



## About Metal Construction News

Celebrating our 45th year in 2025, ***Metal Construction News*** is the original news magazine of the metal construction industry and is the premier source for news, products and strategies. Devoted to educating building systems contractors, general contractors, suppliers, manufacturers and more, each issue features project overviews, field techniques, and technical issues dealing with the metal construction industry.

With an audited circulation of nearly 28,000 industry professionals, plus an e-mail distribution of over 28,000, ***Metal Construction News*** is the perfect fit for anyone looking to target this important audience of decision makers.

# Metal Construction News' Audience

## A Powerful Audience *Delivered!*

Metal Construction News' **qualified** audience are purchasing decision makers in the key metal building industry segments, including metal building construction, general construction, specialty metal roofing, roofing and sidewall construction firms, erectors, suppliers, manufacturers, architecture, engineering, and consulting firms, developers, building management, and metal and sheet metal fabricators.

Let's work together to place your integrated marketing message in front of these professional who count!

## Breakdown of our readers by Business/Industry <sup>[1]</sup> :

Business/Industry	Percent of Readers
Metal Building/General Contractors	39.9%
Specialty Metal Roofing, Roofing & Sidewall Contractor	15.7%
Erectors	5.5%
Metal Framing & Drywall Contractor	2.1%
Suppliers	3.9%
Manufacturers	6.2%
Architecture, Engineering, Consulting	20.5%
Developers, Banks, Building Management	1.9%
Public Housing, Government Agency, Utilities	0.9%
Real Estate Firm, Banker, Code Official	0.4%
Metal Fabricator/Sheet Metal Fabricators	2.3%
Others Allied to the Field	0.6%

87 percent of our readers are <sup>[2]</sup>involved in their organization's purchases of building products, including <sup>[2]</sup>:

Level of involvement	Rate of audience
Approve/authorize purchases	59%
Recommend/specify brands/suppliers	18%
Involved in some other way	10%

76% of readers took action in the past <sup>[2]</sup>12 months as a result of reading *Metal Construction News*, including:

- Purchased/ordered a product/service
- Visited advertiser's website
- Filed ad for future reference
- Discussed ad with others
- Passed ad along to others
- Contacted advertiser, dealer or representative directly
- Recommended a product/service
- Returned Reader Response Card
- Used Metalconnect Online Reader Response

The Numbers You Need to Know

67 min.

98,000

Time our readers spend with an issue of *Metal Construction News*. <sup>[2]</sup>

Readership per month  
(3.5 readers per copy) <sup>[2]</sup>

Footnotes

Data source: AAM June 2024 statement.  
Based on February 2024 Ad Study conducted by the independent research firm, Signet Research, Inc.

## Editorial Calendar (2025)

### January

#### State of the Industry Ad Study

Metalforming Equipment  
Doors  
Fasteners  
Roof Clamps (Tech Report)

**Space Closing:** December 2, 2024  
**Material Deadline:** December 6, 2024  
**Publishing Date:** January 2, 2025

### February

#### Distribution at IRE and IIBEC Metal Roofing Issue

Snow Retention (Tech Report)  
Roof Hatches, Decks & Walkways  
Underlayments & Vapor Barriers  
Roof Penetrations

**Space Closing:** January 6, 2025  
**Material Deadline:** January 10, 2025  
**Publishing Date:** February 3, 2025

### March

#### Contractor Survey Distribution at International Builders' Show'

Insulation Systems  
Rainscreens  
Finishes (Paints & Coatings)  
Metal Building Systems (Tech Report)

**Space Closing:** February 3, 2025  
**Material Deadline:** February 7, 2025  
**Publishing Date:** March 3, 2025

### 2025 Metal Directory

[View the Full Media Planner](#)

**Space Closing:** March 3, 2025  
**Material Deadline:** March 7, 2025  
**Publishing Date:** March 28, 2025

### April

#### Ask the Expert

Metalforming Equipment (Tech Report)  
IMPs  
Caulks, Adhesives & Sealants  
Perforated & Expanded Metals  
Gutter systems and Rainware

**Space Closing:** March 10, 2025  
**Material Deadline:** March 14, 2025  
**Publishing Date:** April 4, 2025

### May

#### Top 100 Metal Builders Distribution at FRSA

Metal Walls (Tech Report)  
Material Handling  
Underlayments & Vapor Barriers  
Solar

