Modern Steel Construction is the official magazine 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, focusing on innovative and cost-effective 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 40,000 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 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.

**DEMOGRAPHICS**

- Engineers: 68%
- Architects: 15%
- Fabricators: 8%
- Detailers: 2%
- GCs/CMs/Owners/Code Officials/Inspectors: 2%
- Mills/Product Manufacturers/Others: 2%
- Educators/Students: 2%
- Erectors: 15%
- Mills/Product Manufacturers/Others: 2%
- GCs/CMs/Owners/Code Officials/Inspectors: 2%
- Architects: 15%
- Engineers: 68%

**Circulation: 60,000** (August 2017)

**New for 2018**

We’ve added 9,000 of the most important architects at the most significant U.S. architecture firms to our subscription list!

Subscribers share their copy of Modern Steel with an average of 2.2 additional readers, for a total audience of more than 190,000 every month!
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 following:

➤ 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. Sometimes appearing in its place, SpecWise or CodeWise focus in on specific portions of AISC’s Specification for Structural Steel Buildings and Code of Standard Practice for Steel Buildings and Bridges.

➤ 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 IDEAS² Awards program celebrates the synergy between structural steel and architecture. Winners are featured every May. For specifics about entering, contact Tasha O’Berski at oberski@modernsteel.com.
➤ 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.
➤ Every other year—including 2018—the NSBA Prize Bridge Awards recognize the best of the steel bridge world. Contact Matt Shergalis at 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 312.670.8316
➤ Tasha O’Berski—Assistant Editor oberski@modernsteel.com 312.670.5439
Display Rates

Four-Color Ads

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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</table>

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

Black-and-White Ads

<table>
<thead>
<tr>
<th>Size</th>
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<td>3040</td>
<td>2670</td>
<td>2090</td>
<td>2020</td>
<td>1970</td>
</tr>
<tr>
<td>½ Page</td>
<td>2190</td>
<td>2000</td>
<td>1700</td>
<td>1370</td>
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<td>1040</td>
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Cover Rates

- Inside Front or Inside Back, 6x: 6850
- Inside Front or Inside Back, 12x: 5710
- Back Cover, 6x: 7510
- Back Cover, 12x: 6260

Classified Rates

Black-and-White Only

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<td>680</td>
<td>510</td>
<td>350</td>
<td>380</td>
<td>340</td>
<td>310</td>
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<tr>
<td>Double (3¾&quot; × 3&quot;)</td>
<td>930</td>
<td>680</td>
<td>460</td>
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<td>470</td>
<td>450</td>
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<td>Triple (3¾&quot; × 4½&quot;)</td>
<td>1380</td>
<td>1040</td>
<td>680</td>
<td>800</td>
<td>720</td>
<td>680</td>
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Marketspace
Advertisements
for products and services.

Employment
Advertisements
for employment and recruiting firms.

Discount of 10% for AISC Full and Associate membership. 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 2018 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, gatefolds, 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 membership 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 for up-to-date logos and guidelines.

For advertising sales, contact:
Renae Gurthet, Gurthet Media, Inc. | Traverse City, MI
renae@gurthetmedia.com | 231.955.0637 | cell: 231.631.4614
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. 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 Renae Gurthet at renae@gurthetmedia.com or 231.955.0637.

<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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<tbody>
<tr>
<td></td>
<td>Home</td>
<td>single</td>
<td>$1400</td>
<td>$1160</td>
<td>$960</td>
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<tr>
<td></td>
<td>double</td>
<td>$2800</td>
<td>$2320</td>
<td>$1920</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Archives</td>
<td>single</td>
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<td>$580</td>
<td>$480</td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$1400</td>
<td>$1160</td>
<td>$960</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Resources</td>
<td>single</td>
<td>$700</td>
<td>$580</td>
<td>$480</td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$1400</td>
<td>$1160</td>
<td>$960</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Steel Interchange</td>
<td>single</td>
<td>$700</td>
<td>$580</td>
<td>$480</td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$1400</td>
<td>$1160</td>
<td>$960</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SteelWise</td>
<td>single</td>
<td>$300</td>
<td>$290</td>
<td>$240</td>
</tr>
<tr>
<td></td>
<td>double</td>
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<td>$580</td>
<td>$480</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product Directory</td>
<td>single</td>
<td>$300</td>
<td>$290</td>
<td>$240</td>
</tr>
<tr>
<td></td>
<td>double</td>
<td>$600</td>
<td>$580</td>
<td>$480</td>
<td></td>
</tr>
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</table>

- Pixel Size:
  - Horizontal (single): 225x105
  - Horizontal (double): 450x105
  - Vertical (single): 225x210
  - Vertical (double): 225x210

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 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 Renae Gurthet at renae@gurthetmedia.com or 231.955.0637.

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>AISC Full and Associate Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENHANCED</td>
<td>No Charge</td>
<td>$110</td>
</tr>
<tr>
<td>PREMIUM</td>
<td>$320</td>
<td>$430</td>
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</table>

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.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Size</th>
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<tr>
<td>75 words</td>
<td>$250</td>
<td>$220</td>
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<tr>
<td>150 words</td>
<td>$340</td>
<td>$312</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>225 words</td>
<td>$520</td>
<td>$480</td>
<td>$450</td>
<td></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%.

