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 30,000 structural engineers—more engineers than Civil + Structural Engineer and Structure magazines. It also 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, nearly every major domestic structural steel fabricator receives Modern Steel. 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.

In addition, www.modernsteel.com reaches countless additional readers with its comprehensive archives section dating back to the 1960s, daily Steel in the News items, an online Product Directory and more.

**READERS SAY**

My favorite part of Modern Steel:
The project articles, especially those that required some creativity—something innovative to solve a problem—or a new or fresh approach to an issue.

Year after year, surveys show that Modern Steel is regarded as the premier magazine for the building and bridge industry.

What magazines do you find most useful in your work?

(percentage of respondents who selected “most useful”)

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

Which of the following products do you influence the purchase of?

(percentage of respondents who selected each category)

- Detailing software 36%
- Engineering software 78%
- Fabrication equipment/software 18%
- Job-site tools 16%
- Safety equipment 20%

**DEMOGRAPHICS**

- Engineers 73%
- Fabricators 4%
- Detailers 4%
- GCs/CMs/Owners/Code Officials/Inspectors 3%
- Erectors 2%
- Architects 3%
- Educators 3%
- Product Manufacturers and Mills 3%
- Others 1%

**September 2015 Circulation**

49,270

Subscribers share their copies of Modern Steel with 2.2 additional readers for a total audience of nearly 100,000 every month!
Modern Steel Construction 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.
➤ The News section 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 provides answers to technical questions sent to AISC’s Steel Solutions Center.
➤ Steel Quiz puts readers’ design and technical know-how to the test.
➤ The Marketplace and Employment sections list jobs and other steel industry opportunities.

➤ The Economics/Business Issues column discusses trends in the steel and general construction industries or offers business and management advice for the office or shop.
➤ The last-page Structurally Sound section features unique and often timely projects that stretch people’s imaginations with what can be done with structural steel.

For more information about the editorial content of the magazine, or to submit an item to be considered for our Steel In the News online feature, contact:

➤ Geoff Weisenberger—Senior Editor
weisenberger@modernsteel.com
tel: 312.670.8316
➤ Tasha Weiss—Assistant Editor
weiss@modernsteel.com
tel: 312.670.5439

<table>
<thead>
<tr>
<th>2016 EDITORIAL CALENDAR</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Focus</td>
<td>Exposed Structural Steel</td>
<td>Seismic Design</td>
<td>NASCC Session Preview</td>
<td>NASCC Exhibitors</td>
<td>IDEAS² Awards Winners NSBA Prize Bridge Awards</td>
</tr>
<tr>
<td>Industry Focus</td>
<td>Bending</td>
<td>Seismic Products</td>
<td>Joist and Deck</td>
<td>Networking</td>
<td>Materials Erection</td>
</tr>
<tr>
<td>Modern Steel Show</td>
<td>ASCE Structures Congress</td>
<td>AGC Annual Convention Healthcare Facilities Symposium</td>
<td>NASCC: The Steel Conference Design-Build in Transportation</td>
<td>IPI Conference &amp; Expo AIA Convention</td>
<td></td>
</tr>
<tr>
<td>Distribution</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Ad Material Due Date</td>
<td>11.23.15</td>
<td>12.21.15</td>
<td>1.21.16</td>
<td>2.22.16</td>
<td>3.21.16 4.21.16</td>
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<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Focus</td>
<td>Hot Products</td>
<td>What’s Cool in Steel</td>
<td>BIM</td>
<td>Sustainability</td>
<td>Steel Design Tips International Projects</td>
</tr>
<tr>
<td>Industry Focus</td>
<td>Welding</td>
<td>Software</td>
<td>Bolting</td>
<td>Education</td>
<td>Equipment Coatings</td>
</tr>
<tr>
<td>Modern Steel Show</td>
<td></td>
<td></td>
<td></td>
<td>Greenbuild</td>
<td>Fabtech Design-Build Conference &amp; Expo</td>
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<tr>
<td>Distribution</td>
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<tr>
<td>Ad Material Due Date</td>
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<td>6.21.16</td>
<td>7.21.16</td>
<td>8.22.16</td>
<td>9.21.16 10.21.16</td>
</tr>
</tbody>
</table>
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 2016 calendar year for these rates.