**Space Closing:** April 7, 2025  
**Material Deadline:** April 10, 2025  
**Publishing Date:** May 2, 2025

# June

## Metal Construction Hall of Fame

Metal Roofing  
Insulation  
Caulks, Adhesives & Sealants  
Safety (Tech Report)

**Space Closing:** May 5, 2025  
**Material Deadline:** May 9, 2025  
**Publishing Date:** June 2, 2025

# July

## MBCEA Building of the Year Awards

Perforated, Expanded & Metal Mesh  
Windows, Skylights & Daylighting  
Gutter Systems & Rainware  
Fasteners (Tech Report)

**Space Closing:** June 2, 2025  
**Material Deadline:** June 6, 2025  
**Publishing Date:** July 2, 2025

# August

## Ask the Expert

Exterior Trim  
Sunshades & Louvers  
Metal Composite Panels (Tech Report)  
Jobsite Tools & Equipment

**Space Closing:** July 7, 2025  
**Material Deadline:** July 11, 2025  
**Publishing Date:** August 1, 2025

# September

## METALCON Pre-Show Issue

Metal Building Systems  
IMPs (Tech Report)  
Metal Shakes & Shingles  
Metal Ceilings

**Space Closing:** August 5, 2025  
**Material Deadline:** August 8, 2025  
**Publishing Date:** September 2, 2025

# October

## METALCON Show Issue

Light Gauge Steel Framing  
Snow Retention  
Material Handling  
Doors (Tech Report)

**Space Closing:** September 8, 2025  
**Material Deadline:** September 12, 2025  
**Publishing Date:** October 3, 2025

# November

## 45<sup>th</sup> Anniversary Issue!

### Metal Wall Panel Comparison Guide

Metal Building Systems  
Metal Roofing (Tech Report)  
Coil Coatings, Paints & Finishes  
Insulation

**Space Closing:** October 6, 2025  
**Material Deadline:** October 10, 2025  
**Publishing Date:** November 3, 2025

# December

## Project Excellence Awards 2026 Expert Roundtable Outlook

Perforated & Expanded Metals  
Metalforming Equipment  
Caulks, Adhesives & Sealants (Tech Report)  
Metal Stairs, Decking & Walkways

**Space Closing:** November 3, 2025  
**Material Deadline:** November 7, 2025  
**Publishing Date:** December 1, 2025

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.



## Ask the Expert

*Metal Construction News'* Ask the Expert is your opportunity to share a commonly asked question you encounter from professionals responsible for purchasing your products. Your products are essential to our audience in getting their projects completed.

Ask the Expert is featured in our April and August issues and also includes a short video Q&A with one of our editors. This video will be posted to our video page and promoted in a shared broadcast to our digital audience of over 28,000 subscribers!

The Ask the Expert package includes:

- 1/2 Page print piece featuring a question and answer that you provide
- 4 – 5 minute video interview with one of our editors, hosted on our site for one year!
- Shared email Broadcast promotion to drive traffic to your video



**Rate:** \$6,280

## Deliverables:

### 1/2 Page Q&A

- Question and Answer (175 words minimum, 225 words maximum)
- Bio of respondent (maximum 50 words)
- Headshot of respondent (300 dpi)
- Company logo (300 dpi)

- Contact information (Phone, e-mail, and website)

**Video**

- One of our editors will reach out after booking to receive the questions and schedule a recording date.

Print Rates (2025)

Ad Size	1x	6x	12x
Full Page	\$8,285	\$7,875	\$7,375
2/3 Page	7,460	7,090	6,640
1/2 Page	5,390	5,125	4,800
1/3 Page	3,730	3,545	3,320
1/4 Page	2,490	2,370	2,220
Double Page Spread	13,260	12,600	11,800
1/2 Page Spread	8,625	8,200	7,680

Cover Ad Rates

Ad Size	1x	6x	12x
IFC	\$9,530	\$9,060	\$8,485
IBC	9,115	8,665	8,115
OBC	9,530	9,060	8,485

[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



An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

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.

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## Web Display

Advertising on ***Metal Construction News' website*** can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest technologies, building applications, and news.

