Your marketing message at the hands of architects and contractors

With a distribution of over 55,000 architects and contractors, no other resource in the industry is as in-depth as the *Metal Directory & Resource Guide*. Published in March, the *Metal Directory & Resource Guide* is the known and trusted resource the industry turns to every day to find the products they need.

**Sales Closing:** March 4, 2024

**Material Deadline:** March 8, 2024*

**Publishing Date:** March 28, 2024

Be sure to take advantage of this unique annual opportunity to reach the industry!

*Display advertising. Deadline to update and confirm list details is March 4, 2024.
LISTINGS

Featured Listings

Make sure your listing is seen and share more about your business with our Featured Listings. Featured listings boost your visibility in exposure both in print and online and include:

1. Company logo on your listing
2. 1000 characters to tell our audience about your company
3. Listing highlighted in print
4. Search optimization online; Featured advertisers are brought to the top of the results!

Rate: $795 for one year (includes the printed directory)

Print

Petersen Aluminum
1005 Tonne Road
Elk Grove Village, IL 60007
(800) 722-2523/(800) PAC-CLAD
info@pac-clad.com
www.pac-clad.com
Josh Jacobi, National Sales Manager,
jjacobi@petersenmail.com

Founded in 1965, Petersen, a Carlisle company, manufactures a broad range of PAC-CLAD architectural metal cladding and roofing products in multiple gauges of aluminum and steel. All are available in a wide spectrum of PVDF finishes including brilliant metallics, sophisticated wood grain and rich ore finishes. Many colors meet LEED requirements and are Cool Roof-rated, and all finishes are backed by an outstanding non-prorated finish warranty. Petersen’s facilities are located in Illinois, Georgia, Texas, Maryland, Arizona and Washington.
Standard Listings

If you’re looking for just a bit of added exposure and to say more about your company, we also offer Standard Listings. These are step above our basic listings by letting you say more about your company with a 500-character company description. This description helps you stand out from the crowd and let our readers know a bit more about you!

Rate: $195 for one year (includes your business description online)
## DISPLAY RATES (2024)

All display advertisers get a free Featured Listing upgrade in print and online for one year. That’s a $795 value!

<table>
<thead>
<tr>
<th>Ads</th>
<th>4-Color Rates</th>
<th>Size (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,120</td>
<td>9.25” x 11.125”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>7,310</td>
<td>5.5” x 10.375”</td>
</tr>
<tr>
<td>1/2 Page H/V</td>
<td>5,280</td>
<td>8” x 5.5”/4.5” x 10.375”</td>
</tr>
<tr>
<td>1/3 Page Sq/V</td>
<td>3,655</td>
<td>5.5” x 5.25”/2.875” x 10.375”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,440</td>
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<tr>
<td>Double Page Spread</td>
<td>12,995</td>
<td>18.25” x 11.125”</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>8450</td>
<td>17.5” x 4.5”</td>
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</table>

### Covers

<table>
<thead>
<tr>
<th></th>
<th>4-Color Rates</th>
<th>Size (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC</td>
<td>$9,340</td>
<td>9.25” x 11.125”</td>
</tr>
<tr>
<td>IBC</td>
<td>8,935</td>
<td>9.25” x 11.125”</td>
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<tr>
<td>OBC</td>
<td>9,340</td>
<td>9.25” x 11.125”</td>
</tr>
</tbody>
</table>

[Download the Mechanical Spec Sheet](#)

### Terms and Conditions

Volume advertising discounts available.

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

*All advertisements are non-cancellable after the space closing date.*
CONTRACT GUARANTEES: Frequency discounts are applied to a 12-month period, starting from and including the issue in which an advertiser’s ad first appears. When ad frequencies are not completed as initially agreed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word “advertisement” on all materials that resemble editorial content. No responsibility can be taken for positioning of advertising materials except where additional position charges are expressly agreed between the Parties, prior to insertion of the advertisement. Advertising control position clauses in forms used by the advertiser are accordingly treated only as requests.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

INSERTS/OUTSERTS: Provided by advertiser and subject to prior approval by the publisher.

PROTECTIVE CLAUSE: Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

PAYMENT TERMS: Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.
Increase your exposure on The Metal Directory & Resource Guide website! With prominent top-of-site placement a leaderboard position gives your brand visibility to architects and contractors visiting the site to source products!

**Specs:** 728 x 90 pixel banner and URL

**Rate:** $295/month