### 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.

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

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 vertical or horizontal orientation and with a selection of placement options. 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 Gurthet at gurthet@modernsteel.com or 231.228.2274.

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Website Page</th>
<th>Ad Size</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
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</thead>
<tbody>
<tr>
<td>Home</td>
<td>single</td>
<td>$1400</td>
<td>$1160</td>
<td>$960</td>
<td></td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$2800</td>
<td>$2320</td>
<td>$1920</td>
<td></td>
</tr>
<tr>
<td>Archives</td>
<td>single</td>
<td>$700</td>
<td>$580</td>
<td>$480</td>
<td></td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$1400</td>
<td>$1160</td>
<td>$960</td>
<td></td>
</tr>
<tr>
<td>Resources</td>
<td>single</td>
<td>$700</td>
<td>$580</td>
<td>$480</td>
<td></td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$1400</td>
<td>$1160</td>
<td>$960</td>
<td></td>
</tr>
<tr>
<td>Steel Interchange</td>
<td>single</td>
<td>$300</td>
<td>$290</td>
<td>$240</td>
<td></td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$600</td>
<td>$580</td>
<td>$480</td>
<td></td>
</tr>
<tr>
<td>SteelWise</td>
<td>single</td>
<td>$300</td>
<td>$290</td>
<td>$240</td>
<td></td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$600</td>
<td>$580</td>
<td>$480</td>
<td></td>
</tr>
<tr>
<td>Product Directory</td>
<td>single</td>
<td>$300</td>
<td>$290</td>
<td>$240</td>
<td></td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$600</td>
<td>$580</td>
<td>$480</td>
<td></td>
</tr>
</tbody>
</table>

Pixel Size
- Horizontal (single) 225×105
- Horizontal (double) 450×105
- Vertical (single) 225×210
- Vertical (double) 450×210

AISC Full and Associate Members receive a 10% discount for online banner advertising.

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 Gurthet at gurthet@modernsteel.com or 231.228.2274.

<table>
<thead>
<tr>
<th>Monthly Rate</th>
<th>Listing Type</th>
<th>AISC Full and</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enhanced</td>
<td>Associate</td>
<td>Members</td>
</tr>
<tr>
<td></td>
<td>Basic listing plus live website link and 50-word description</td>
<td>No Charge</td>
<td>$110</td>
</tr>
<tr>
<td></td>
<td>$320</td>
<td>$430</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1 month</th>
<th>3 months</th>
<th>12 months</th>
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<tbody>
<tr>
<td>75 words</td>
<td>$250</td>
<td>$220</td>
<td>$200</td>
</tr>
<tr>
<td>150 words</td>
<td>$340</td>
<td>$312</td>
<td>$300</td>
</tr>
<tr>
<td>225 words</td>
<td>$520</td>
<td>$480</td>
<td>$450</td>
</tr>
</tbody>
</table>

AISC Full and Associate Member companies receive one free 75-word online employment ad each calendar year; additional ads are discounted 10%.
Requirements for Print-Ready Discount
Print-ready materials are electronic files that are properly sized and formatted for publication in Modern Steel Construction as summarized below. 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. Incomplete or incorrectly sized ad materials may be rejected or reworked at the publisher's discretion:

### Ad Artwork Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>full page ad</td>
<td>8 3/8&quot; × 11 1/8&quot;</td>
</tr>
</tbody>
</table>

This dimension allows for 3/8" of artwork to bleed off the edge of the page.

Keep text 1/2" away from the edge of the art to avoid having it cut off.

