

MODERN CONTRACTOR

S·O·L·U·T·I·O·N·S®

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

2 0 1 3 M E D I A K I T



WHO WE ARE

Modern Contractor Solutions is a national magazine tailored to meet the day-to-day business needs of commercial, general, and concrete contractors. Our articles are brief and concise, getting right to the point, which is exactly what contractors are seeking. *Modern Contractor Solutions* is, and will continue to be, a full-coverage magazine covering topics both in the office and on the jobsite.

In addition to *Industry News*, *Modern Construction Products*, and the *Trend Report*, every issue features articles in the following sections:

- Project Profiles
- Equipment Solutions
- Safety Solutions
- Environmental Solutions
- Maintenance Solutions
- Management Solutions
- Software Solutions
- Legal Solutions
- Technology Solutions

WHY WE ARE DIFFERENT

Modern Contractor Solutions offers **solution-driven, editorial content** that contractors can use every day for running their businesses. In our field research, **speaking with contractors across the country**, we learned that they only have time to read a couple of magazines a month. They asked us for a **comprehensive magazine** that would keep them informed on the construction industry and provide critical information needed to manage their business operations. We continue to **partner with contractors** to ensure our magazine has a wide range of coverage for the construction industry, setting us apart from traditional, more vertical construction publications.

WHAT WE OFFER

Website Presence

The *Modern Contractor Solutions* message is mirrored at www.mcsmag.com. Visit the new site launched in June 2013 to see articles covering virtually everything contractors deal with in day-to-day operations, plus read industry news as it comes across the wire. Check out the current digital edition of the magazine or browse the **Digital Edition** web page for past digital issues.

Web Advertisements

The *Modern Contractor Solutions* website offers a variety of web ad sizes, from buttons to banners to the all new *skyscraper!* These can be purchased exclusively or be in rotation with a select few to give you the coverage your company deserves. Tell us where you want to link—a product page, a home page, or a specific page of your site and start directing contractors where *you* want them to go.



eNewsletter

The *Modern Contractor Solutions* eNewsletter is emailed on a monthly basis and highlights the current issue of the magazine. The eNewsletter features sponsor opportunities with banner links.

Product Release Promotions

Modern Contractor Solutions believes in helping you promote your new products or services to our audience through our **Modern Construction Products** section. Your product description and photo includes company information, allowing contractors to contact *you* directly. A new offering is the "Featured Product." This spot can be purchased, giving a 1/2 page of coverage in our print and digital editions, plus exposure on our website home page for an entire month.

Buyer's Guide

The *Modern Contractor Solutions* annual **Buyer's Guide** appears in the November issue. This gives advertisers the opportunity to gain shelf life since the Buyer's Guide has longevity with contractors. Special editorial space is offered to advertisers to complement their ad space. This is a great issue for increasing your market share with contractors from coast to coast.

866.251.1777

OUR CIRCULATION AT WORK

Our circulation contains more than 40,000 contractors in key executive positions who are involved in the day-to-day decisions for their companies. From our resources at Info USA and internal/external marketing sources, we update and purchase data each year. This puts you in front of who we believe are the contractors doing the bulk of the construction work. These large companies are doing projects that require new equipment and a constant supply of disposable products and services, so you MUST be sure they know who you are. Our magazine is designed to be a monthly read for these contractors, thoroughly covering the industry and giving you the best chance to have your marketing message seen.

REACHING DECISION MAKERS

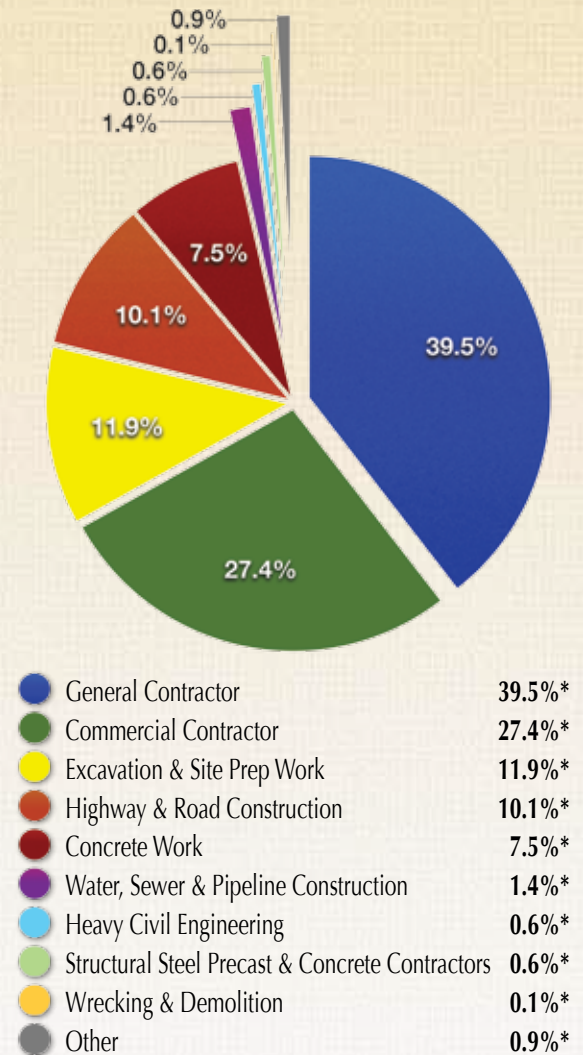
Ownership/Partnership Includes Owner, Partner, Co-Owner, Principle	24,424*
Corporate/Executive Management Includes CEO, CFO, COO, President, Vice President, Director	13,285*
Management/Supervisory Includes Purchasing, Project Manager, Pre-Construction Manager, Equipment Manager	2,088*
Other	291*

