

# Modern STEEL CONSTRUCTION

# 2017 MEDIA GUIDE

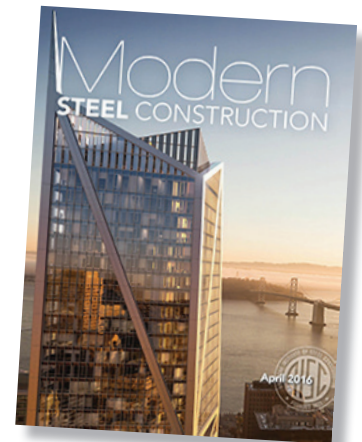
*Modern Steel Construction* is the official publication of the American Institute of Steel Construction. Every month we bring our readers in-depth information on the newest and most advanced uses of structural steel in buildings and bridges by focusing on innovative and cost-effective steel designs and 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 steel industry. It is the magazine of choice for people designing structural steel framing systems and reaches more than 35,000 U.S.-based structural engineers—more than any other publication. This includes 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 approximately 4,500 individuals (representing more than 900 AISC full member companies) 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.

On top of that, [www.modernsteel.com](http://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.

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")

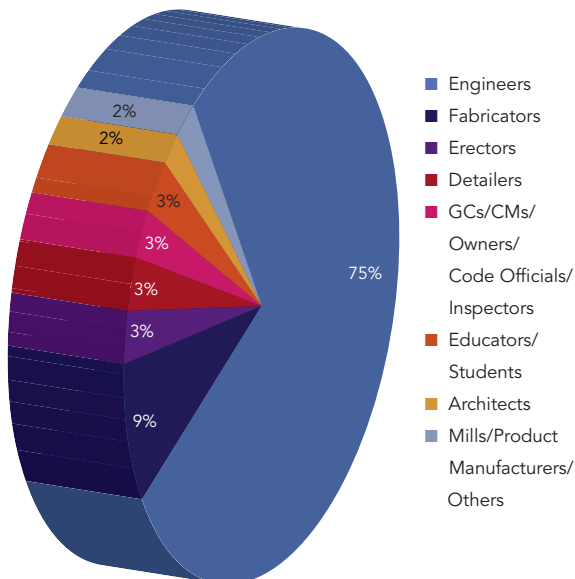
<i>Modern Steel Construction</i>	65%
<i>Civil + Structural Engineer</i>	41%
<i>Structure</i>	40%
<i>ENR</i>	19%
<i>Building Design + Construction</i>	9%

### 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



## September 2016 Circulation 51,000

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

	January	February	March	April	May	June
Editorial Focus	Accelerated Bridge Construction	Exposed Structural Steel	NASCC Session Preview and Exhibitors	Seismic Design	IDEAS <sup>2</sup> Awards Winners	Design Tips
Industry Focus	Safety	Seismic Products	Detailing	Fabrication Software	Bending	Erection Engineering
Modern Steel Show Distribution			NASCC: The Steel Conference Design-Build in Transportation AGC Annual Convention	ASCE Structures Congress AIA Convention	IPI Conference & Expo	
Ad Space Reservation	11.14.16	12.14.16	1.13.17	2.14.17	3.14.17	4.14.17
Ad Material Due Date	11.21.16	12.21.16	1.20.17	2.21.17	3.21.17	4.21.17

	July	August	September	October	November	December
Editorial Focus	Bridge Repair	Hot Products/ What's Cool in Steel	Schools	Beginning with BIM	Sustainability	International Projects
Industry Focus	Site Tour	Engineering Software	Education	Bolting	Shop Equipment	Welding
Modern Steel Show Distribution					Greenbuild Fabtech Design-Build Conference & Expo	
Ad Space Reservation	5.15.17	6.14.17	7.14.17	8.14.17	9.14.17	10.13.17
Ad Material Due Date	5.22.17	6.21.17	7.21.17	8.21.17	9.21.17	10.20.17

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**.
- **News** keeps readers in tune with AISC activities and announcements and provides a glimpse of what's going on in the world of steel in terms of projects, promotions, innovations and more.
- **Steel Interchange** provides answers to technical questions sent to AISC's Steel Solutions Center.
- **Steel Quiz** tests readers' design and technical know-how.
- **Marketplace** lists jobs and other steel industry opportunities.
- **SteelWise** provides practical technical information that readers can use right away.
- **Economics** and **Business Issues** columns discuss steel industry and construction trends and offer business and management advice for the office or shop.

