

MODERN CONTRACTOR

S · O · L · U · T · I · O · N · S[®]

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

MEDIA KIT

2024



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.



MODERN CONTRACTOR

S·O·L·U·T·I·O·N·S®

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

FEBRUARY 2023

VOLUMETRIC CONCRETE MIXERS

SAFETY IS KEY

CORDLESS LIGHTING FOR SAFETY

PLAN AHEAD. PROTECTION FROM FALLS

MOBILE WELDING FIELD FABRICATION



VENCO VENTURE

Venco Venture began in 1952 as Collins Associates, Inc., the largest manufacturer's representative agency in the truck body and equipment industry. In 1964, they founded the Truck Equipment & Body Distributors Association, which is currently known as the National Truck Equipment Association (NTEA). From those beginnings, the Cincinnati, Ohio-based company continued to build upon its ironclad foundation to deliver high-performing, heavy-duty work trucks, service cranes, hoists and equipment with the reliability and versatility needed for even the most challenging work environments.

No matter what industry you're in, if you don't have the right equipment for the job, best things will happen first, the work becomes much harder than it needs to be. Second, downtime and unnecessary expenses are almost sure to follow. If your projects keep going sideways this, you'll need to re-spec your equipment—leaving revenue on the table and paying back losses—otherwise you didn't have what you needed to get the job done from the start. The honest take and top-notch gear at Venco Venture stop all that in its tracks.

LONG HISTORY

Since 1952, Venco Venture has been a leader in developing a line of made in the USA service cranes, truck bodies, hoists, and accessories. The Cincinnati-based company prides itself on its long history of delivering durable, rugged equipment to handle any job—while providing excellent customer service and the latest best lines in the industry. A commitment to understanding customers' needs and then building them the right equipment to match the application has helped Venco Venture maintain its pioneering position in the world of work truck equipment.

When construction and maintenance companies don't get the right components for their fleet, they're forced to re-measure and re-spec boundaries start completely over, after the initial investment. The greatly increases operating costs and shrinks profit margins. Understanding this trap, Venco is dedicated to keep principles:

1. Deliver only what is needed, not what isn't.
2. Provide unmatched customer support and service.

"We understand what goes into finding work-ready truck and crane equipment," vice president of sales and marketing at Venco Venture for Lohmeier says. "If you don't get what you need, you'll have to re-measure everything and swap features as you go. That's why we work directly with each customer to install the equipment they need so they can get back to the job. Simple as that."

MID-SIZE SERVICE CRANES

Venco also provides a number of specific components with the bandwidth for several custom options. A prime example is the midsize VTEC50 service crane.

This fully hydraulic crane has low weight for added versatility and is engineered for more crane capacity with a lighter payload. It is designed to work with all service body manufacturers and includes the following:

- Hexagonal boom structure and crane hoisting
- 7,800 lbs lifting capacity
- 45,000 lbs rating
- 20 ft reach
- Precision overload protection
- Vehicle stability and grade control

The real highlight of this crane is the Venco's VTEC50 (50% management system).

The VTEC50 system contains a wireless, intelligent remote that gives operators ease of use and peace of mind with safety features and alerts in the LCD screen. The crane itself contains its own safety features with bright colored alert lights on the underside of the boom, which go from green to yellow to red to indicate different safety warnings.

VTEC CENTER, CUSTOM UPFIT
In addition to its high-quality product lines, Venco's custom equipment services round out the complete customer experience. For installations, modifications or custom builds, Venco has it covered. These capabilities have been keeping operations in several industries running smoothly for decades. There isn't a job Venco equipment can't handle, whether it's in stock or specially modified.

When it comes to service cranes, truck bodies, hoists, and accessories, Venco either has it—or we'll build it.

Venco's VTEC Center is a custom upfit shop staffed by factory-trained technicians. They can build and install cranes and hoists on existing trucks or perform a range of custom work for a complete, work-ready package. "We're happy to do custom builds. That's where the VTEC Center comes in. Whether you need a new crane, a full work truck, or even a crane lift, we'll have it for you. That's why we work directly with each customer to install the equipment they need so they can get back to the job. Simple as that."

To ensure each customer gets the right components, Venco put a user-friendly system in place. "We designed a simple checklist," Lohmeier says. "All a customer needs to do is fill out the crane and truck specs they need—size, weight, operational requirements, and the accessories they want. Then we'll handle the rest."

