

MODERN  CONTRACTOR

— S · O · L · U · T · I · O · N · S · —

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS



Media Planner 2014

www.mcsmag.com

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 concise, getting right to the point, which is exactly what contractors are seeking. *Modern Contractor Solutions* is a full-coverage magazine providing solutions both in the office and on the jobsite. ■





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 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 HAVE TO OFFER

web presence

www.mcsmag.com

Website



The *Modern Contractor Solutions* message is mirrored on www.mcsmag.com. Visit our newly launched **website** to see articles covering virtually everything contractors deal with in day-to-day operations, plus read industry news as it comes across the wire. ■

Digital Edition



Check out the current **digital edition** of the *Modern Contractor Solutions* magazine for links to advertisers, contributors, and product or educational videos. Browse www.mcsmag.com/digital-edition for past digital issues. ■



Social Sites

Modern Contractor Solutions is active on **social sites**, such as Facebook, Twitter, and YouTube. Friend or follow us for the latest industry news and announcements while on the go. ■

WHAT WE HAVE TO OFFER

web banner ads

WEBSITE AD RATES

<u>Ad Size</u>	<u>Placement</u>	<u>Monthly Rate</u>
TOP BANNER*	(home page/static)	\$995/month
TOP BANNER*	(subpages/rotating ads)	\$750/month
BOTTOM BANNER*	(rotating ads)	\$500/month
SKYSCRAPER*	(home page/static)	\$995/month
SKYSCRAPER*	(subpages/rotating ads)	\$750/month
BUTTON*	(home page/static)	\$500/month
BUTTON*	(subpages/rotating ads)	\$275/month

*JPG, GIF and PNG file formats supported



www.mcsmag.com



Web Banner Ads

The Modern Contractor Solutions

website offers three ad size

opportunities: buttons, banners, and the all new skyscraper! Spaces 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 be placed and supply a link—a product page, a home page, or a specific page of your site and start directing contractors where you want them to go.

Combine your print ad with a web banner for maximum exposure. ■

SKYSCRAPER
300 X 600

BUTTON
300 X 250

BANNER
642 X 90

WHAT WE HAVE TO OFFER

print edition ads

PRINT AD RATES

Ad Size	1x	3x	6x	9x	12x
2-PG SPRD	\$13,600	\$11,200	\$10,000	\$9,500	\$8,700
FULL PG	\$6,900	\$5,850	\$5,200	\$4,550	\$3,950
HALF PG	\$4,500	\$3,925	\$3,500	\$2,975	\$2,690
3RD PG	\$3,225	\$2,860	\$2,560	\$2,125	\$1,790
QTR PG	\$2,250	\$1,960	\$1,660	\$1,460	\$1,225
6TH PG	\$1,275	\$1,120	\$965	\$810	\$655
12TH PG	\$825	\$720	\$635	\$530	\$435



www.mcsmag.com

Print Ads

We send your message to more than 40,000 contractors working in key executive positions who should be directly involved in the day-to-day decisions for their companies. These companies are doing projects that require new equipment and a constant supply of disposable products and services. ■



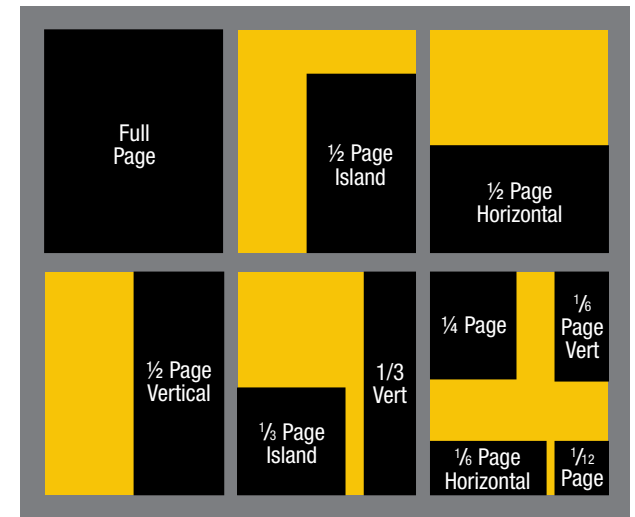
**Questions concerning
ad specs or file transfer?
Contact the advertising
department.**

scott@mcsmag.com

ACCEPTABLE 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.



PRINT AD SPECS

Ad Size	Trim Size (W x H)	Bleed
TWO-PAGE SPREAD	16.25" x 10.875"	.25" all sides
FULL PAGE	8.125" x 10.875"	.25" all sides
HALF PAGE (island)	4.625" x 7.625"	NO BLEED
HALF PAGE (horiz)	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 (horiz)	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

WHAT WE HAVE TO OFFER

digital edition



www.mcsmag.com

Digital Edition

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. Bring your ad to life with streaming video: commercials, testimonials, or footage of your equipment at work in the field. Each advertisement contains a link to your website. Our digital edition will send your message to general, commercial, and concrete contractors with the power to make decisions. ■



**Explore Our
Digital Edition Library at:**

www.mcsmag.com/digital-edition

DIGITAL EDITION AD PRICES

"Leadoff" Page w/Video	\$1,000 per issue
Full Page Ad	\$500 per issue
½ Page Ad	\$375 per issue
¼ Page Ad	\$250 per issue
Clickable Video (based on availability)	\$500 per issue