A number of special sections make appearances annually:

- Previews of interesting **NASCC sessions**, as well as the full list of **exhibitors**, are included in the show issue every spring.
- AISC's **IDEAS<sup>2</sup> Awards** program celebrates the synergy between structural steel and architecture. Winners are featured every May. For specifics about entering, contact Larry Flynn at [flynn@aisc.org](mailto:flynn@aisc.org).
- The August issue includes **Hot Products** selected from NASCC exhibitors, as well as the **What's Cool in Steel** section, which presents a compendium of fun projects built with structural steel.
- In even-numbered years, the **NSBA Prize Bridge Awards** recognize the best of the steel bridge world. Contact Matt Shergalis at [shergalis@aisc.org](mailto:shergalis@aisc.org) for details.

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](mailto:weisenberger@modernsteel.com)  
tel: 312.670.8316

➤ Tasha Weiss—Assistant Editor  
[weiss@modernsteel.com](mailto:weiss@modernsteel.com)  
tel: 312.670.5439

# Modern STEEL CONSTRUCTION

## 2017 PRINT ADVERTISING

### Display Rates

#### Four-Color Ads

Size	1x	3x	6x	12x	18x	24x
Spread	12370	11820	10510	9040	8840	8670
Full Page	6700	6310	5610	4970	4800	4710
$\frac{2}{3}$ Page	5030	4760	4310	3890	3640	3600
$\frac{1}{2}$ Island	4620	4300	3920	3510	3430	3370
$\frac{1}{2}$ Horizontal	4320	4040	3730	3230	3190	3150
$\frac{1}{3}$ Page	3040	2670	2410	1900	1790	1710
$\frac{1}{6}$ Page	2030	1790	1520	1260	1230	1190

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	10760	10120	8660	7000	6780	6570
Full Page	5800	5370	4570	3880	3670	3580
$\frac{2}{3}$ Page	4090	3760	3290	2750	2490	2440
$\frac{1}{2}$ Island	3620	3280	2790	2340	2250	2160
$\frac{1}{2}$ Horizontal	3310	2950	2590	2030	1960	1910
$\frac{1}{3}$ Page	2130	1940	1650	1330	1220	1210
$\frac{1}{6}$ Page	1320	1310	1190	1010	960	940

#### Cover Rates

Inside Front or Inside Back, 6x	6650
Inside Front or Inside Back, 12x	5540
Back Cover, 6x	7300
Back Cover, 12x	6080

### Classified Rates

Size	1x	6x	12x	1x	3x	12x
Single ( $3\frac{1}{4}'' \times 1\frac{1}{2}''$ )	670	500	340	370	330	300
Double ( $3\frac{1}{4}'' \times 3''$ )	910	670	450	510	460	440
Triple ( $3\frac{1}{4}'' \times 4\frac{1}{2}''$ )	1350	1020	670	780	710	670

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

**Marketplace**  
Advertisements for products and services.

**Employment**  
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.

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 2017 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.

#### Use of AISC Logos in Ads

AISC-member advertisers are advised to check the members area of the AISC web site at [www.aisc.org](http://www.aisc.org) for up-to-date logos and guidelines.

For advertising sales, contact:  
Louis Gurthet, Gurthet Media Sales LLC | 3970 S. Manitou Trail | Cedar, MI 49621  
[gurthet@modernsteel.com](mailto:gurthet@modernsteel.com) | tel: 231.228.2274

Modern Steel Construction's website, [www.modernsteel.com](http://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. 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](mailto:gurthet@modernsteel.com) or 231.228.2274.

### Exposure

Website Page	Ad Size	3 months	6 months	12 months
Home	single	\$1400	\$1160	\$960
	double	\$2800	\$2320	\$1920
Archives	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
Resources	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
Steel Interchange	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
SteelWise	single	\$300	\$290	\$240
	double	\$600	\$580	\$480
Product Directory	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.

## 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](mailto:gurthet@modernsteel.com) or 231.228.2274.

### Monthly Rate

Listing Type	AISC Full and Associate Members	Non-Members
ENHANCED Basic listing plus <b>live website link</b> and 50-word description	No Charge	\$110
PREMIUM Enhanced listing plus logo or photo and 100-word description	\$320	\$430

- ▶ 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
75 words	\$250	\$220	\$200
150 words	\$340	\$312	\$300
225 words	\$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%.

For advertising sales, contact:

Louis Gurthet, Gurthet Media Sales LLC | 3970 S. Manitou Trail | Cedar, MI 49621  
[gurthet@modernsteel.com](mailto:gurthet@modernsteel.com) | tel: 231.228.2274

## 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:

<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>	8 $\frac{1}{8}$ in. × 10 $\frac{7}{8}$ in.