CLOSING THOUGHT

Venco equipment is purpose-built to help operators improve productivity and safety at any jobsite. From basic upfits to finished, work-ready packages, Venco's made in the USA, light and heavy-duty cranes, hoists and truck bodies are ready to handle the challenges of any job, anywhere. ■

For more information, learn more about Venco Venture products and services offered and request free quotes at venco.com.



WWW.MCSMAG.COM

CONTENTS

2024 Media Kit

Audience	4
Full Suite of Services.....	5
Print/Digital Opportunities.....	6
mcsmag.com	8
Lead Generation.....	9
Webinars	10
Special Opportunities.....	11
Rates	12
2024 Editorial Outline.....	13
Contact Us	14

“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.

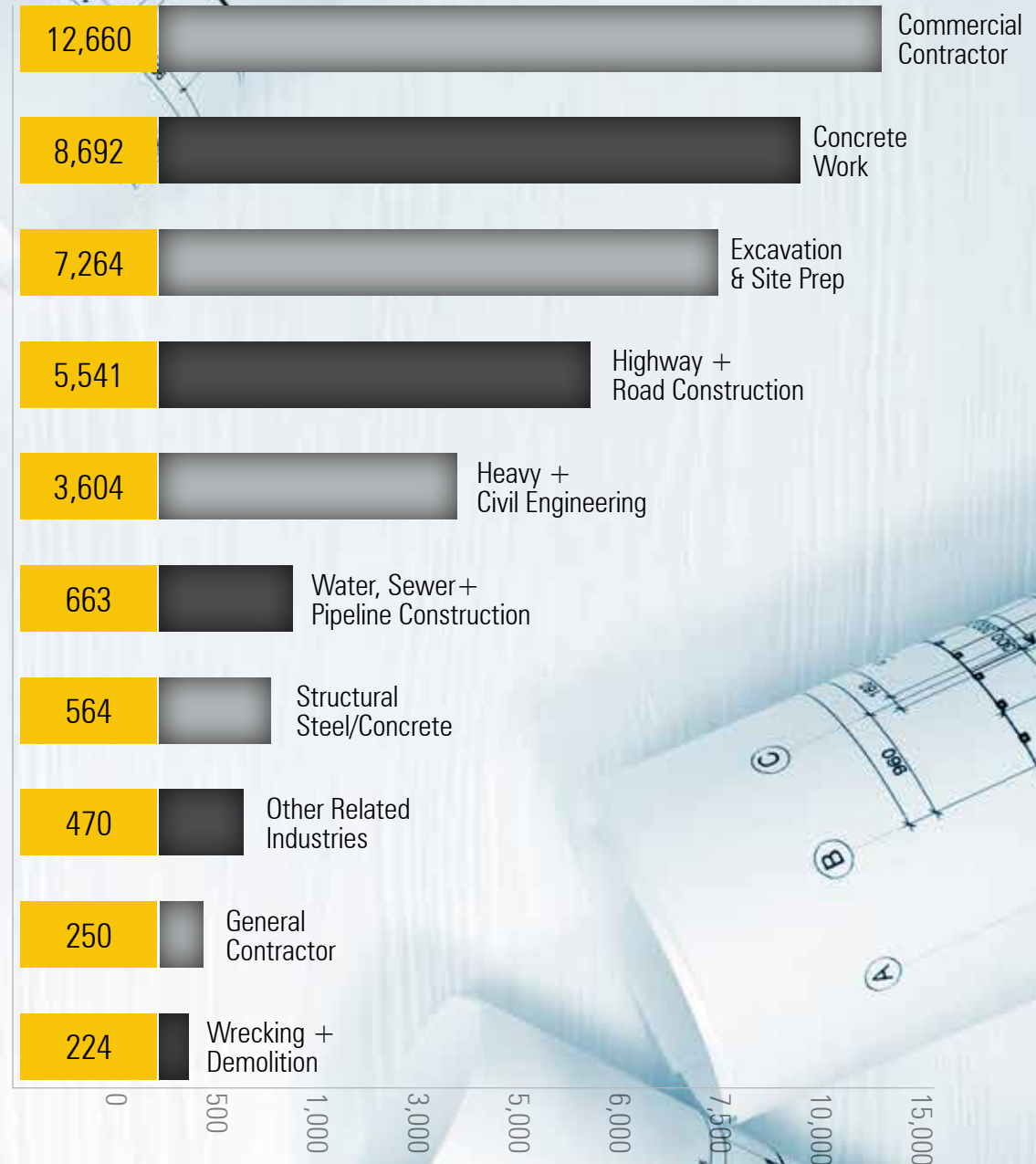


Social Media Marketing:

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 2023.