Leaderboard (728 x 90 pixels): \$1,745/month

Big Box (300 x 250 pixels): \$1,540/month

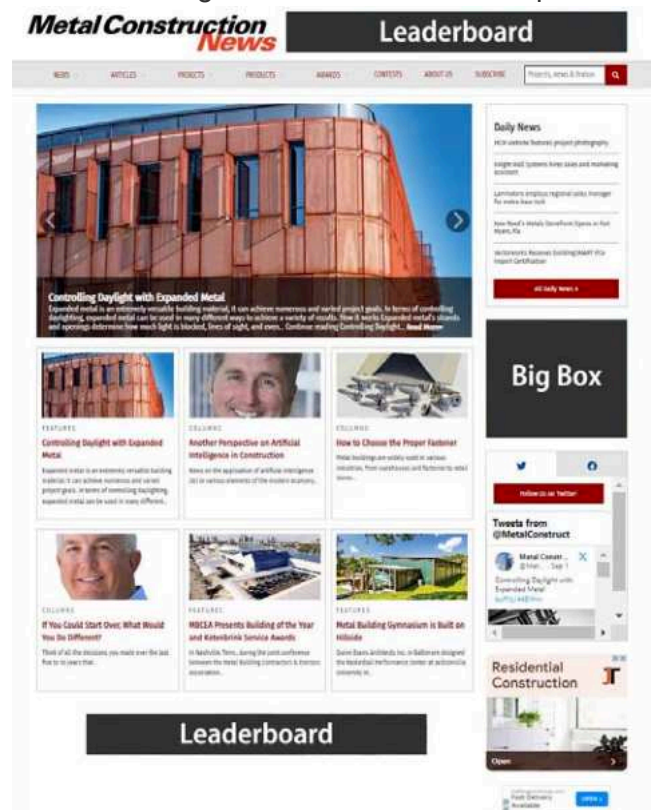
Wallpaper: \$4,000/month

- Side panels (left and right): 200 x 625 pixels
  - Optional background: 1920 x 1080 pixels
- Mobile Reveal (300 x 600 pixels): \$3,245/month

## Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.





## Highlighted Video Advertiser

Showcase your brand and share your story with a qualified audience.

Video display ads offer the chance to feature your brands exclusive video on our highly-visited website for month, in the 'Highlighted Video Advertiser' section.

Don't miss this opportunity to make your brand stand out and connect with your target audience. Reserve your spot now!

**Rate:** \$3,155

### Specifications

- MP4 file, no longer than 4 minutes (Play and impression tracking provided), or
- YouTube or Vimeo embed (Impression tracking only), and
- Link to your website (Click tracking provided)

## Online Rates (2025)

Ad Type	Rate	Per
<a href="#"><u>Leaderboard</u></a>	\$ 1,745	Month
<a href="#"><u>Big Box</u></a>	1,540	Month
<a href="#"><u>Wallpaper</u></a>	4,000	Month
<a href="#"><u>Mobile Reveal</u></a>	3,245	Month
<a href="#"><u>Highlighted Video Advertiser</u></a>	3,155	Month
<a href="#"><u>Demo-Cast</u></a>	5,205	Event
<a href="#"><u>Ask Me Anything</u></a>	5,325	Event
<a href="#"><u>Webinars</u></a>	6,115	Event
<a href="#"><u>Branded News</u></a>	1,340	Month
<a href="#"><u>Branded Features</u></a>	3,285	12 Months
<a href="#"><u>E-Broadcast</u></a>	6,305	Broadcast
<a href="#"><u>E-Newsletter Sponsorship</u></a>	2,935	Broadcast
<a href="#"><u>Monthly Top 5 Newsletter Sponsorship</u></a>	2,935	Broadcast
<a href="#"><u>Annual Top 10 Newsletter Sponsorship</u></a>	2,935	Broadcast
<a href="#"><u>Quarterly Themed Newsletters</u></a>	1,340	Broadcast
<a href="#"><u>Digital Edition Sponsorship</u></a>	4,255	Issue

[Click to download Mechanical Specifications](#)

**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.

***Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.***

## Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

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.

## **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 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.





## ***Demo-Cast Live!***

Simply put, a Demo-Cast is a live presentation; your own teleconference with *Metal Construction News* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

**Reach:** Over 100,000 impressions

**Price:** \$5,205

**Add the edited MP4 file:** \$750

## **Deliverables**

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

# DECREASED ENERGY CONSUMPTION

We've mastered the science of solar reflective (SR) coatings (also known as Cool Coatings).

