

MODERN CONTRACTOR

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THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

MEDIA KIT

2023



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.

project profile

MACMOR CONSTRUCTION

Dozer Performance

works from cut-and-fill to fine grading

By Jeremy Dukat

Dozer work is in Brian Golden's blood—and the connection to each generation of his family is present every day at MacMor Construction LLC. Founded in 2013 and named after his daughters—MacMor and Morgan—MacMor started as a three-man crew and has grown into a sleek and heavy highway construction with 48 full-time employees.

"My father was a general superintendent back in the day," explains Golden. "He's actually still involved today—helps come on and he runs the field operations for me now. This has been something that's been in my blood forever, and it's just, like the work, I like the equipment; I like dealing with the money... it's just what I do."

One of the company's current projects is a 12-unit townhome development in Gettysburg, Pennsylvania, called the Gettysburg Overlook. Once the site clearing, grading, and grading is complete, the company will also perform the utility work.

FLEXIBILITY IN WORK

MacMor uses its CASE 855M dozers for the bulk of its

work because they can perform both bulk earthmoving activities as well as detail work—cutting and filling, grading dirt and fine grading for building pads, parking lots, and more.

The 855M is a mid-size dozer (112 hp, 22,700 lbs in the wide track configuration) that also provides Golden with flexibility both in the type of work it does, as well as its transportation and access to work sites.

"You've got a machine that has the power and ability to do what you need it to do. But it also leaves me under the best of having to run permits to haul it, which is a huge factor."

"That was one of the reasons why we looked at the second 855M was for that reason... of the transportation to get it from job to job."

The CASE 855M dozer features best-in-class drawbar pull of 42,813 lbs and a Tier 4 Final PPT engine with fuel efficient Selective Catalytic Reduction (SCR) technology. It also features a hydrostatic drive system and an advanced fleet management system that

automatically reduces track speed (increasing torque) with a heavier load on the blade, and increases track speed (reducing torque) with a lighter load on the blade—ensuring that the machine is working at optimal power and efficiency at all times.

"This machine is very, very fuel efficient," says Golden. "I mean, right now in this market, you have to watch all of our dollars and cents down to the fuel costs, and we use that rising continuously. So that goes into a lot of our decision-making also in what's the fuel efficiency of the machine. We have an older dozer that just went right through it. Where this machine here, I can run probably 2-3 days without really having to think about the fuel on it, which makes it nice. So, it's a benefit for us on that side of things as well."

FACTORY-FIT MACHINE CONTROL

The 855M dozer is MacMor's choice for factory-fit CASE SiteControl machine control solutions powered by Leica Geosystems. For Golden, this amplified the acquisition process by allowing him to give the precision solution with the purchase of the machine. It also combined all elements of the investment into a single payment, financing package and interest rate.

"It's amplified ownership," he says. "The dozer that was going to last, you almost have to have it on them. It just takes that guesswork out of what we need and the questions of what the machine has. It's easier to know right off the bat it's coming out with it. It should be a standard. That's just where we're at with things, especially on the finish side, because of what the application is with the dozer."

CASE M Series dozers also offer industry-leading visibility and easily adjustable controls that allow the operator to see both steering and blade sensitivity to smooth, moderate, or aggressive.

"The control level is very good. The controls on it are smooth and easy to use. And you can see everything when you're sitting in the cab. That's the big advantage of the small dozer here, is you can see everything. I mean, the (visibility) and what you can see as you're grading is very, very good."

In addition to the smooth controls and excellent visibility, Golden says that, for its size, the 855M packs enough power to handle heavy-duty applications.

"The power of these machines is great. I mean, you can put it in a cut-the-fill area and not have issue with it. As we move forward on this project, we're going to minimize some of our hauler equipment to go to another project. So, our 855M will be used with (our) excavators and haul trucks. And we'll actually use that machine in a hauler application at that point, which it will... I have no issue with it performing."

Machine control provides a number of operational and business advantages.

"Our machine control was something I wasn't 100% sure of at first. It's been an excellent," he explains. "The [ask ourselves] how can we be more competitive with production on jobs, and that led us to now go to the machine grade control."

"Looking at production and hitting schedules and deadlines," he adds. "This is going to come in handy for that side of things for us."

In addition to the productivity gains, Golden has also seen advantages in lower operating costs.

"It takes us from having a surveyor out on the project, putting in hundreds of stakes that have the potential of getting knocked over—which in essence, we always use a rule of thumb that each stake costs you about 75 bucks. So, it doesn't take long. If you knock over 100 of them, that's \$7,500 quick. So, to put the machine control in it, that takes that out of it also."