FULL SUITE OF SERVICES

Designed to get the results you need

LEAD GENERATION



Custom eBlasts

For true lead generation our custom eBlast program will identify contractors from our audience that are specifically interested in YOUR product, then we can tell you exactly who they are! We provide your sales team with name, company, address, email so that they can easily connect with potential new customers.



Webinars

We have the audience; our loyal readers have buying power and we can put you in front of them! Let us host your next webinar and draw on the strength of our 16 years of experience with our contractors. We promote you through our magazine, website, and direct email campaigns to ensure your success.

Modern Contractor Solutions Print/Digital

With more than 16 years under our belt, MCS has become the industry standard for construction business management. We deliver a print and digital format each month to our readers so contractors can easily get the solutions they need. Our audience has buying power, make sure your company takes advantage of our indepth advertising opportunities and keep your product in front of our engaged readers. Explore our many features that are exclusive to *Modern Contractor Solutions* and designed to get you the results you need!



Monthly eNewsletter

MCS deploys a monthly digital newsletter to 30,000 contractors, delivering news and solutions they have come to rely on. Don't miss the opportunity to be one of our sponsors on the e-news deployment and keep your products in front of this engaged group of contractors.

Website

Our website (www.mcsmag.com) is designed to make it easy for our contractors to find exactly what they need and through a wide array of advertising products. Take advantage of prestigious high-impact web ad placements that keep you in front of our engaged and loyal contractors you need to influence. We offer many exclusive opportunities to help your company stand out from the crowd!

Programmatic Advertising Opportunities

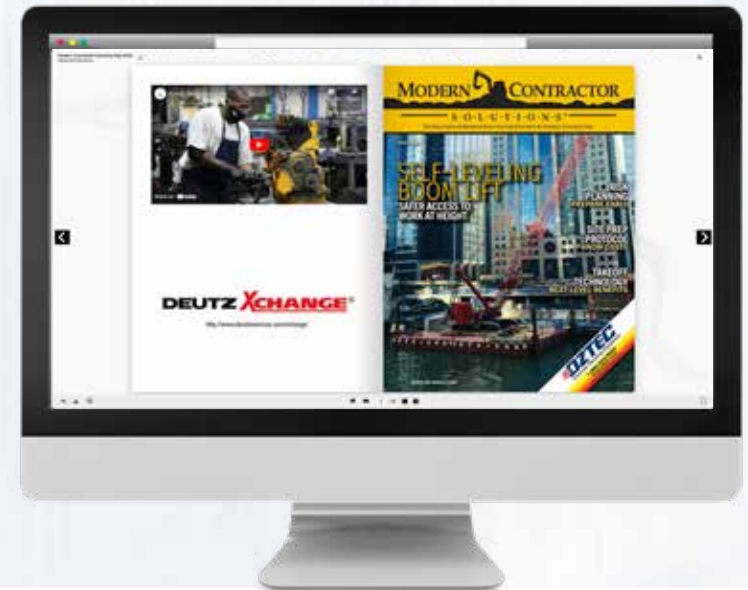
Let *Modern Contractor Solutions* help you stay in front of contractors everywhere they go with their smartphones, work computers, or even when they are streaming TV. We have custom re-targeting programs available that allow your ad messaging to be front and center for contractors as they check the news, sports info, play games, or anywhere they surf the net on their mobile devices. Want to get a better ROI on your next trade show? Try our Geo-fencing and throw a "net" around the event contacting the attendees at the show.



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 30,000 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).



“Modern Contractor Solutions has been an integral part of HitchDoc's marketing for a variety of our products directed at the construction industry. They offer a variety of ways to reach key leaders in the industry including print and digital opportunities and their team is easy to work with.”

