Modern Contractor Solutions®
THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS
MEDIA KIT 2020
GET TO KNOW US

For the latest solutions, best practices, and trends in the construction industry, turn to Modern Contractor Solutions.

Modern Contractor Solutions is a resource for relevant and timely information covering topics that comprise the day-to-day business aspects of today’s construction company. Business owners can benefit from solutions offered by industry experts regarding legal matters, software for back office and in the field, advances in technology to fine-tune project processes and completion, jobsite safety, equipment maintenance, inventory best practices, and environmental issues. From project profiles showcasing urban development to road building, Modern Contractor Solutions is a must-read publication, providing insight into business operations to move your company forward.

Modern Contractor Solutions was launched in September 2007 after careful review of the construction industry and interviews with contractors to determine the direction of content. Articles are designed for a quick read, getting right to the point.
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2020 Media Kit

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Here are a few of Modern Contractor Solutions' advertising partners:

“The advertising staff at Modern Contractor Solutions is fully vested in the success of my business. They take the time to listen and then advise advertising solutions that are custom-tailored to our company’s goals.”

~ Suzanne Wolf | Marketing Manager | InSite Software, Inc.
AUDIENCE

Who Do We Reach?
Modern Contractor Solutions sends your message to 40,000+ contractors, including the largest contractors in the country. Your branding or direct action message is sent to key decision makers for equipment, products, and services to keep their jobsites working at peak performance. Our magazine is sent to owners, C-level executives, and other managers that play a vital role in deciding what is needed and when. MCS editorial is solution-based and covers the topics contractors need to run an efficient business in today’s ever-changing industry. Modern Contractor Solutions is a proud member of BPA Worldwide, the most recognized third-party auditing service that gives you the confidence that information provided is accurate and reliable.

Social Media Marketing:
Modern Contractor Solutions’ audience includes decision makers in your specific industry to help improve your chances of potential leads. We focus on multi-channel engagement practices to ensure your brand gets the exposure it deserves. Improving brand equity is our main goal.

What can MCS achieve for you?
• Increased brand awareness
• More inbound traffic
• Industry authority
• Improved search rankings
• Higher conversion rates

Data according to the BPA Brand Report over a six month period ending in June 2019.
Modern Contractor Solutions sends your message to tens of thousands of commercial, general, and concrete contractors through our print magazine, digital edition, custom eblasts, social media channels, and more.

You could potentially reach an audience of **145,000** in just one month.*

For more than 12 years, Modern Contractor Solutions has established a brand that contractors trust and rely upon for construction industry insights.

**Publisher's projected data; numbers include single targets receiving multiple products**

**Publisher's projected data; numbers taken over a 45 day period**

### Advertising Opportunities

- **Print & Digital Circulation:** 40,000+
- **Twitter Feed's Impressions per Month:** 60,000+
- **Website Page Views:** 43,519
- **Monthly ENewsletters Emailed to Recipients:** 20,000+
- **Custom Eblasts Sent to Professionals:** as many as 25,000 professionals
- **Unique Visitors from Search:** 25,400

**Publisher's projected data; numbers over a 45 day period**

*Publisher's projected data; numbers include single targets receiving multiple products*
Why MCS Print?
Through our interactions with contractors, one thing is certain—they like print magazines. We feel the majority of decision makers in the construction industry are in their 40’s, 50’s, and 60’s, and maybe that is why they prefer to hold a copy of the magazine rather than see it on a phone or tablet. Studies show that print messages are retained easier and for longer periods of time, so it makes sense. Modern Contractor Solutions’ printed magazine can be easily read at the office, on the jobsite, in the truck, or at home. Another great thing about the print edition of MCS is that is it easy for contractors to share it with their colleagues. With our wide range of editorial topics in every issue, our magazine could be passed to several people in a single company, each with different responsibilities and job functions. This allows our advertisers deep penetration at companies, allowing for stronger branding.

