHICS:** We welcome photographs, finished photography, line drawings of specific details, floor plans and renderings (if finished photography is not available). Provide a summary of all images submitted that includes appropriate captions and credits; we will send you a photo release form to sign and return. Electronic submittal of images is preferred—via email or services such as Dropbox. Images should be 300 dpi or higher. Materials should be sent to Geoff Weisenberger at [weisenberger@modernsteel.com](mailto:weisenberger@modernsteel.com).

## 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?
- What was the most interesting thing about the project? What made it unique from a structural steel standpoint? This could range from a signature or first-of-its-kind assembly to an unusually tight job site to a particularly complex or unusual connection.
- Summarize the project schedule. How did the use of steel impact the schedule or improve the constructability of the project?
- Identify the major team players involved, including architect, structural engineer, owner, general contractor and steel fabricator, detailer and erector if they are AISC members.

- 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.
- What is the takeaway for the readers? What can they learn from your article?

## Industry News

*Modern Steel* publishes relevant industry news items both in the monthly magazine and on [www.modernsteel.com](http://www.modernsteel.com) as "Steel in the News." Send information to Geoff Weisenberger at [weisenberger@modernsteel.com](mailto:weisenberger@modernsteel.com).

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

## New Products

Last year, *Modern Steel* reintroduced a New Products section, which features a collection of products from all across the structural steel industry—from coatings to job-site tools to software to fabrication equipment. It has quickly built a following of readers that check to see what products/services are new to the design, detailing, erection and fabrication sectors, as well as others.

Note that New Products is a paid section. Contact Lou Gurthet at [gurthet@modernsteel.com](mailto:gurthet@modernsteel.com) for rates.

## Product/Facility Focus

In addition to the New Products section, each issue of *Modern Steel* features a product-related article, either in the form of a facility tour or a more technical article about a designated type of product, software or service (e.g., welding products, fabrication machinery, safety equipment or BIM software).

*Modern Steel* also features articles on products or technologies that are new to the industry, as well as articles that offer practical advice for a specific type of product. Contact Geoff Weisenberger at [weisenberger@modernsteel.com](mailto:weisenberger@modernsteel.com) if you have an idea for a product-related article.

## NASCC: The Steel Conference

Every year, *Modern Steel* provides before and after coverage of AISC's annual conference, including the exhibitor list, schedule and selected preview papers for technical sessions. Contact Lou Gurthet at [gurthet@modernsteel.com](mailto:gurthet@modernsteel.com) for advertising opportunities related to NASCC, and contact Renae Gurthet at [rg@arlege.com](mailto:rg@arlege.com) if you are interested in exhibiting at NASCC.



# EDITORIAL CALENDAR

	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>Special Editorial Focus</b>	Bridge Projects	NASCC Session Preview	NASCC Exhibitors	High-Rises	IDEAS <sup>2</sup> Awards Winners	Exposed Structural Steel
<b>Technical Focus</b>	Fracture-Critical Status of Bridges	Frequently Asked Technical Questions	AISC Code of Standard Practice	Addressing Common Problems in Steel Construction	Frequently Asked Technical Questions	Moment Connections to HSS Columns
<b>Product/Facility Focus</b>	Job Sites and Erection	Modular Steel	Fabrication Equipment and Workflow	Design, Detailing and Fabrication Software	Bender-Rollers	Service Centers
<b>Ad Space Reservation</b>	11.17.14	12.19.14	1.16.15	2.18.15	3.18.15	4.17.15
<b>Ad Material Due Date</b>	11.26.14	12.23.14	1.26.15	2.26.15	3.26.15	4.27.15

	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
<b>Special Editorial Focus</b>	Accelerated Bridge Construction	What's Cool in Steel, Hot Products	Interoperability and Sustainability	Government Projects	Nonbuilding Structures	International Projects
<b>Technical Focus</b>	Design Tips for High-Seismic Regions	Frequently Asked Technical Questions	Buckling Restrained Brace Frames	Connection and Fabricator Engineer Advice for Consulting Engineers	Frequently Asked Technical Questions	Effective Length vs. Direct Analysis
<b>Product/Facility Focus</b>	Bridge Products	Welding	Material Handling in the Shop	Seismic Systems and Components	Bolts and Fasteners	Joist and Deck
<b>Ad Space Reservation</b>	5.18.15	6.18.15	7.17.15	8.18.15	9.18.15	10.16.15
<b>Ad Material Due Date</b>	5.26.15	6.26.15	7.27.15	8.26.15	9.25.15	10.26.15

*Modern Steel* covers the structural steel industry from every angle (and channel). In addition to feature stories, technical pieces and product- and facility-related information, every issue also includes:

- The ever-insightful **Editor's Note**.
- A **News and Events** section, which keeps readers in tune with AISC activities and announcements as well as provides a glimpse of what's going on in the world of steel in terms of projects, hirings and promotions, innovations and more.
- **Steel Interchange**, which provides answers to technical questions sent to AISC's Steel Solutions Center.

- **Steel Quiz**, which puts readers' design and technical know-how to the test.
- The **Marketplace** and **Employment** sections, which list jobs and other steel industry opportunities.
- An **Economics/Business Issues** column that discusses trends in the steel and overall construction industries, or offers business and management advice for the office or shop.
- The last-page **Structurally Sound** section, which features unique and often timely projects that stretch people's imaginations with what can be done with structural steel.