COMPANY ANNUAL SALES

Under \$2,000,000	1,149*
\$2,000,000 to \$4,999,999	15,895*
\$5,000,000 to \$9,999,999	8,473*
\$10,000,000 to \$19,999,999	5,618*
\$20,000,000 to \$49,999,999	2,781*
\$50,000,000 to \$499,999,999	996*
\$500,000,000 to \$999,999,999	30*
\$1,000,000,000 and above	45*

WHO WE REACH

More Than 40,000 Contractors:



* All figures are projections based on publisher's mailing list data from June 2011 and is the current mailing list as of the September 2012 issue. Mailing data updated quarterly.
 Figures from June 2012 BPA Report: Total Qualified=40,511. Ownership/Partnership=24,056; Corporate/Executive Management=12,297; Management/Supervisory=3,861; Other=354.
 Commercial/Heavy Civil Engineering=11,046; Highway/Road Construction=4,845; Excavation/Site Prep Work=4,452; Concrete Work=2,951; General Contractor=15,642; Structural Steel/Precast Concrete=447; Pipeline Construction=671; Other=316.



WHY DIGITAL?

In this age of technology, digital media is a fast, effective way to deliver your message. *Modern Contractor Solutions'* digital edition covers the topics contractors want to read with editorial designed to help them run their business. Now, we can actually show them how your product or equipment works with **video ads**. Be one of the first to bring your ad to life with streaming video: commercials, testimonials, or footage of your equipment at work in the field. In addition to streaming video, each advertisement contains a link to the advertiser's website. Our digital edition will send your message to general, commercial, and concrete contractors with the power to make decisions.

DIGITAL EDITION AD PRICES

"Leadoff" Page w/Video	\$1,000 per issue
Full Page Ad	\$500 per issue
1/2 Page Ad	\$375 per issue
1/4 Page Ad	\$250 per issue
Clickable Video (based on availability)	\$500 per issue



The monthly online digital edition of *Modern Contractor Solutions* showcases videos and hot links to advertisers' websites.



AD RATES & SPECS

PRINT AD RATES

Ad Size	1x	3x	6x	9x	12x
TWO-PG SPREAD	\$12,400	\$10,500	\$9,600	\$8,900	\$8,100
FULL PAGE	\$6,200	\$5,400	\$4,800	\$4,250	\$3,750
HALF PAGE	\$3,850	\$3,425	\$3,060	\$2,725	\$2,390
THIRD PAGE	\$2,625	\$2,360	\$2,060	\$1,825	\$1,530
QUARTER PAGE	\$1,995	\$1,760	\$1,560	\$1,360	\$1,165
SIXTH PAGE	\$1,275	\$1,120	\$965	\$810	\$655
TWELFTH PAGE	\$825	\$720	\$635	\$530	\$435

PRINT AD SPECS

Ad Size	Trim Size (W x H)	Bleed
TWO-PAGE SPREAD	16.25" x 10.875"	add .25" all sides
FULL PAGE	8.125" x 10.875"	add .25" all sides
HALF PAGE (island)	4.625" x 7.625"	NO BLEED
HALF PAGE (horizontal)	7.125" x 4.625"	NO BLEED
HALF PAGE (vertical)	3.5" x 9.625"	NO BLEED
THIRD PAGE (island)	4.625" x 4.625"	NO BLEED
THIRD PAGE (vertical)	2.25" x 9.625"	NO BLEED
QUARTER PAGE	3.5" x 4.625"	NO BLEED
SIXTH PAGE (horizontal)	4.625" x 2.25"	NO BLEED
SIXTH PAGE (vertical)	2.25" x 4.625"	NO BLEED
TWELFTH PAGE	2.25" x 2.25"	NO BLEED

FILE FORMATS

We accept the following file formats:

- **Print quality PDF file *Preferred File Format***
Acrobat version 5 (PDF 1.4) or greater.
Export setting **PDF/X-4** preferred.
- **Adobe Illustrator file / EPS file**
Convert text to outlines; embed all images.
- **Image file: .PSD, .TIF, or .JPG**
CMYK mode; 300 dpi minimum.
- **Adobe InDesign file**
Package with all document fonts and images.