Why MCS Digital?
Although the digital edition of Modern Contractor Solutions mirrors the articles of our print edition, it offers unique advantages you can’t get with print. The MCS digital edition gives you a place to share your company videos with the construction industry—videos that you have spent time and money to produce. We can have your video play from a command button on your advertisement in the digital edition that is sent to 25,000 of the largest contractors each month. Another great advantage of the digital edition is that everything in your advertisement can be a hyperlink—link to your website, an email address, almost anything. Let us help you by sending interested construction pros directly to you at the peak of their interest in your product or company.
**Print Ad Dimensions**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Bleed Size (w x h)</th>
<th>Trim Size (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>16.75&quot; x 11.375&quot;</td>
<td>16.25&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>8.625&quot; x 11.375&quot;</td>
<td>8.125&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>No Bleed</td>
<td>7.125&quot; x 4.625&quot;</td>
</tr>
<tr>
<td>Half page (island)</td>
<td>No Bleed</td>
<td>4.625&quot; x 7.625&quot;</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>No Bleed</td>
<td>3.5&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>Third page (island)</td>
<td>No Bleed</td>
<td>4.625&quot; x 4.625&quot;</td>
</tr>
<tr>
<td>Third page (vertical)</td>
<td>No Bleed</td>
<td>2.25&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>Quarter page</td>
<td>No Bleed</td>
<td>3.5&quot; x 4.625&quot;</td>
</tr>
<tr>
<td>Sixth page (horizontal)</td>
<td>No Bleed</td>
<td>4.625&quot; x 2.25&quot;</td>
</tr>
<tr>
<td>Sixth page (vertical)</td>
<td>No Bleed</td>
<td>2.25&quot; x 4.625&quot;</td>
</tr>
<tr>
<td>Twelfth page</td>
<td>No Bleed</td>
<td>2.25&quot; x 2.25&quot;</td>
</tr>
</tbody>
</table>

*ads should not contain crop marks*

**Digital Ad Dimensions**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Trim Size (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
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</tr>
<tr>
<td>Half page (horizontal)</td>
<td>7.125&quot; x 4.625&quot;</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3.5&quot; x 4.625&quot;</td>
</tr>
</tbody>
</table>

- PDF is the preferred file format (PDF X-4 export setting).
- Image files (JPG, PSD, TIFF) must be 300 dpi, CMYK mode.
- Videos: 5 min. or less, any format, or supply a valid YouTube link.
- For cloud upload instructions, visit https://mcsmag.com/ftp/.
- Questions concerning ad specs or file transfer? Contact MCS art director, Lisa Avery: lisa@mcsmag.com

“CAS® Slingers have gained greater awareness throughout the industry as a result of Modern Contractor Solutions’ readership and devoted audience; we’ve seen a significant uptick in business.”

~ Don Lindsey | Conveyor Application Systems

See Rates page for pricing information
Website
Visit [mcsmag.com](http://mcsmag.com), featuring aesthetics and a layout that enhances user experience and promotes ease of use. Visitors to the MCS website scan more than **16,000 pages** of information per month.* This creates prime opportunity for advertisers to promote their brand amid relevant information.

Web Ad Sponsorship
By putting your brand in front of our visitors of [mcsmag.com](http://mcsmag.com) each month, you can immediately share your brand message with professionals who want information about your products and services.

Welcome Ad/Video
Showcase your company or product by video or graphic by taking advantage of our premium Welcome Ad space. This space allows you to touch on key specifications of your company/product and to keep your brand fresh on the minds of those visiting the home page of [mcsmag.com](http://mcsmag.com).

Web Ad Specs
- JPG, PNG, and animated GIF supported
- 72 dpi
- RGB color mode
- Various sizes shown above

Web Video Specs
- Youtube or Vimeo link accepted
- If no link can be provided, must be submitted in .mp4 format to be hosted on the MCS youtube channel
- 5 minutes or less recommended maximum length

Welcome Ad Specs
- If static image: 640x480px
- JPG and PNG supported
- 72 dpi
- RGB color mode
- If video: refer to Web video specs

*Publisher's projected data from 2019
LEAD GENERATION

E-Blasts
Content marketing is a strategic way to reach construction professionals and generate leads. Modern Contractor Solutions' dedicated eblast program is the perfect channel to help promote your company's products and services.

MCS sends your message in these types of eblasts:
- Advertiser-provided HTML message
- Video
- White Papers

Sponsors of these exclusive eblasts will receive contact information for all the recipients who click through and access your message as qualified and actionable sales leads.

