

# MODERN CONTRACTOR

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

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

# Media Planner 2018



[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* sends 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 embedded in your ad. Contractors can link directly to your website or email from our enhanced digital edition. For more than 10 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

“I just wanted to let you know that I get a lot of construction industry magazines... and pitch most to the side... not *Modern Contractor*; I read it from cover to cover! You have information that I cannot get from other publications that I take in consideration when I make some of my business decisions.”

*John C. Casey*  
President, Casey Construction, LLC

“I believe *Modern Contractor Solutions* was refreshing compared to other publications we are receiving. The format including industry news and feature articles covering accounting, administrative, environmental and project related subjects was informative and beneficial in several aspects of running my business. With our busy schedule, it is good information from one source. I look forward to our next issue.”

*Dan Thompson*  
President, Border States Paving, Inc.

# 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)	\$500
QUARTER PAGE AD	\$300

## AD SIZES

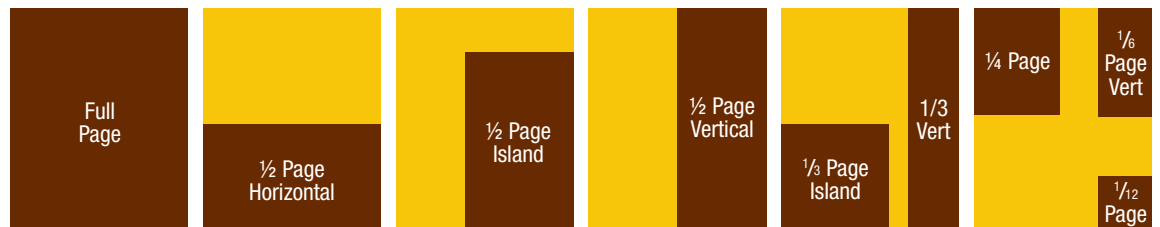
Ad Size	Trim Size (width x height)
TWO-PAGE SPREAD*	16.25" x 10.875"*
FULL PAGE*	8.125" x 10.875"*
HALF PAGE (horizontal)	7.125" x 4.625"
HALF PAGE (island)	4.625" x 7.625"
HALF PAGE (vertical)	3.5" x 9.625"
THIRD PAGE (island)	4.625" x 4.625"
THIRD PAGE (vertical)	2.25" x 9.625"
QUARTER PAGE	3.5" x 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, Lisa Avery: [lisa@mwsmag.com](mailto:lisa@mwsmag.com)



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



# ONLINE OPPORTUNITIES

The *Modern Contractor Solutions* website offers four ad size opportunities: button, banner, skyscraper, and wallpaper. 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
WALLPAPER *	(run-of-site)	\$3,500/month

\*JPG, GIF, and PNG file formats supported

**BANNER**  
642 X 90

**SKYSCRAPER**  
300 X 600

**BUTTON**  
300 X 250

**WALLPAPER**  
312 X 647

**WALLPAPER**  
312 X 647





# SPECIAL OPPORTUNITIES

## Personalized E-Blasts

We 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

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## Email

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