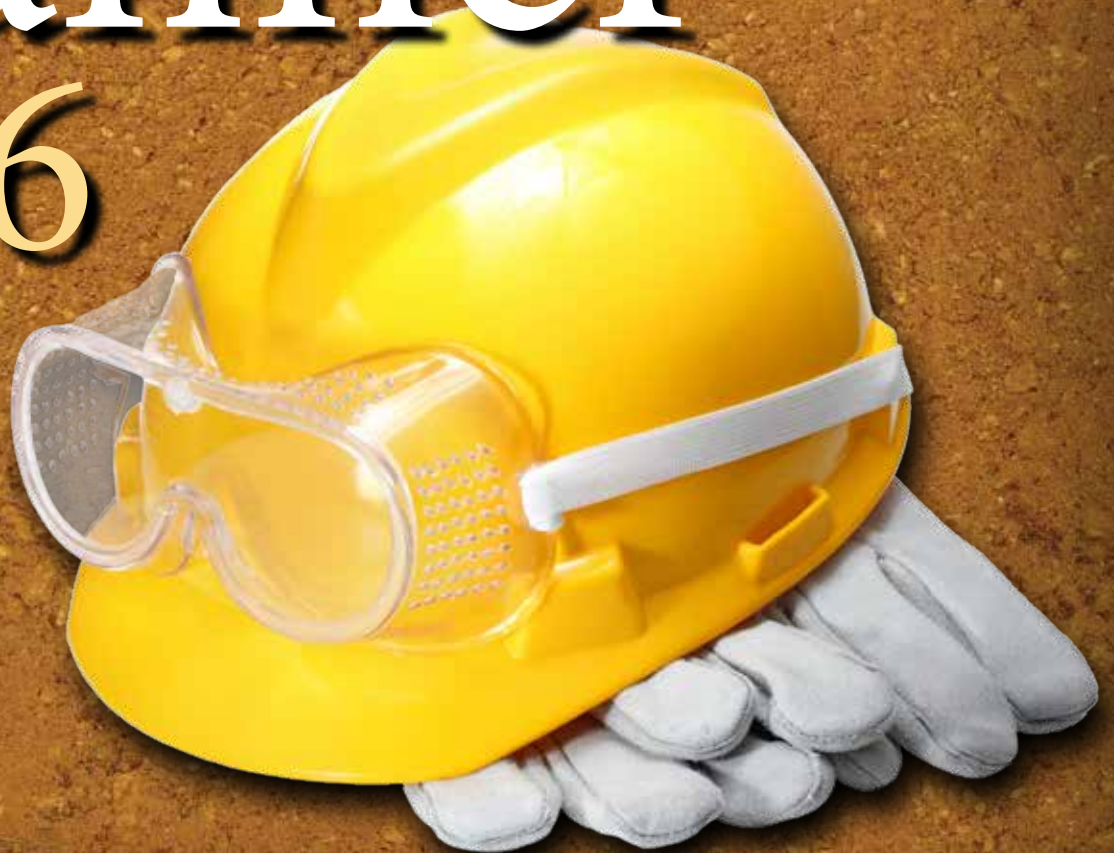


# MODERN CONTRACTOR

S · O · L · U · T · I · O · N · S <sup>TM</sup>

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

# Media Planner 2016



[www.mcsmag.com](http://www.mcsmag.com)

# WHY WE ARE DIFFERENT

*Modern Contractor Solutions* is a national magazine tailored to meet the day-to-day business needs of commercial, general, and concrete contractors. We offer solution-driven editorial content that contractors use every day to run their businesses. *Modern Contractor Solutions* continues 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 industry magazines.



# OUR CIRCULATION AT WORK

*Modern Contractor Solutions* can send your message to 40,000 contractors with our printed edition and enhanced digital edition each month. Our print edition offers the traditional longevity you would expect with printed products, allowing contractors to keep them at home, in the office, or in their work vehicle. For our advertisers that means you could get long-term branding opportunities. Our digital edition has its own advantages allowing you to make your products and equipment come to life with streaming videos attached to your ad. Contractors can link directly to your website or email from our enhanced digital edition. For more than eight years, *Modern Contractor Solutions* has established a brand that contractors have grown to trust and rely on for critical insights needed to get the job done right.

# TESTIMONIALS

“We’ve been advertising with *Modern Contractor Solutions* for a couple of years now and have been continually pleased with the results. The magazine content, editorial creativity, and exceptional customer service is an impressive combination that demonstrates terrific teamwork. The website, along with the integrated videos, provides a convenient and informative supplement to the magazine. I highly recommend *Modern Contractor Solutions*!”

Mike Tourville  
Evans Cooling Systems

“Why I like *Modern Contractor Solutions* ... because I feel I am getting the most “bang” for my advertising dollars. From the banner ads to the print ads, my money is well spent. The magazine always seems to be high quality and their special sections are always something that I look forward to reading (let alone advertising in). The person that handles my account is great to work with and a joy to hear from.”