What do you get with MCS eblasts?
- A dedicated eblast to our digital audience of 25,000 construction professionals
- Hosting of your white paper or video on mcsmag.com
- Lead generation that does not intrude on user experience

Monthly eNewsletters
The Modern Contractor Solutions' monthly eNewsletter highlights key stories from the current issue of the magazine. Take advantage of the sponsorship opportunities available alongside these focused articles with advertisement banners.

Banner Specs
- 325x125px
- JPG
- 72 dpi
- 150kb max
- RGB color mode

Weekly eNewsletters
Modern Contractor Solutions produces a weekly newsletter based on a wide variety of interest topics to our audience. As our exclusive newsletter sponsor, your message will help you gain awareness, educate readers, and generate leads. The MCS staff selects relevant content from a vast number of product releases and articles published on mcsmag.com.

Sponsor Specs
- Ad banner: 642x90px
- Roadblock: 300x250px
- JPG
- 72 dpi
- 150kb max
- RGB color mode

See Rates page for pricing information
SPECIAL OPPORTUNITIES

Featured Product
Each month, one product from the entire construction industry has the opportunity to be promoted in the MCS print and digital editions. The 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 a year: the “Products and Services Guide” in April and the “Buyers Guide” in November. The goal of the April Products and Services Guide is to act as a resource for industry professionals looking for product information and service options for their business. The November Buyers Guide issue highlights manufacturers and includes a company directory categorized to help our readers find exactly what they need. Both issues allow an elite group of manufacturers to describe their company and/or product in an editorial piece accompanied by their ad.

Trade Show Promos
Take advantage of our special promotional sections leading up to key industry trade shows by featuring your company’s presence. Prior to the most important trade shows for our industry, MCS will highlight the top exhibits we suggest contractors make a point to see through this special promotional section. It will give you the opportunity to announce what products you are showing, special announcements, and your booth location so you can make the list contractors build each year of must-see companies. Contact your sales representative for details and how to qualify.

Cover Ear
Imagine your company name and logo on the cover of an industry-leading magazine. That's possible with Modern Contractor Solutions. A cover is seen by more eyes than any other page of a publication, which ensures any image or wording placed on a cover is most likely to be seen. Take advantage of this cover-placement branding opportunity that you can't get anywhere else in the construction industry.

Contact one of our sales representatives for pricing for these special opportunities.
## RATES

### Print Ad Size

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>$13,600</td>
<td>$11,200</td>
<td>$10,000</td>
<td>$9,500</td>
<td>$8,700</td>
</tr>
<tr>
<td>Full page</td>
<td>$6,900</td>
<td>$5,850</td>
<td>$5,200</td>
<td>$4,550</td>
<td>$3,950</td>
</tr>
<tr>
<td>Half page</td>
<td>$4,500</td>
<td>$3,925</td>
<td>$3,500</td>
<td>$2,975</td>
<td>$2,690</td>
</tr>
<tr>
<td>Third page</td>
<td>$3,225</td>
<td>$2,860</td>
<td>$2,560</td>
<td>$2,125</td>
<td>$1,790</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$2,250</td>
<td>$1,960</td>
<td>$1,660</td>
<td>$1,460</td>
<td>$1,225</td>
</tr>
<tr>
<td>Sixth page</td>
<td>$1,275</td>
<td>$1,120</td>
<td>$965</td>
<td>$810</td>
<td>$655</td>
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<tr>
<td>Twelfth page</td>
<td>$825</td>
<td>$720</td>
<td>$635</td>
<td>$530</td>
<td>$435</td>
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</tbody>
</table>

### Digital Edition Ad Size

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page ad</td>
<td>$1,500</td>
</tr>
<tr>
<td>Half page ad (horizontal)</td>
<td>$900</td>
</tr>
<tr>
<td>Quarter page ad</td>
<td>$500</td>
</tr>
<tr>
<td>Burst video (added to existing print)</td>
<td>$750</td>
</tr>
<tr>
<td>Leadoff video</td>
<td>$2,500</td>
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</tbody>
</table>