# 2015 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 2015 calendar year for these rates.

## Display Rates

### Four-Color Ads

Size	1x	3x	6x	12x	18x	24x
Spread	11780	11250	10000	8600	8420	8250
Full Page	6380	6010	5340	4730	4570	4490
½ Page	4790	4530	4110	3700	3470	3430
¼ Island	4400	4100	3730	3340	3260	3200
½ Horizontal	4120	3840	3550	3080	3040	3000
⅓ Page	2890	2540	2290	1810	1700	1630
⅔ Page	1930	1700	1450	1200	1170	1140

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	10050	9450	8090	6530	6330	6140
Full Page	5420	5010	4260	3620	3430	3340
½ Page	3820	3510	3070	2560	2320	2280
¼ Island	3380	3060	2600	2180	2100	2020
½ Horizontal	3090	2760	2420	1890	1830	1790
⅓ Page	1990	1820	1540	1240	1140	1130
⅔ Page	1240	1220	1110	940	890	870

### Cover Rates

Inside Front or Inside Back, 6x	6330
Inside Front or Inside Back, 12x	5270
Back Cover, 6x	6950
Back Cover, 12x	5790

### Classified Rates

Size	1x	6x	12x	1x	3x	12x
Single (3½" x 1½")	640	480	320	350	310	280
Double (3½" x 3")	860	640	430	490	440	420
Triple (3½" x 4½")	1280	970	640	740	680	640

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

Marketplace	Employment
Advertisements for products and services.	Advertisements for employment and recruiting firms.

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

### 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.

### Two-Color Ads

Two-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 four-color rate.

### 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, materials 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

*Modern Steel* is published 12 times a year and mails within the last week of the previous month. For example, the January issue is usually mailed the last week of December.

### 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 materials are not received by the material submission deadline published on the editorial calendar. Send all materials, including a proof, to Gloria Graber.

### Advertising Information

Visit [www.modernsteel.com/advertising.php](http://www.modernsteel.com/advertising.php).





Modern Steel Construction's newly formatted website, [www.modernsteel.com](http://www.modernsteel.com), features multiple opportunities for advertisers to connect with our readership online.

# 2015 WEB ADVERTISING RATES

## Online Product Directory

Modern Steel's online interactive 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. For more information, contact Lou Gurhet at [gurhet@modernsteel.com](mailto:gurhet@modernsteel.com), tel. 231.228.2274.

### Monthly Rate

Listing Type	AISC Full and Associate Members	Non-Members
<b>Enhanced</b> Basic listing plus <b>live website link</b> and 50-word description	No Charge	\$100
<b>Premium</b> Enhanced listing plus logo or photo and 100-word description	\$312	\$416

- Additional discounts on Premium listings are available to print advertisers based on their advertising program.
- NASCC: The Steel Conference exhibitors receive a 25% discount on Premium listings.

## Online Employment Ads

Modern Steel'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.

### Frequency

Size	1 month	3 months	12 months
<b>75 words</b>	\$250	\$220	\$200
<b>150 words</b>	\$340	\$312	\$300
<b>225 words</b>	\$520	\$480	\$450

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

## Online Banner Ads

Modern Steel Construction's website accepts banner advertising (**note that sizes are different from previous years, as the site has been redesigned**). Banner ads are available in a selection of placement and orientation options (see chart below). Advertiser supplies a JPEG file, in RGB color format, with appropriate pixel size as noted below. We also accept animated GIF files (no other animation types are accepted) in the appropriate pixel size noted. Rates are per month of exposure. For more information, contact Lou Gurhet at [gurhet@modernsteel.com](mailto:gurhet@modernsteel.com), tel. 231.228.2274.

### Exposure

Website Page	Ad Size	3 months	6 months	12 months
<b>Home</b> (horizontal)	single	\$1400	\$1160	\$960
	double	\$2800	\$2320	\$1920
<b>Archives</b> (vertical)	single	\$700	\$580	\$480
	*double	\$1400	\$1160	\$960
<b>Resources</b> (horizontal)	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
<b>Steel Interchange</b> (vertical)	single	\$700	\$580	\$480
	*double	\$1400	\$1160	\$960
<b>SteelWise</b> (vertical)	single	\$300	\$290	\$240
	*double	\$600	\$580	\$480
<b>Product Directory</b> (vertical)	single	\$300	\$290	\$240
	*double	\$600	\$580	\$480

- **Pixel Size**

Horizontal (single)	225x105
Horizontal (double)	450x105
Vertical (single)	225x105
Vertical (double)	225x210
- 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.
- Placement options throughout the site are available.
- Contact Louis Gurhet for details.

\*When submitting artwork for a vertical double ad, artwork must also be submitted for a horizontal double ad in order for the ad to be view properly on mobile devices.

# CONTACTS

## Advertising Sales

3970 S. Manitou Trail | Cedar, MI 49621

Louis Gurhet—Sales Manager  
[gurhet@modernsteel.com](mailto:gurhet@modernsteel.com)  
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@aisc



/AISCdotORG



/AISCsteelTV



There's always a solution in steel.

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312.670.2400 [www.aisc.org](http://www.aisc.org)