

MODERN  CONTRACTOR

S·O·L·U·T·I·O·N·S®

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

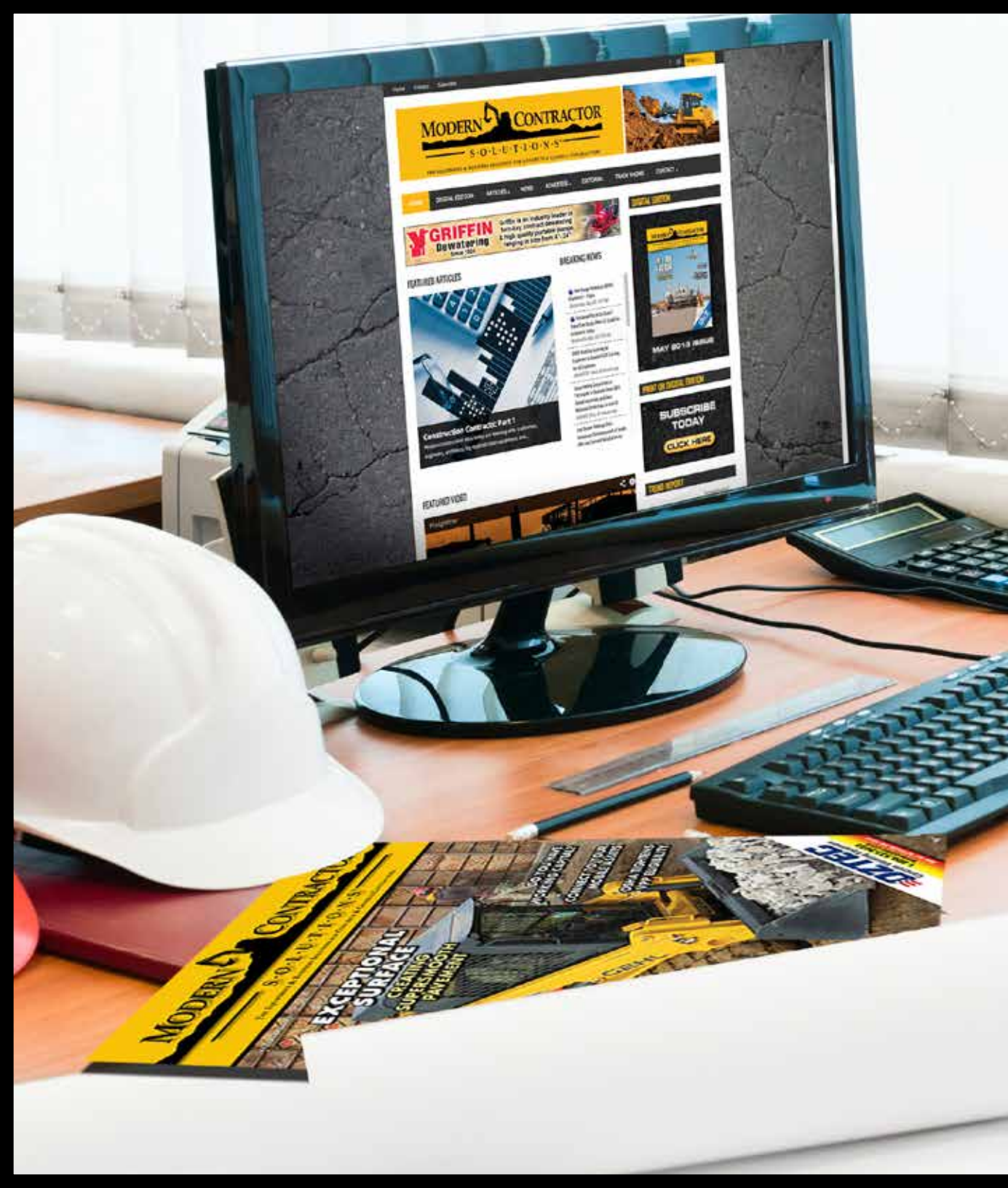


Media Planner 2015

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 **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: button, banner, and 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; 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