"And then it takes the questions out of it of what it's supposed to look like. Our guys can see it more with a screen and seeing what they've got going on there."

Golden also sees an advantage in the dozer being outfitted with machine control from the factory when he eventually turns that machine out onto the secondary market.

"So, you look at the value of the machine here after X amount of years, and then you look to spin out of it and go



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“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.

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



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.

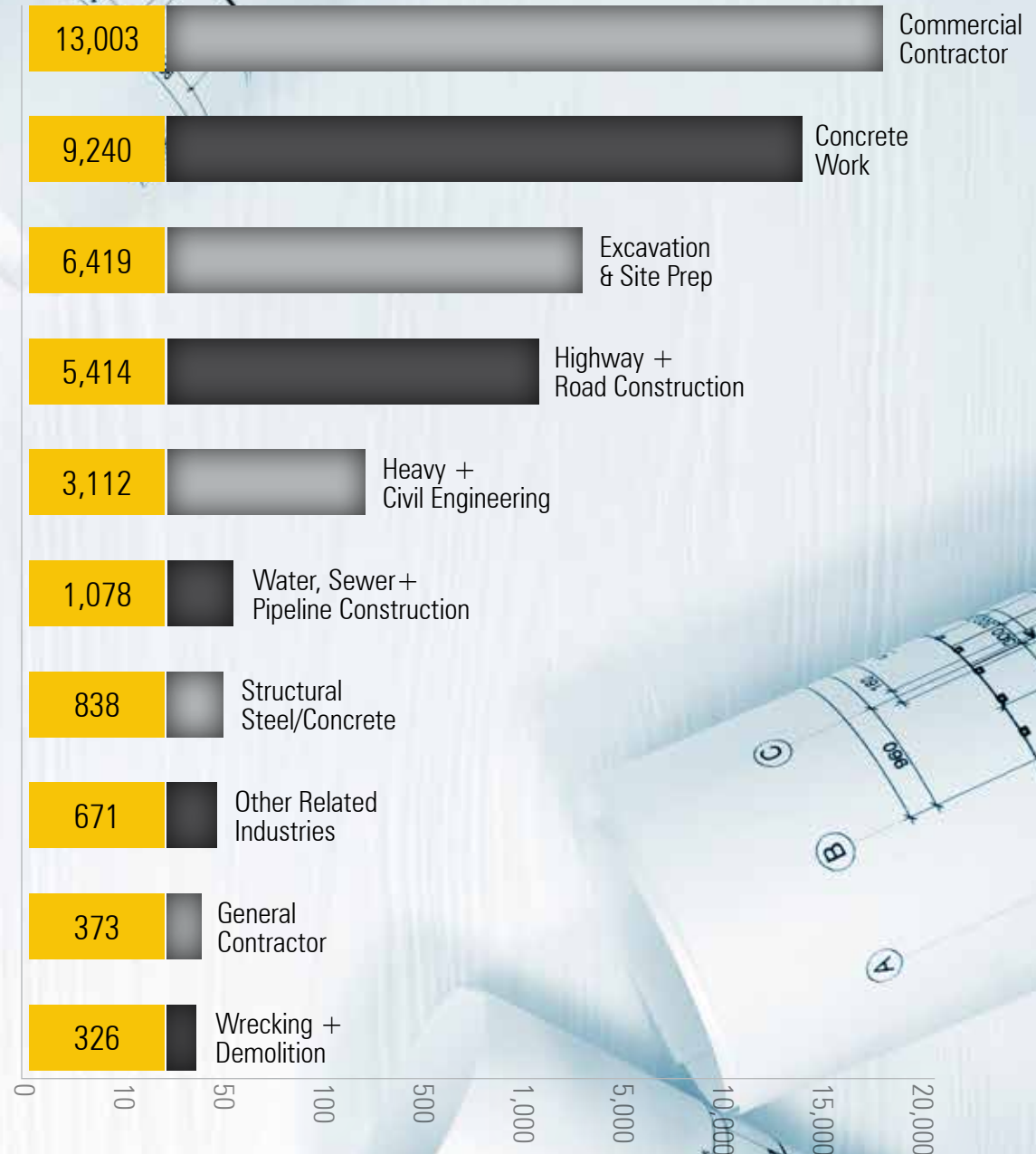


Social Media Marketing:

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
- Lead generation



Data according to publisher's own data over a six month period ending in July 2022.