Tommy Marciniak  
Trinity Shoring Products

# PRINT/DIGITAL EDITION OPPORTUNITIES

## PRINT AD RATES

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

## DIGITAL EDITION RATES (VIDEO & ADS)

VIDEO (added to existing print ad)	\$500
"LEADOFF" VIDEO	\$1500
FULL PAGE AD	\$750
HALF PAGE AD (horizontal)	\$400
QUARTER PAGE AD	\$300

## AD SIZES

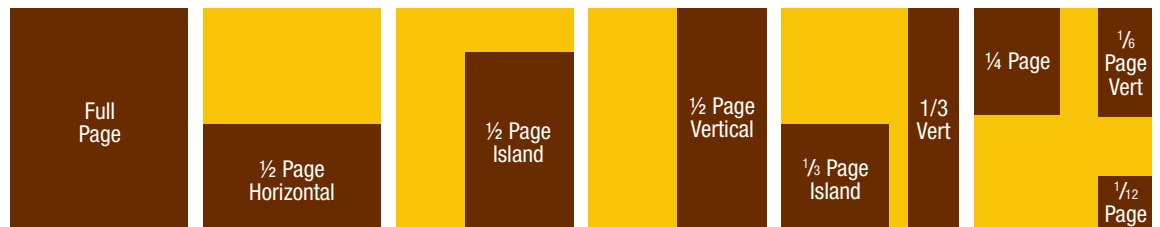
Ad Size	Trim Size (width x height)
TWO-PAGE SPREAD*	16.25" x 10.875"**
FULL PAGE*	8.125" x 10.875"**
HALF PAGE (horizontal)	7.125" x 4.625"
HALF PAGE (island)	4.625" x 7.625"
HALF PAGE (vertical)	3.5" x 9.625"
THIRD PAGE (island)	4.625" x 4.625"
THIRD PAGE (vertical)	2.25" x 9.625"
QUARTER PAGE	3.5" x 4.625"
SIXTH PAGE (horizontal)	4.625" x 2.25"
SIXTH PAGE (vertical)	2.25" x 4.625"
TWELFTH PAGE	2.25" x 2.25"

\*For full page ads and two-page spreads, add a bleed of at least .125" (1/8 inch) on all sides



**MCS Digital Edition**

- PDF is our preferred file format (PDF X-4 export setting).
- Image files (JPG, TIF, PSD) must be 300 dpi, CMYK mode.
- Videos: 5 min. or less, any format, or supply a valid YouTube link.
- Questions concerning ad specs or file transfer? Contact our art director Scott Gordon: [scott@mcsmag.com](mailto:scott@mcsmag.com)



\*Publishers planned mail date each month is the 20th.

# ONLINE OPPORTUNITIES

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 to your site, directing contractors where you want them to go. Combine your print ad with a web banner for maximum exposure.

## WEBSITE AD RATES

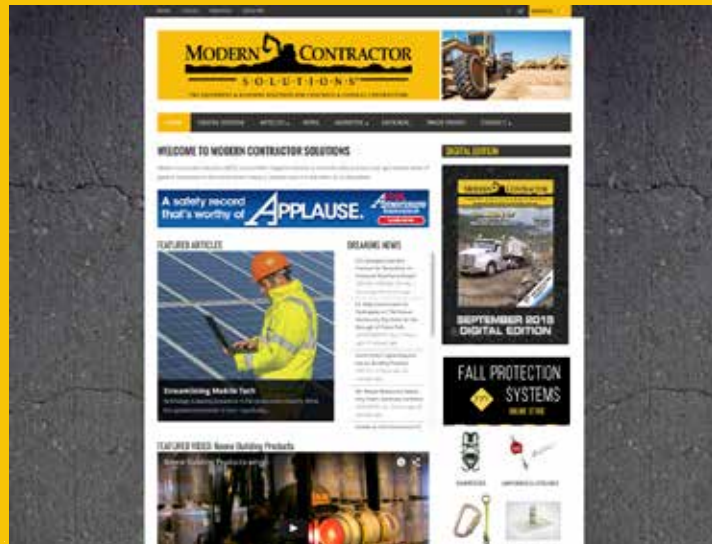
Ad Size	Placement	Monthly Rate
TOP BANNER*	(home page/static)	\$995/month
TOP BANNER*	(subpages/rotating ads)	\$750/month
BOTTOM BANNER*	(rotating ads)	\$500/month
SKYSCRAPER*	(home page/static)	\$995/month
SKYSCRAPER*	(subpages/rotating ads)	\$750/month
BUTTON*	(home page/static)	\$500/month
BUTTON*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

\*JPG, GIF, and PNG file formats supported

SKYSCRAPER  
300 X 600

BUTTON  
300 X 250

BANNER  
642 X 90



[www.mcsmag.com](http://www.mcsmag.com)

# SPECIAL OPPORTUNITIES

## Personalized E-Blasts

We now offer custom E-Blasts that can put you in front of our large digital audience. Let us help you tailor a specific message and get in front of contractors at the right time. Use it to announce new products, as pre-show/post-show marketing, or just to make sure you stay in front of contractors that need your products and services.

## Featured Product

Each month one product from the entire construction industry is promoted in our print and digital editions. This Featured Product is prominently placed on the home page of our website and included in our monthly eNewsletter. Be sure to send us information on your product(s) for possible inclusion in the Products Section of *Modern Contractor Solutions*.

## Special Issues

*Modern Contractor Solutions* produces two special issues each year. The April issue "**Products and Services Guide**" and the November issue "**Buyers Guide.**" Highly anticipated by contractors each year, the April issue focuses on the products and services that bring construction projects from concept to completion. The November issue highlights the manufacturers and includes a company directory that is categorized to help contractors quickly find options they need. Both special issues allow an elite group of manufacturers to explain about their products or company in an editorial section beside their ad. Don't miss these unique opportunities you can only get in one place: *Modern Contractor Solutions*.

## eNewsletter

The *Modern Contractor Solutions* eNewsletter is emailed monthly and highlights the current issue of the magazine. It features sponsor opportunities with banner links and promotes the month's Featured Product.



# 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**

*Modern Contractor Solutions*  
P.O. Box 660197  
Birmingham, Alabama 35266

**Phone**

866.251.1777 or 205.824.9793

**Fax**

205.824.9796

**Email**

[info@mcsmag.com](mailto:info@mcsmag.com)



July 2016

[www.mcsmag.com](http://www.mcsmag.com)

MODERN CONTRACTOR  
SOLUTIONS