WHAT WE HAVE TO OFFER

special ops



www.mcsmag.com

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 half page of coverage in our print and digital editions, plus exposure on our website home page and the eNewsletter, for an entire month. ■

eNewsletter



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



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 a select group of advertisers to complement their ad space. This is a great issue for increasing your market share with contractors from coast to coast. ■

REACHING DECISION MAKERS

Ownership/Partnership Includes Owner, Partner, Co-Owner, Principle	25,861*
Corporate/Executive Management Includes CEO, CFO, COO, President, Vice President, Director	13,282*
Management/Supervisory Includes Purchasing, Project Manager, Pre-Construction Manager, Equipment Manager	4,530*
Other	588*

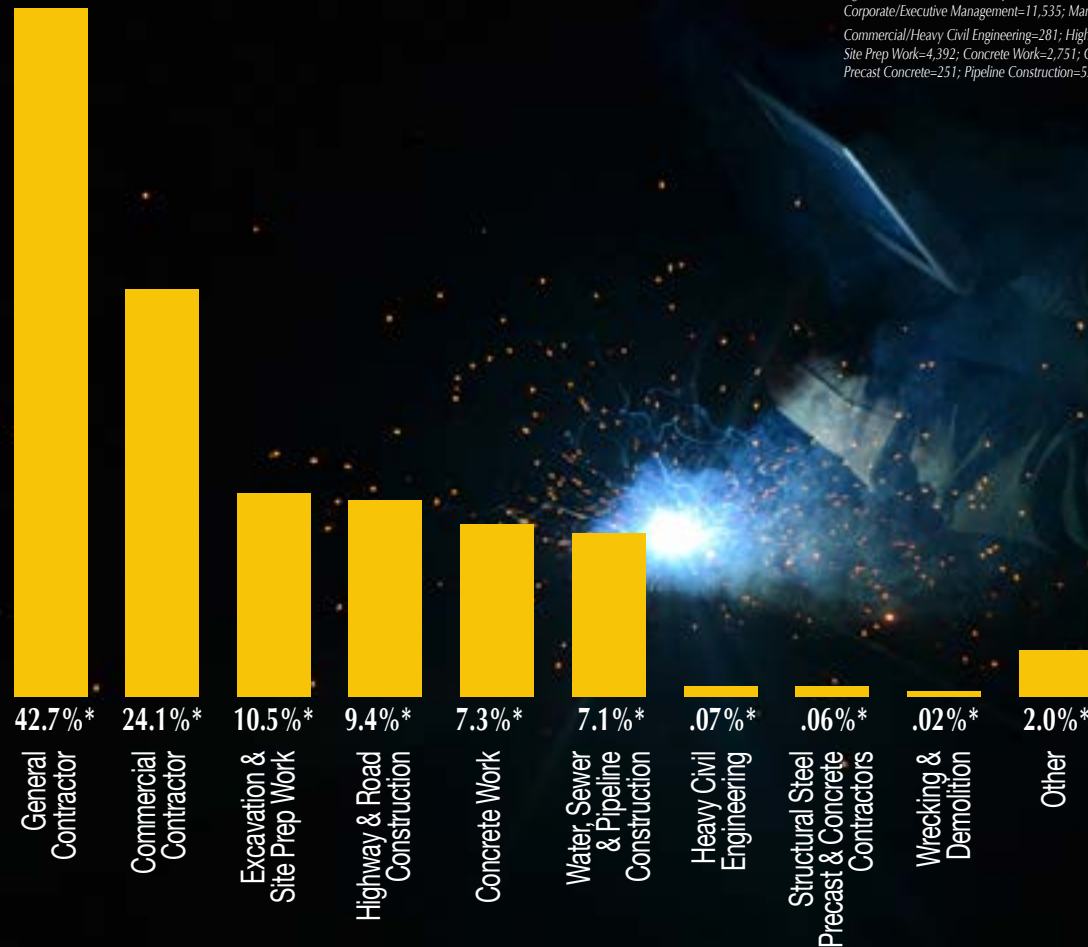
COMPANY ANNUAL SALES

Under \$2,000,000	776*
\$2,000,000 to \$4,999,999	13,630*
\$5,000,000 to \$9,999,999	5,996*
\$10,000,000 to \$19,999,999	5,623*
\$20,000,000 to \$49,999,999	2,514*
\$50,000,000 to \$499,999,999	716*
\$500,000,000 to \$999,999,999	18*
\$1,000,000,000 and above	14*

WHO WE REACH

Our circulation contains more than 40,000 contractors in key executive positions who should be 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. ■

MORE THAN 40,000 CONTRACTORS



** All figures are projections based on publisher's mailing list data from June 2013 and is the current mailing list as of the September 2013 issue. Mailing data updated quarterly.*

Figures from June 2013 BPA Report: Total Qualified=39,900. Ownership/Partnership=24,765; Corporate/Executive Management=11,535; Management/Supervisory=3,189; Other=411.

Commercial/Heavy Civil Engineering=281; Highway/Road Construction=3,890; Excavation/ Site Prep Work=4,392; Concrete Work=2,751; General Contractor=17,052; Structural Steel/ Precast Concrete=251; Pipeline Construction=526; Other=566.



CONTACT US

Nowhere will you get a more insightful view of the diverse aspects of the industry than from *Modern Contractor Solutions*. For advertising opportunities, contact us today. ■

Mail

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