## Ad Artwork Sizes

### 1 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.

### 2 Color

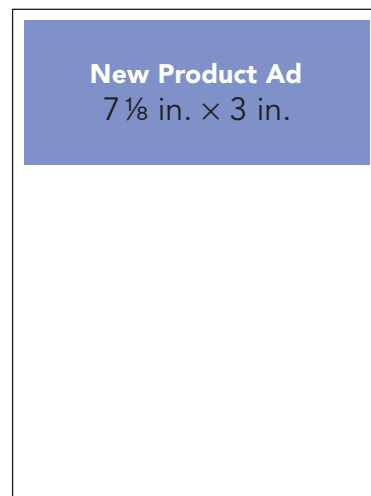
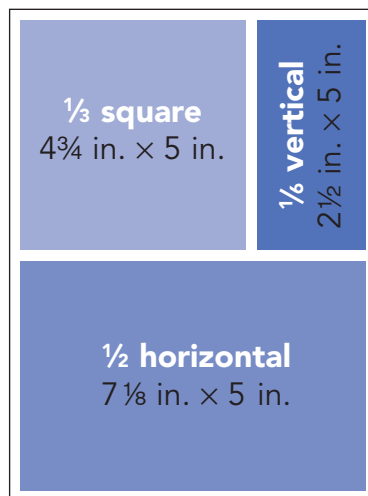
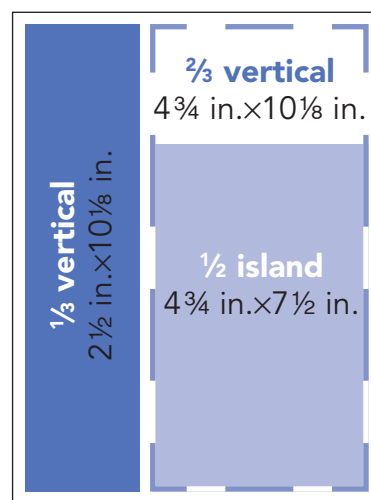
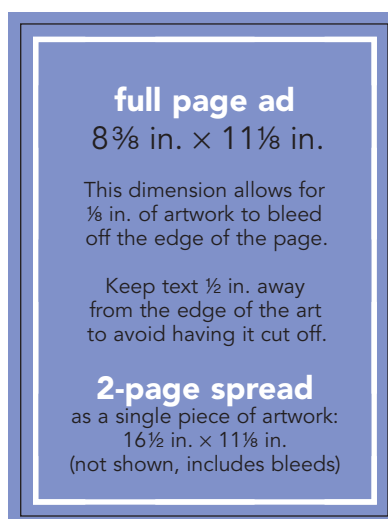
- ▶ Although proofs are uncommon these days, the only way we can match the colors in your ad on press is with a S.W.O.P.-calibrated color proof. We will not be responsible for content or color accuracy in ads submitted without an appropriate proof.

### 3 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

**Ggrabber@GurthetMedia.com** | Dropbox: [www.hightail.com/u/GloriaGrabber675299](http://www.hightail.com/u/GloriaGrabber675299)

tel: 231.218.0414

# Modern STEEL CONSTRUCTION

## EDITORIAL SUBMISSIONS

*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. The majority of our articles tend to focus on specific building and bridge projects, but we're always happy to consider ideas that are relevant to the steel industry and AISC's mission. Want to submit an article? Check out our editorial guidelines at [www.modernsteel.com/getpublished](http://www.modernsteel.com/getpublished).

### Technical Articles

As the voice of a technical institute, we work to present and promote technical information, including code and standard updates, new innovations in steel design and practical advice that can be applied to future projects. While the majority of our SteelWise and other articles are coordinated via AISC's engineering department, we welcome technical ideas from outside sources as well.

### Structurally Sound

This last-page section features unique and often timely (and sculptural) projects that stretch people's imaginations with what can be done with structural steel. Have a project in mind? Snap a photo and send it along with a brief description.

### 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 The Steel Conference, and contact Renae Gurthet at [renae@gurthetmedia.com](mailto:renae@gurthetmedia.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.

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

### Industry News

*Modern Steel* publishes relevant industry news items both in the monthly magazine News section and on [www.modernsteel.com](http://www.modernsteel.com) as Steel in the News. Send items to Geoff Weisenberger at [weisenberger@modernsteel.com](mailto: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](mailto:weisenberger@modernsteel.com) if you have an idea for a product- or facility-related article.

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