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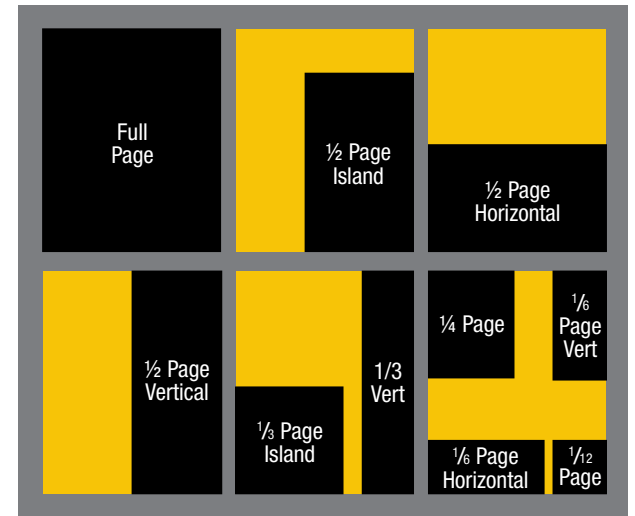
Advertising

With our print and digital editions, we send your message to more than 40,000 contractors working in key executive positions in active companies coast to coast. 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 graphics
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 businesses. 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 that need your products and services. ■



**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 product or service to our audience through our **Modern Construction Products** section. Your product description and photo includes company information, allowing contractors to contact you directly.



We also offer a **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. ■

PRINT EDITION *

Primary Business Activity	Owner/ Partner	Corporate/ Executive Mgmt	Management/ Supervisory	Other	Total (Print)
General Contractor	1,898	1,190	54	9	3,151
Commercial Contractor	3,695	7,601	1,056	121	12,473
Highway & Road Construction	748	2,645	627	42	4,062
Water, Sewer, & Pipeline Construction	121	87	21	3	232
Concrete Work	945	2,495	316	49	3,805
Excavation & Site Prep Work	1,130	2,129	288	26	3,573
Other	162	174	25	30	391
Total	8,699	16,321	2,387	280	27,687

DIGITAL EDITION *

Primary Business Activity	Owner/ Partner	Corporate/ Executive Mgmt	Management/ Supervisory	Other	Total (Digital)
General Contractor	4,132	2,952	227	70	7,381
Commercial Contractor	1,157	660	133	30	1,980
Highway & Road Construction	340	494	86	10	930
Water, Sewer, & Pipeline Construction	59	36	8	4	107
Concrete Work	365	570	138	85	1,158
Excavation & Site Prework	538	438	40	7	1,023
Other	188	263	166	214	831
Total	6,779	5,413	798	420	13,410

PRINT AND DIGITAL EDITIONS COMBINED *

Primary Business Activity	Owner/ Partner	Corporate/ Executive Mgmt	Management/ Supervisory	Other	Total (Print & Digital)
General Contractor	6,030	4,142	281	79	10,532
Commercial Contractor	4,852	8,261	1,189	151	14,453
Highway & Road Construction	1,088	3,139	713	52	4,992
Water, Sewer, & Pipeline Construction	180	123	29	7	339
Concrete Work	1,310	3,065	454	134	4,963
Excavation & Site Prework	1,668	2,567	328	33	4,596
Other	350	437	191	244	1,222
Print and Digital Grand Total	15,478	21,734	3,185	700	41,097

WHO WE REACH

Our circulation consists of thousands of contractors in key executive positions. From our list resources and internal/external marketing sources, we update and purchase new 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. ■

* All figures are projections based on publisher's mailing list data from August 2014 and is the current mailing list as of the January 2015 issue. Mailing data updated as needed.

Figures from June 2014 BPA Statement: Total Qualified Average Jan-June 2014 = 40,395.

(Actual statistics from May Issue 2014) Ownership/Partnership = 19,862; Corporate/Executive Management = 15,096; Management/Supervisory = 3,321; Other = 697.

Commercial Contractor = 5,788; Highway/Road Construction = 3,513; Excavation/ Site Prep Work = 3,928; Concrete Work = 3,216; General Contractor = 20,442; Structural Steel/ Precast Concrete = 261; Water, Sewer, Pipeline Work = 319; Wrecking/Demolition = 300; Heavy Civil Engineering = 315; Other Construction Related Work = 220; Other = 674.



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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Phone

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Fax

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Email

info@mcsmag.com



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PUBLICATIONS