~RICHARD LUND | HITCHDOC

Website

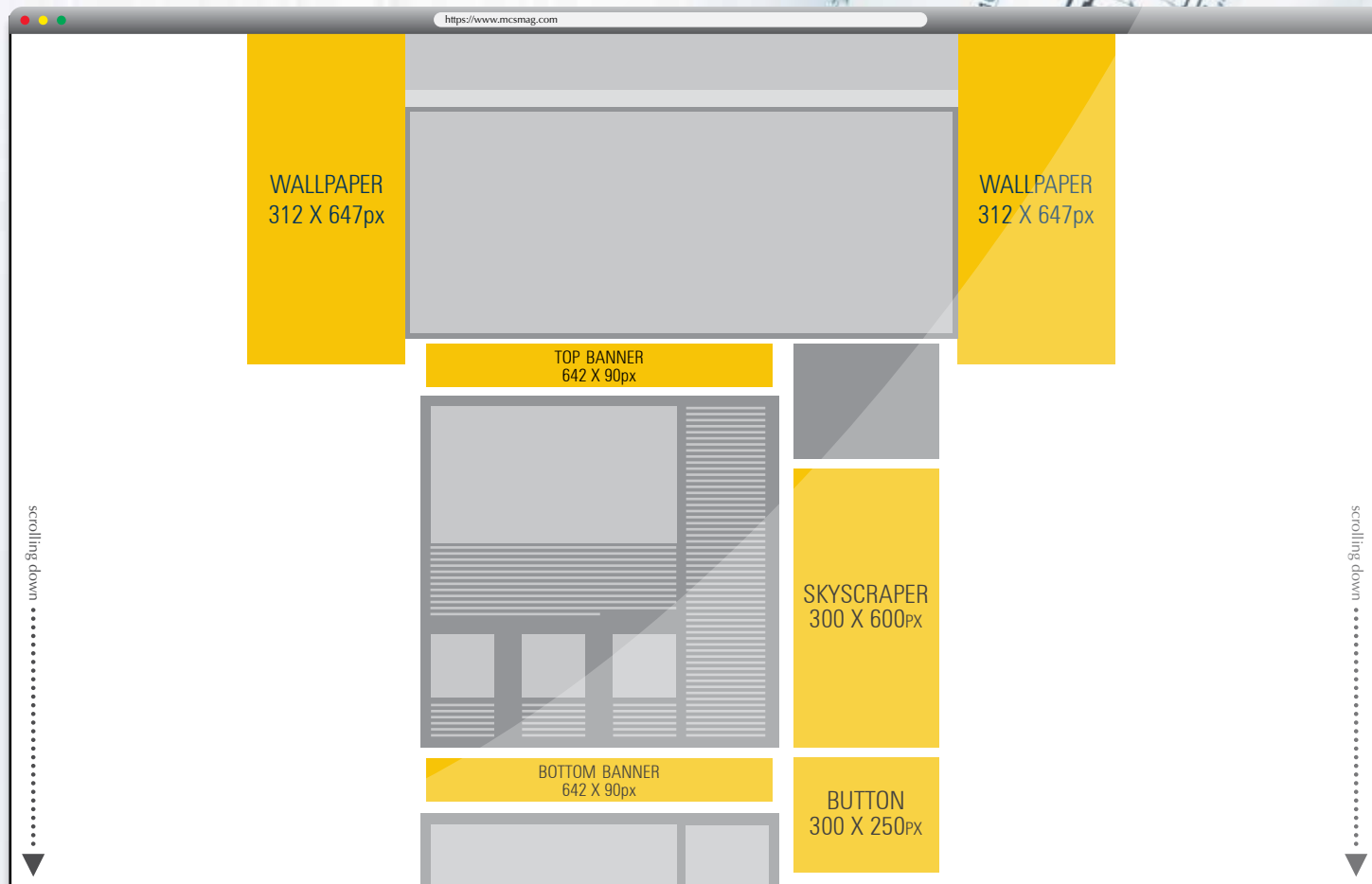
Visitors to **mcsmag.com** will find an easy to view format, filled with all the content they need to keep their construction companies running at peak performance. View current and past articles or browse through our archived digital editions. Contractors can even search for a specific company or topic, making it easy for them to find exactly what they need. It will be hard for your message to not be seen if you take advantage of our dynamic web advertising options, some of which can be made exclusive to just one advertiser.

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**.



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 July 2023.