2-page spread as a single piece of artwork (not shown): 16 1/8" × 11 1/8"

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 vertical</td>
<td>4 3/4&quot; × 10 1/8&quot;</td>
</tr>
<tr>
<td>1/2 island</td>
<td>4 3/4&quot; × 7 1/2&quot;</td>
</tr>
<tr>
<td>1/2 square</td>
<td>4 3/4&quot; × 5&quot;</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>7 3/8&quot; × 5&quot;</td>
</tr>
<tr>
<td>New Product Ad</td>
<td>7 3/8&quot; × 3&quot;</td>
</tr>
</tbody>
</table>

### File Format

- **PDF** files in CMYK format that meet the PDF X-1a specification (high-resolution PDF files with all fonts embedded).
- A full-size **TIFF** image of the ad in CMYK format at 300 dots per inch is also acceptable. We cannot accommodate ads with spot colors (PMS inks).
- Native QuarkXPress, InDesign, Photoshop, Illustrator, PowerPoint or Word format will not be accepted.

### Color

- Although proofs are uncommon these days, the only way we can match the colors in your ad on press is with a S.W.O.P.-calibrated color proof. We will not be responsible for content or color accuracy in ads submitted without an appropriate proof.

### Submit your ad properly.

- Submit materials by email, upload or by mail using labeled CD-ROMs or DVDs. Do not put more than one ad on a disc.

### Note for Designers

**DO NOT** include crop marks or other printer's marks when creating your PDF files.

Send ad artwork to:
Gloria Graber | 6490 S. Dunn's Farm Rd. | Maple City, MI 49664
tel: 231.218.0414 | fax: 231.334.2236
ggrabera@charter.net | Dropbox: www.hightail.com/u/GloriaGraber675299
Modern Steel is written by the structural steel industry for the structural steel industry. Editorial contributors include structural engineers, fabricators, architects, contractors and product manufacturers, as well as AISC staff. 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 domestically fabricated structural steel. Simply put, Modern Steel is the voice of and for fabricated structural steel.

Feature Articles
We accept bylined feature stories from engineers, architects, fabricators, contractors, erectors and detailers. Interested in submitting an article? Check out our editorial guidelines at www.modernsteel.com/getpublished.

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 for advertising opportunities related to The Steel Conference, and contact Renae Gurthet at rg@arlge.com if you are interested in exhibiting at The Steel Conference.

New Products
The New Products section features a collection of products from all across the structural steel industry—from coatings to job-site tools to software to fabrication equipment.

Industry News
Modern Steel publishes relevant industry news items both in the monthly magazine News section and on www.modernsteel.com as Steel in the News. Send items to Geoff Weisenberger at weisenberger@modernsteel.com.

Industry Focus
In addition to the New Products section, each issue of Modern Steel features an industry-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 if you have an idea for a product- or facility-related article.

READERS SAY
My favorite part of Modern Steel:
Almost everything in it is helpful in what I do. It is about real projects, real design topics and real code issues that are useful almost right away.

CONTACTS
Advertising Sales
3970 S. Manitou Trail
Cedar, MI 49621
➤ Louis Gurthet—Sales Manager
gurthet@modernsteel.com
tel: 231.228.2274

Ad Artwork Submittal
6490 S. Dunn’s Farm Rd.
Maple City, MI 49664
➤ Gloria Graber
ggraber@charter.net
tel: 231.218.0414
fax: 231.334.2236
www.hightail.com/u/GloriaGraber675299

Editorial Staff
➤ Scott Melnick—Editor and Publisher
melnick@modernsteel.com
tel: 312.670.8314

➤ Geoff Weisenberger—Senior Editor
weisenberger@modernsteel.com
tel: 312.670.8316

➤ Tasha Weiss—Assistant Editor
weiss@modernsteel.com
tel: 312.670.5439

➤ Kristin Hall—
Graphic Design Manager
hall@modernsteel.com
tel: 312.670.8313

➤ Keith Grubb—
Director of Publications
grubb@modernsteel.com
tel: 312.670.8318

American Institute of Steel Construction
One East Wacker Drive, Suite 700
Chicago, IL 60601
312.670.2400 www.aisc.org

There’s always a solution in steel.