For advertising sales, contact:
Renae Gurthet, Gurthet Media, Inc. | Traverse City, MI
renae@gurthetmedia.com | 231.955.0637 | cell: 231.631.4614
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:

- **Body Stock**: 45-lb gloss recycled text
- **Cover**: 80-lb gloss text
- **Binding**: Perfect bound
- **Trim Size**: 8¾ in. × 10½ in.

**Note for Designers**
**DO NOT INCLUDE CROP MARKS** or other printer’s marks when creating your PDF files.

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 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 or upload to dropbox as specified below.

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<table>
<thead>
<tr>
<th>Ad Artwork Sizes</th>
</tr>
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<tbody>
<tr>
<td><strong>full page ad</strong></td>
</tr>
<tr>
<td>8¾ in. × 11½ in.</td>
</tr>
<tr>
<td>This dimension allows for ½ in. of artwork to bleed off the edge of the page.</td>
</tr>
<tr>
<td>Keep text ½ in. away from the edge of the art to avoid having it cut off.</td>
</tr>
<tr>
<td><strong>2-page spread</strong></td>
</tr>
<tr>
<td>as a single piece of artwork: 16½ in. × 11½ in.</td>
</tr>
<tr>
<td>(not shown, includes bleeds)</td>
</tr>
<tr>
<td><strong>½ vertical</strong></td>
</tr>
<tr>
<td>4¾ in. × 10½ in.</td>
</tr>
<tr>
<td><strong>½ island</strong></td>
</tr>
<tr>
<td>4 in. × 7½ in.</td>
</tr>
<tr>
<td><strong>½ square</strong></td>
</tr>
<tr>
<td>4¼ in. × 5 in.</td>
</tr>
<tr>
<td><strong>½ horizontal</strong></td>
</tr>
<tr>
<td>7½ in. × 5 in.</td>
</tr>
<tr>
<td><strong>New Product Ad</strong></td>
</tr>
<tr>
<td>7½ in. × 3 in.</td>
</tr>
</tbody>
</table>

Send ad artwork to:
Gloria Graber | Maple City, MI
ggraber@gurthetmedia.com | 231.218.0414
Dropbox: www.hightail.com/u/gloriagraber675299
Year after year, surveys show that Modern Steel is regarded as the premier magazine for the steel building and bridge industry. A July 2017 survey of Modern Steel subscribers, which includes the recent addition of 9,000 architects, provided insightful information on how they use our print and online content. Around 1,200 people responded, and the below data was extracted from the results.

**OUR MAGAZINE IS INFORMATIVE AND PRACTICAL.**

Nearly 75% of our readers find practical information they can apply on the job in most if not all issues of Modern Steel.

Readers find the following publications extremely useful to their work:

- Modern Steel Construction 59%
- (An additional 29% find it very useful)
- Structure 49%
- Civil + Structural Engineer 26%
- Buildings 15%
- Civil Engineering 14%
- Building Design + Construction 13%
- Engineering News-Record 12%
- Informed Infrastructure 6%
- Architect 4%
- Architectural Record 4%

While 93% of our readers peruse the print version of Modern Steel most often, 86% of our readers have visited www.modernsteel.com and one-third of them visit it monthly or more often.

**OUR WEBSITE ATTRACTS EYEBALLS.**

82% of our online readers have shared articles/links with others, and one-quarter of our online readers share articles/ links with others monthly or more often.

**OUR ADS GET ATTENTION.**

56% of our readers contact or research a company after seeing its ad in Modern Steel.

80% of these readers contacted/researched the company via its website.

**Percentage of readers who directly influence purchasing decisions:**

- Engineering Software 73%
- Detailing Software 32%
- Safety Equipment 15%
- Fabrication Equipment/Software 13%
- Jobsite Tools 11%
- Erection Equipment 9%

**Percentage of readers of who directly specify products and services:**

- Bolts/Fasteners 83%
- Hollow Structural Sections 77%
- Galvanizing/Paint/Coatings 66%
- Metal Deck 65%
- Joists 59%
- Bearing Pads/Plates/Surfaces 52%
- AISC Certification 49%
- Welding Products 48%
- Seismic Products 38%
- Bending/Rolling Services 23%
- Vibration-Related Equipment 20%
- Fire Protection 16%
- Castings 11%
- Service Centers 4%
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 projects framed with
domestically fabricated structural steel.

Feature Articles
The majority of our feature articles 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.

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.

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.
For advertising opportunities related to NASCC: The Steel
Conference, or if you are interested in exhibiting, contact
Renae Gurthet at renae@gurthetmedia.com.

Structurally Sound
This last-page section features unique and often timely
(and sometimes sculptural) projects that stretch people’s
imaginations with what can be done with structural steel.

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 it is a paid section and appears periodically. Contact Renae
Gurthet at renae@gurthetmedia.com for rates.)

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.

Industry Focus
In addition to the New Products section, Modern Steel
periodically features industry-related articles about a designated
type of product, software or service. We also publish articles on
products or technologies that are new to the industry, as well as
articles offering practical advice on a specific type of product.

Want to submit an article, product or news item? Check
out our editorial guidelines at www.modernsteel.com/
getpublished or contact Contact Geoff Weisenberger at
weisenberger@modernsteel.com with your idea.