<b>Sustainable Attributes</b>	<ul style="list-style-type: none"><li>• Solar reflective coatings help reflect the sun's rays to offset the urban heat island effect</li><li>• Helps to save energy by effectively keeping the building cool</li></ul>
<b>Application</b>	<ul style="list-style-type: none"><li>• Metal roof and wall panels</li></ul>
<b>Available Products</b>	<ul style="list-style-type: none"><li>• Fluropon®; Flurothane®, Illumipon™; WeatherXL™; WeatherXL™ Crinkle Finish, Novacoil®</li></ul>
<b>Specification</b>	<ul style="list-style-type: none"><li>• AAMA 2605; AAMA 2604</li></ul>
<b>LEED Credit</b>	<ul style="list-style-type: none"><li>• LEED V4.1: Sustainable Sites (SS), Urban Heat Island Reduction</li></ul>



Sherrin Williams

28:40



## MP4 File Terms of Sale

Kenilworth Media Inc., publishers of *Metal Construction News*, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.

## Ask Me Anything

An hour-long hop-on hop-off event Q & A session.

We will have you prepare a short intro or slide deck (approximately 10 minutes) to get things started. This is followed up with about 50 minutes of Q&A with our attendees.

Questions are collected at the time of registration and will be provided to you and your team in advance so you can prepare. In addition, attendees can ask questions live for your expert(s) to answer. We'll also collect some questions from you, to ensure you cover all the points you want our audience to know about.

Each Ask Me Anything package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- The full registrant list as qualified leads following the Demo-Cast

Think of it like a virtual “Lunch and Learn”!

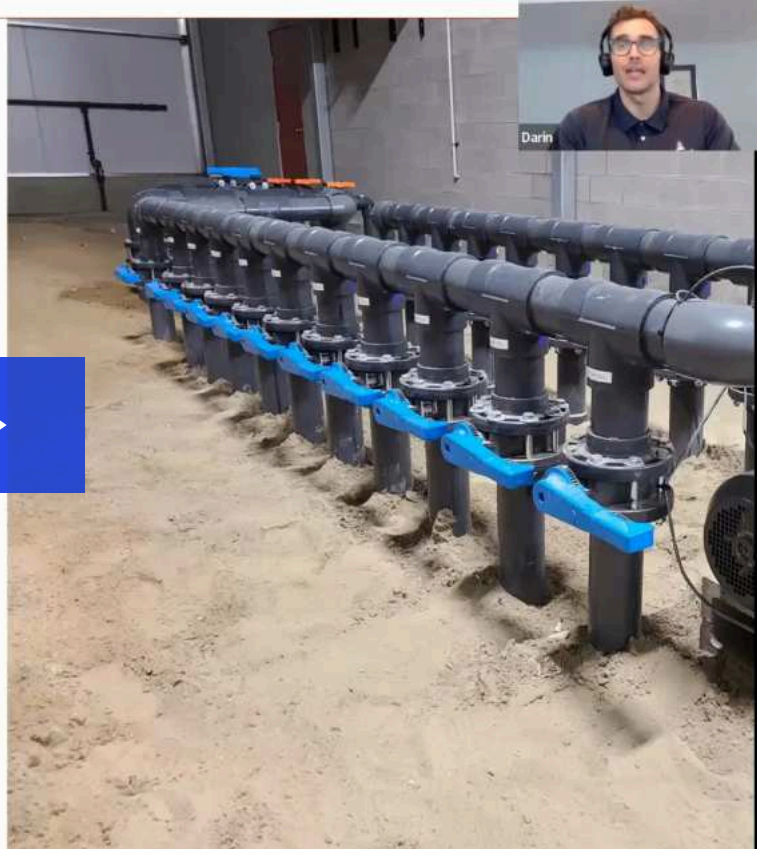
**Rate:** \$5,325

**Add the edited MP4 file:** \$750

## Ask Us!

**Darin Johnson** | Market Development Manager  
[Darin.Johnson@ipexna.com](mailto:Darin.Johnson@ipexna.com)

**Alex Whalen** | Product Specialist – Industrial  
[Alex.Whalen@ipexna.com](mailto:Alex.Whalen@ipexna.com)



1:00:02



## MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Ask Me Anything at no-charge. An MP4 recording of the Ask Me Anything is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Ask Me Anything may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Ask Me Anything.



## Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

Home Page  
News Section  
E-Newsletter  
**Deliverables**

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images



**Rate**

\$1,340 per posting/month

**Specifications**

- Accepted text formats: Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)



## Branded Features

Branded Features appear alongside trusted and topical content from *Metal Construction News*. Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category. It may contain multiple images and/or video treatments, and is promoted via:

Home Page  
 Features Section  
 E-Newsletter  
**Deliverables**

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs



## Rate

\$3,285 per posting/year

## Specifications

- Accepted text formats: Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image

- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)



## E-Broadcasts

E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

**Reach:** 28,000 recipients

**Rate:** \$6,305

**Non-qualified lead generation programs are available for all custom email broadcasts. Ask us how we can help you get more out of your broadcasts!**

### Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels, no height restriction

Metal Construction News is pleased to present the following opportunity for our readers. Metal Construction News does not endorse the following products, services, or events. By clicking on links in this e-mail you authorize Knowledge Media Inc. to share your contact information with the advertiser/sponsor.



# We build momentum together

From strong results to a strong portfolio, get the products, advice & support you need.

**FORTIFY**  
BUILDING SOLUTIONS™

**Strengthen every part of your  
metal building projects.**

How do you get a competitive edge in this industry? For starters, you need access to an expansive selection of high-quality metal roof, wall, and building products when and where you need them.

**But it's not just about great products.**

At Fortify Building Solutions™, our experts offer the personalized service, ongoing support, and reliable advice that strengthen your projects from design to delivery. And with our vast nationwide manufacturing and distribution network and decades of industry experience, we're the ideal partner to ensure your metal projects are built on schedule and on budget.



## E-Newsletter Sponsorship

### Weekly Newsletters

Featuring breaking news from North America's commercial building industry, **Metal News** is e-mailed every Thursday to over 28,000 industry professionals. E-newsletter sponsors receive two exclusive "above-the-fold" advertising positions:

Leaderboard (728 x 90 pixels)

Big Box (300 x 250 pixels)

**Reach:** 28,000 recipients

**Frequency:** Weekly

**Rate:** \$2,935/newsletter

#### Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

#### Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

### 1. Leaderboard



September 4, 2024



**Comments on proposed OSHA heat rules open until Dec. 30**

**Your Branded News title goes here**

**SPONSORED**

Body of your Branded News. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer bibendum faucibus justo, sed dictum dolor dignissim quis.



### 2. Big Box

**Time is running out to enter MCN's Project Excellence Awards**

Only eight days remain for entries into Metal Construction News' 37th annual Project Excellence Awards.





# Top Stories Newsletters

Every month *Metal Construction News* sends our newsletter subscribers a special top stories newsletter. January through November these newsletters feature the top 5 news stories of the month. In December we go even bigger, revealing the top 10 news and features of the entire year! Don't miss your opportunity to be part of these highly engaging newsletters as an exclusive sponsor – space is extremely limited.

**Reach:** 28,000 recipients

**Rate:** \$2,935

## Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)
- URL(s)

## Specifications

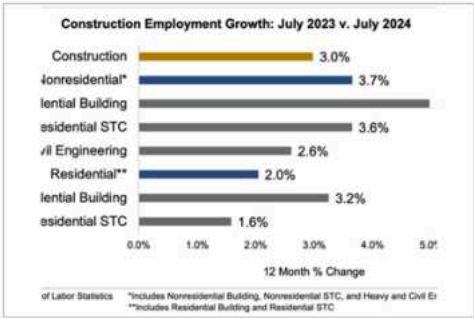
- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

# 1. Leaderboard

**Metal Construction News**

Top 5  
of August

Top 5 News Stories of August 2024



1. **Construction gains 25k jobs; unemployment rises to 3.9 percent**

# 2. Big Box

2. **MFM warehouse expansion to facilitate future production**

MFM Building Products Corp. has broken ground on a warehouse expansion project and plans more expansion in 2025.



3. **Survey: Reroofing contractors report decreased material installation**

A coalition of industry trade



## Quarterly Themed Newsletters

Get featured in our industry-specific quarterly newsletters, reaching thousands of email subscribers looking for content like yours.

Benefit from a shared Digital Advertorial, a link to your content on our website, and a URL link back to your site. Maximize your brand's visibility and connect with the right audience today!

**Reach:** 28,000

**Rate:** \$1,340

### Specifications

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images
- 50-word summary for use in the broadcast

## Digital Edition Sponsorship

Each issue *Metal Construction News* sends out a digital edition email notification to our subscribers so they can enjoy reading the interactive edition on their tablet, laptop, or desktop. The Digital Edition Sponsor is exclusive, limited to one advertiser per edition.