FILE SENDING

Please include advertiser's name and contact information.

FTP / SHAREFILE UPLOAD

- Go to **www.mcsmag.com**, click on the heading **ADVERTISE** → **FTP** and follow the upload directions.

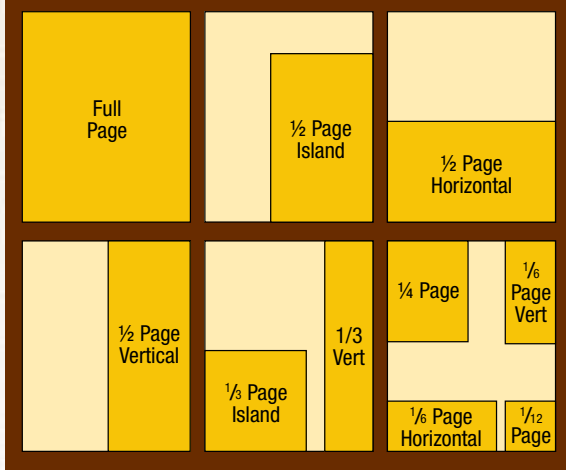
EMAIL (max. file size: 10 MB)

- Send files to Scott Gordon at **scott@mcsmag.com**.

CD/DVD

- Mail to: Highlands Publications, Attn: Art Director
312 Lorna Square
Birmingham, AL 35216

PRINT AD SIZES



PRINT PUBLICATION SCHEDULE

Issue	Space Close	Materials Due
January	12/28/2012	1/3/2013
February	1/28/2013	2/1/2013
March	2/28/2013	3/1/2013
April	3/25/2013	3/28/2013
May	4/30/2013	5/1/2013
June	5/27/2013	5/30/2013
July	6/25/2013	6/28/2013
August	7/30/2013	8/1/2013
September	8/26/2013	8/30/2013
October	10/1/2013	10/3/2013
November	10/29/2013	11/1/2013
December	11/26/2013	11/27/2013

For questions concerning ad specs or file transfer,
Email **scott@mcsmag.com**

WEBSITE AD RATES

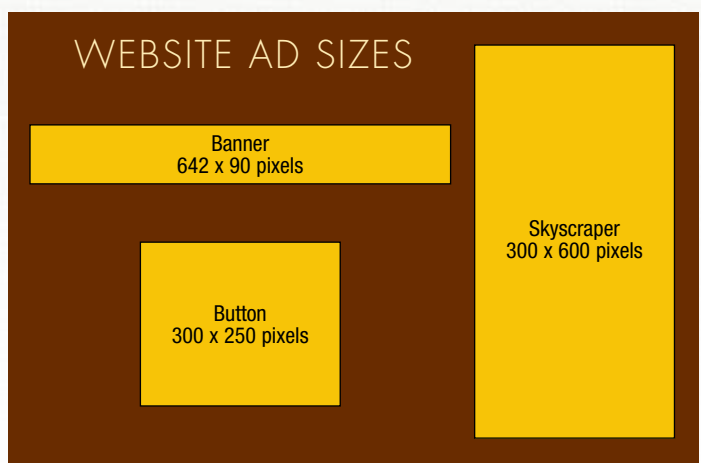
Ad Size	Monthly Rate
TOP BANNER (home page/static)	\$995/month
BOTTOM BANNER (rotating ads)	\$500/month
SKYSCRAPER (home page/static)	\$995/month
SKYSCRAPER (sub pages/rotating ads)	\$750/month
BUTTON (home page/static)	\$500/month
BUTTON (sub pages/rotating ads)	\$275/month

WEBSITE AD SPECS

Ad Size	Size (W x H)
BANNER	642 x 90 pixels
SKYSCRAPER	300 x 600 pixels
BUTTON	300 x 250 pixels

All ads should be in JPG or GIF formats.

WEBSITE AD SIZES



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THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

The publisher of *Modern Contractor Solutions* is excited to be a part of the ever-evolving construction industry. Nowhere will you get a better, more insightful view of the diverse aspects of the industry than from this publication. Be a part of the *Modern Contractor Solutions* crew and get your message to those needing your products or services. For advertising opportunities, contact us today.

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