ADVERTISING OPPORTUNITIES

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 **99,799+** in just one month.*

For more than 15 years, *Modern Contractor Solutions* has established a brand that contractors trust and rely upon for construction industry insights.



Unique visitors from search**

9,799+

Custom eblasts sent to as many as **25,000** professionals

Website page views**

21,027+

40,000+
print & digital
circulation

Monthly eNewsletters emailed to **25,000+** recipients

**Publisher's projected data; July 2022. *Publisher's projected data; numbers include single targets receiving multiple products.

PRINT & DIGITAL OPPORTUNITIES

Why MCS Print?

Through our interactions with contractors, one thing is certain—they like print magazines. Decision makers in the construction industry could be in their 40's, 50's, and 60's, and maybe that's 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 it is 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 construction pros, including the largest contractors in the country 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 & DIGITAL OPPORTUNITIES

IMPORTANT!

FOR ALL ADS:

- Submit flattened **PDF X-4** pdf files without crop or printers marks.

FULL PAGE ADS:

- Supply a .25 inch bleed on all four sides.
- Respect live area which is at least .25 inch inside of trim.
(Live area 7.625" x 10.375")

Files not exported as a PDF X-4 may result in a grid of white artifact lines when published.

FOR CLOUD UPLOADS: Visit www.mcsmag.com/ftp

QUESTIONS? Contact MCS art director, Lisa Avery. Call direct 205.795.0237 or email lisa@mcsmag.com.

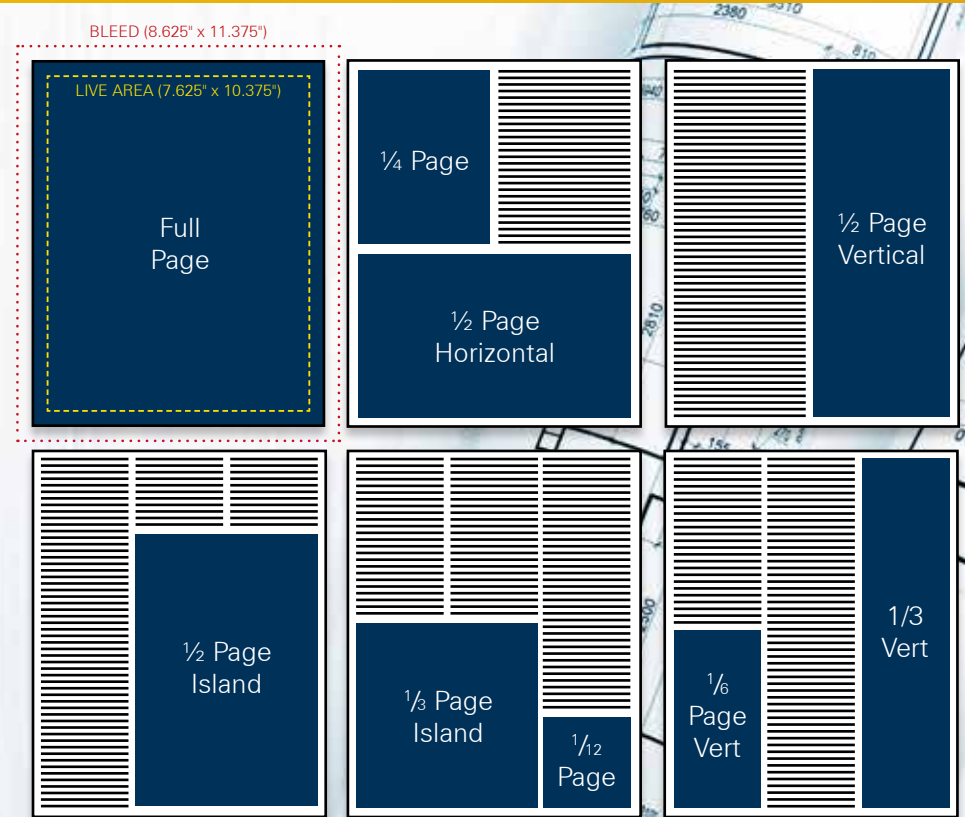
SPECS ARE FOR BOTH PRINT & DIGITAL ADS

Ad Dimensions	Bleed Size (w x h)	Trim Size (w x h)
Two-page spread * * * * *	16.75" x 11.375"	16.25" x 10.875"
Full page * * * * *	8.625" x 11.375"	8.125" x 10.875"
Half page (horizontal) *	No Bleed	7.125" x 4.625"
Half page (island) *	No Bleed	4.625" x 7.625"
Half page (vertical) *	No Bleed	3.5" x 9.625"
Third page (island) *	No Bleed	4.625" x 4.625"
Third page (vertical) *	No Bleed	2.25" x 9.625"
Quarter page *	No Bleed	3.5" x 4.625"
Sixth page (horizontal) *	No Bleed	4.625" x 2.25"
Sixth page (vertical) *	No Bleed	2.25" x 4.625"
Twelfth page *	No Bleed	2.25" x 2.25"

* Submit flattened PDF X-4 file without crop or printers marks.