### Website Ad Size

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Placement</th>
<th>Monthly Rate</th>
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</thead>
<tbody>
<tr>
<td>Featured video</td>
<td>home page/static</td>
<td>$1,500</td>
</tr>
<tr>
<td>Welcome ad/video</td>
<td>home page</td>
<td>$1,995</td>
</tr>
<tr>
<td>Top banner</td>
<td>run-of-site</td>
<td>$2,500</td>
</tr>
<tr>
<td>Middle banner</td>
<td>run-of-site</td>
<td>$1,200</td>
</tr>
<tr>
<td>Bottom banner</td>
<td>run-of-site</td>
<td>$750</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>home page/static</td>
<td>$2,500</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>run-of-site</td>
<td>$1,200</td>
</tr>
<tr>
<td>Button</td>
<td>home page/static</td>
<td>$750</td>
</tr>
<tr>
<td>Button</td>
<td>run-of-site</td>
<td>$750</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>run-of-site</td>
<td>$5,000</td>
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</table>

### Monthly eNewsletter Placement

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>$1,500</td>
</tr>
<tr>
<td>Banner</td>
<td>$995</td>
</tr>
<tr>
<td>Featured video</td>
<td>$995</td>
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</table>

### eBlast Deployment

<table>
<thead>
<tr>
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<th>Rate</th>
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<tbody>
<tr>
<td>15,000</td>
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<tr>
<td>20,000</td>
<td>$2,795</td>
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<tr>
<td>25,000</td>
<td>$3,195</td>
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### Weekly eNewsletter Sponsor

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo &amp; banner/roadblock</td>
<td>$995</td>
</tr>
</tbody>
</table>
2020 EDITORIAL OUTLINE

JANUARY

Industry Outlook
Trends for 2020
Business Development
Risk Management
OSHA Update

CONEXPO-CON/AGG Showcase
Content Due: 10/16/19
Ads Due: 12/11/19

FEBRUARY

Safety
Jobsite Lighting
Fall Protection
Trenching
Scaffolding/Netting

CONEXPO-CON/AGG Showcase
Content Due: 11/20/19
Ads Due: 1/8/20

MARCH

Transportation
Fleet Maintenance
Rental Update
Work Trucks
Trailers
Engines
Tires

APRIL

Leadership
Legal Matters
Training + Certification
Paving + Milling
Preventive Maintenance

Annual Products & Services Guide
Content Due: 1/15/20
Ads Due: 3/11/20

MAY

Projects
Jobsite Power
Site Prep
Ground Cover
Infrastructure Update
Surety
Bonding

Content Due: 2/19/20
Ads Due: 4/8/20

JUNE

Tools + Attachments
Cordless Batteries
Tool Tracking
Handheld Tools
Buckets
Drills

Content Due: 3/18/20
Ads Due: 5/13/20

Editorial coverage and deadlines are subject to change.

www.mcsmag.com
# 2020 Editorial Outline

## July
### Technology
- Digital Jobsite
- Software Solutions
- Drones
- Bidding
- Estimating
- Telematics

**Content Due:** 4/15/20
**Ads Due:** 6/10/20

## August
### Equipment
- Compact Equipment
- Heavy Equipment
- Crushers
- Barges
- Earthmoving Machines

**Content Due:** 5/20/20
**Ads Due:** 7/8/20

## September
### Concrete
- Concrete Forms
- Concrete Vibrators
- Screeds
- Road + Bridge Building
- Trailers

**Content Due:** 6/17/20
**Ads Due:** 8/12/20

## October
### Women in Construction
- Personal Protective Equipment
- Building Materials
- Truck Bodies
- Insurance

**Content Due:** 7/15/20
**Ads Due:** 9/9/20

## November
### Veteran Tribute
- Telematics
- Service Support
- Labor Update
- Veteran’s Programs
- Attachments

**Content Due:** 9/18/20
**Ads Due:** 10/14/20

## December
### Year in Review
- Contractor Commentary
- Security Products
- Lubricants
- Welding

**Content Due:** 9/16/20
**Ads Due:** 11/11/20

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*Editorial coverage and deadlines are subject to change.*
“Modern Contractor Solutions consistently delivers its readers for Isuzu Diesel and our Brand ‘Isuzu REDTech™’ in helping us communicate product introductions, brand awareness, and editorial opportunities for several years. We appreciate their commitment to always providing the best service and publication support at every level. It’s a great partnership.”

~ Robert Kuzawinski | Isuzu Motors

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Nowhere will you get a more insightful view of the diverse aspects of the construction industry than from Modern Contractor Solutions.

For advertising opportunities, contact us today.

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205.824.9793

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russell@mcsmag.com