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 30,000+ construction professionals
- Hosting of your white paper or video on **mcsmag.com**
- Lead generation that does not intrude on user experience

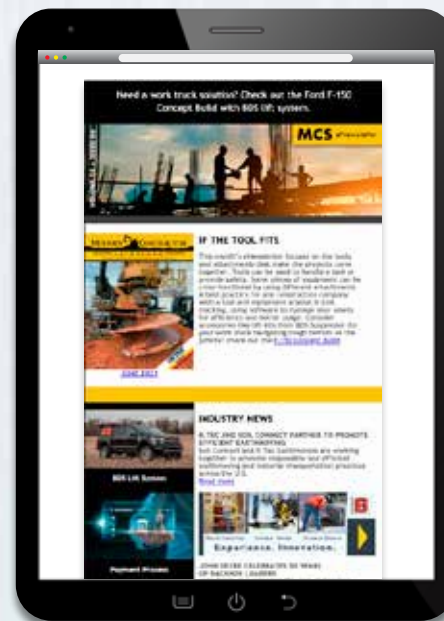


Monthly eNewsletters

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



Modern Contractor Solutions Delivers Your Message to Decision Makers

Our Loyal Readers Have Purchasing Power

Let *Modern Contractor Solutions* host your next webinar and take advantage of loyal readers and their purchasing power.

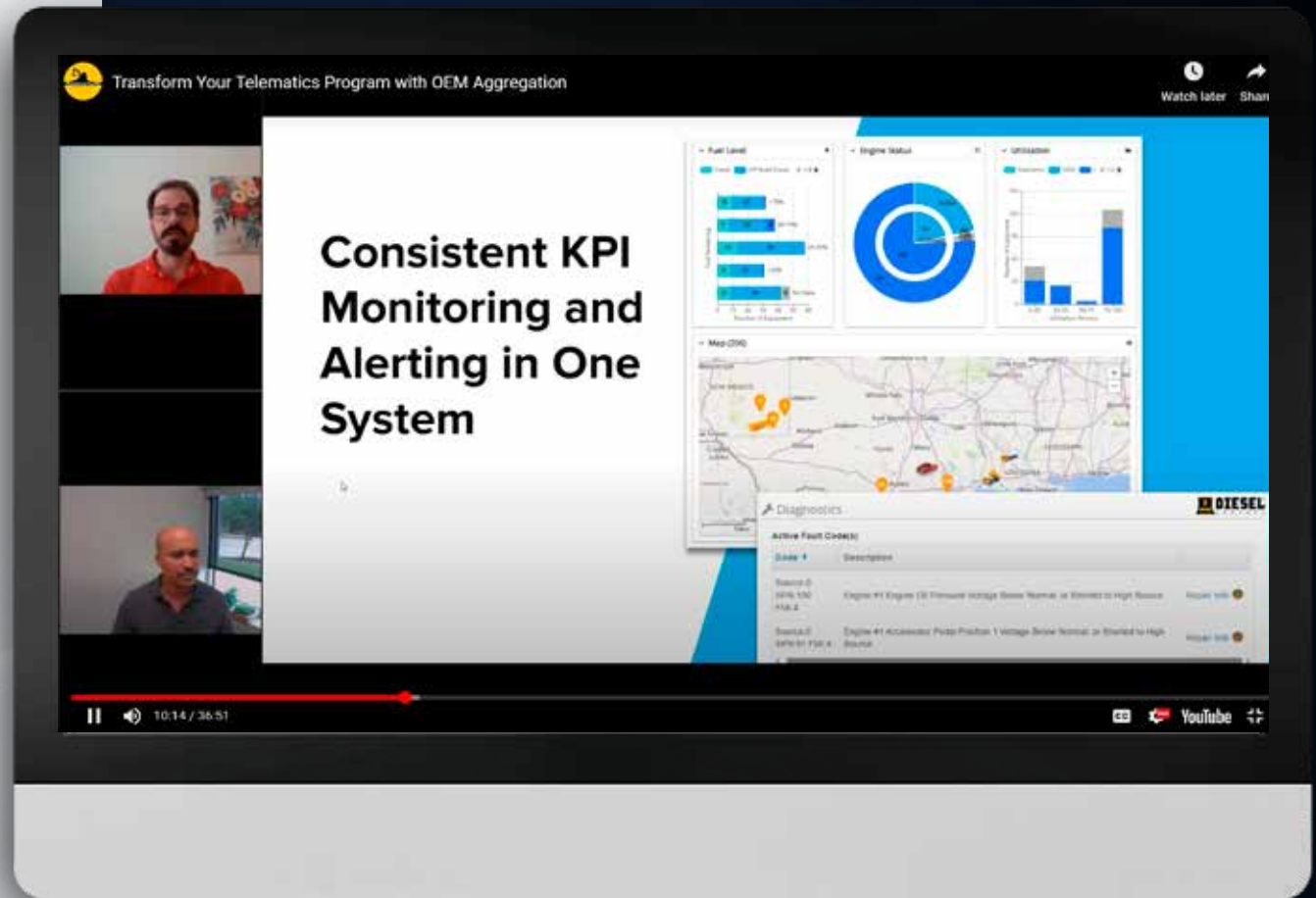
MCS has been published for more than 16 years and in that time, contractors have come to rely on us as their source for information.