** .25 inch bleed on all sides.

*** Live area .25 inch inside of trim. (Live area 7.625" x 10.375" for full page ad).



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

Website

Visit **mcsmag.com**, featuring aesthetics and a layout that enhances user experience and promotes ease of use. Visitors to the MCS website scan more than **21,000+ pages** of information per month.* This creates prime opportunity for advertisers to promote their brand amid relevant information.

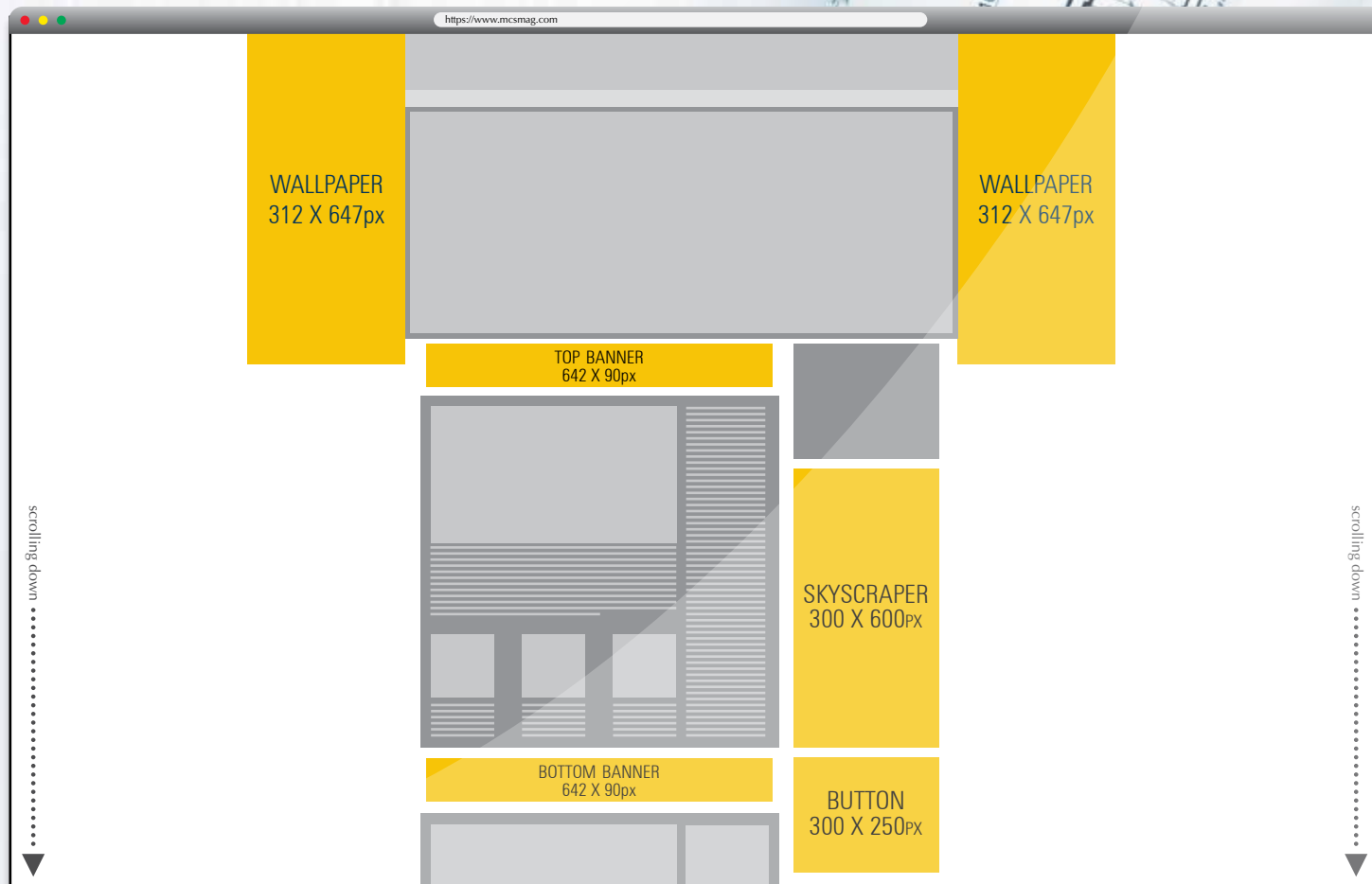
Web Ad Sponsorship

By putting your brand in front of our visitors of **mcsmag.com** 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**.

*Publisher's projected data from July 2022.



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

See Rates page for pricing information

LEAD GENERATION

eBlasts

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

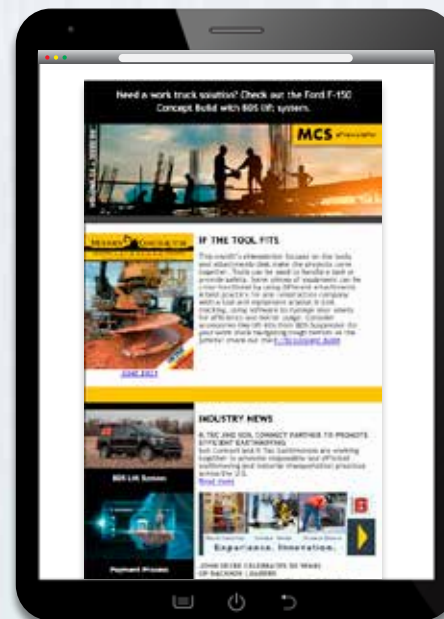


Monthly eNewsletters

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



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 media consultant 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 media consultants for pricing for these special opportunities.



RATES

Print Ad Size	1x	3x	6x	9x	12x
Two-page spread	\$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
Third pg	\$3,225	\$2,860	\$2,560	\$2,125	\$1,790
Quarter pg	\$2,250	\$1,960	\$1,660	\$1,460	\$1,225
Sixth pg	\$1,275	\$1,120	\$965	\$810	\$655
Twelfth pg	\$825	\$720	\$635	\$530	\$435

Website Ad Size	Placement	Monthly Rate
Featured video	home page/static	\$1,995
Welcome ad/video	run-of-site	\$1,995
Leaderboard banner	run-of-site	\$2,500
Top banner	home page/static	\$2,500
Top banner	run-of-site	\$1,750
Middle banner	run-of-site	\$1,200
Bottom banner	run-of-site	\$750
Skyscraper	home page/static	\$2,500
Skyscraper	run-of-site	\$1,750
Button	home page/static	\$750
Button	run-of-site	\$750
Wallpaper	run-of-site	\$5,000

Digital Edition Ad Size	Rate
Full page ad	\$1,500
Half page ad (horizontal)	\$900
Quarter page ad	\$500
Burst video (added to existing print)	\$750
Leadoff video	\$2,500

Monthly eNewsletter Placement	Rate
Top banner	\$1,500
Banner	\$995
Featured video	\$995

eBlast Deployment	Rate
15,000	\$2,395
20,000	\$2,795
25,000	\$3,195

2023 EDITORIAL OUTLINE

JANUARY

State of the Industry

Trends for 2023
Industry Outlook

FEBRUARY

Safety

Jobsite Lighting
Fall Protection
Trenching
Welding
Safety Accessories

MARCH

Transportation

Work Trucks
Trailers
Engines
Tires
Telematics

APRIL

Leadership

Business Development
Insurance

**2023 Products
& Services Guide**

Special
Issue

MAY

Projects

Jobsite Power
Site Prep + Ground Cover
Paving + Milling
Infrastructure Building

JUNE

Tools + Attachments

Cordless Batteries
Tool Tracking
Handheld Tools
Buckets + Drills

JULY

Technology

Digital Jobsite
Software Platforms
Drones
Bidding + Estimating
Telematics

AUGUST

Equipment

Compact Equipment
Heavy equipment
Crushers
Barges + Dredges
Cranes

SEPTEMBER

Concrete

Concrete Forms
Concrete Vibrators
Screeds
Road + Bridge Building

OCTOBER

Workforce

PPE
Building Materials
Certifications + Training

NOVEMBER

Maintenance

Telematics
Service Support
Lubricants

2024 Buyers Guide

Special
Issue

DECEMBER

Year in Review

Contractor Commentary
Strategic Planning
Operational Oversight

Editorial coverage and deadlines are subject to change. Editorial and images are due the 15th of the month prior to the targeted issue.

CONTACT US

“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

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