We Supply the Audience, You Supply the Content

MCS will promote your webinar using our print and digital editions, custom eblast program, website banner advertising, and social media channels.

Your Message on Target

You set the time and place and we will deliver the audience you need!



“We had the opportunity to partner with *Modern Contractor Solutions* on a webinar. It helped expand HCSS's brand awareness and reach, and we greatly appreciated interacting with other contractors in the industry.”

MICHELLE HEDRICK | HCSS

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

eBlast Deployment	Rate
15,000	\$2,395
20,000	\$2,795
30,000	\$3,595

Additional Opportunities	Rate
Front cover ear	\$1,995
Webinar	\$9,500

2024 EDITORIAL OUTLINE

Special
Issue

JANUARY

State of the Industry

Trends for 2024
Industry Outlook

Editorial Due: 10/11/23 | Artwork Due: 12/06/23

FEBRUARY

Safety

Jobsite Lighting
Fall Protection
Trenching
Safety Accessories

Editorial Due: 11/08/23 | Artwork Due: 01/10/24

MARCH

Transportation

Trucks + Trailers + Tires
Engines
Fleet Telematics

Editorial Due: 12/13/23 | Artwork Due: 02/07/24

APRIL

Leadership

Business Development
Insurance + Contracts

Annual Products & Services Guide

Editorial Due: 01/10/24 | Artwork Due: 03/06/24

MAY

Projects

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

Editorial Due: 02/14/24 | Artwork Due: 04/10/24

JUNE

Tools + Attachments

Handheld Tools
Buckets + Drills
Tool Tracking
Batteries

Editorial Due: 03/13/24 | Artwork Due: 05/08/24

JULY

Technology

Digital Jobsite
Software Platforms
Bidding
Estimating

Editorial Due: 04/10/24 | Artwork Due: 06/12/24

AUGUST

Equipment

Compact Equipment
Heavy equipment
Specialty Equipment
Telematics

Editorial Due: 05/08/24 | Artwork Due: 07/10/24

SEPTEMBER

Concrete

Concrete Forms + Tools
Road + Bridge Building

Editorial Due: 06/12/24 | Artwork Due: 08/07/24

OCTOBER

Workforce

PPE
Building Materials
Certifications + Training

Editorial Due: 07/10/24 | Artwork Due: 09/11/24

NOVEMBER

Maintenance

Telematics
Service Support
Lubricants

2025 Buyers Guide

Editorial Due: 08/07/24 | Artwork Due: 10/09/24

Special
Issue

DECEMBER

Year in Review

Contractor Commentary
WOC 2025 Preview

Editorial Due: 09/11/24 | Artwork Due: 11/13/24

Editorial coverage and deadlines are subject to change.

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

Donna Campbell • Editor in Chief
donna@mcsmag.com

Mike Barker • Publisher
mike@mcsmag.com

Randy Moon • Media Consultant
randym@mcsmag.com

Kevin McClaran • Media Consultant
kevin@mcsmag.com

Juanita Nessinger • Media Consultant
juanita@mcsmag.com

Mike Holley • Media Consultant
mike.holley@mcsmag.com

Val Carrier • Media Consultant
val@mcsmag.com



For advertising opportunities, contact us today.

Mail

Modern Contractor Solutions
3100 Lorna Rd, Ste 101
Birmingham, AL 35216

Phone

205.795.0223

Email

russell@mcsmag.com