Full-page ad placed adjacent to the front cover.

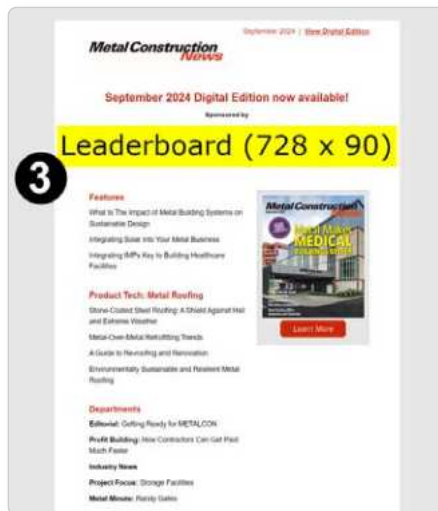
Exclusive top-of-page banner, visible on every page.

Promotion in our Digital Edition notification e-mail including your logo and 300-word profile

Weekly promotion to over 28,000 E-Newsletter recipients.

Leads! A list of mailing addresses and phone numbers of subscribers who clicked your content

**Rate:** \$4,255/issue

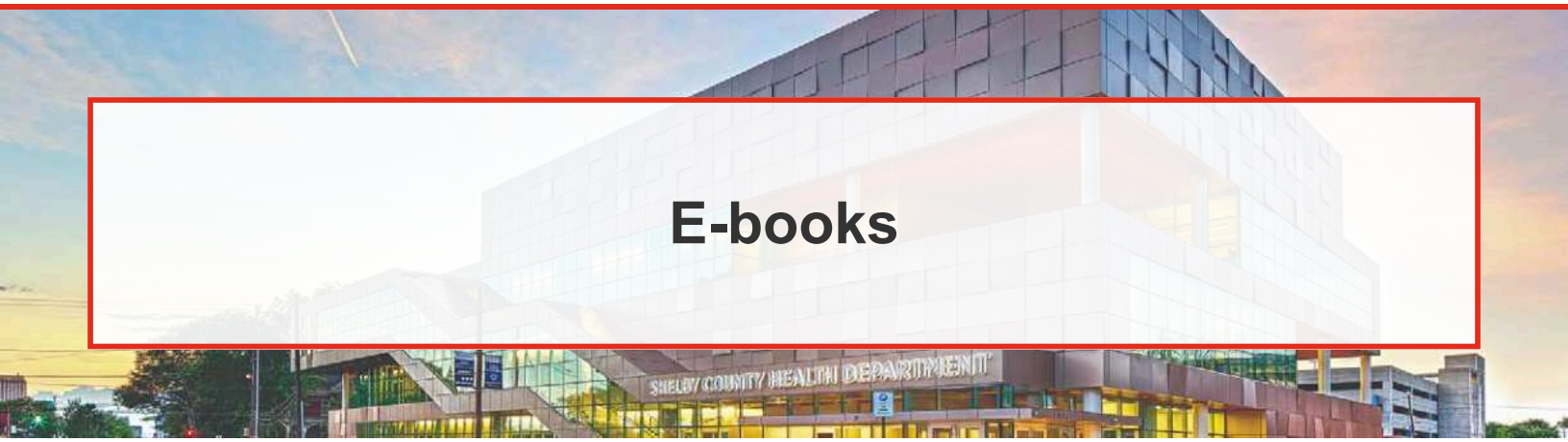


## Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

## Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



## E-books

Each month, *Metal Construction News* publishes a special focus e-book series on our most sought-after topics, curated by our editorial staff and e-mailed to more than 28,000 recipients. Industry professionals with a specific interest in solutions within your area of expertise will be reading this issue. Secure your exclusive sponsorship and be seen as the leader in your market segment. “Best-of” series and “Custom” E-books are available on a variety of topics. Speak to your account manager for details.

Each e-book is promoted via:

E-broadcast notification  
Home page placement  
Newsletter  
E-book page monthly feature  
Social Media

**Rate:** \$13,590

## Deliverables

- Up to five ads:
- Half page: 5.6” x 7” @ 300dpi
- Full page: 11.2” x 7” @ 300dpi
- No bleed required
- Company Logo (Minimum 2” x 1” @ 300dpi)



## Custom Market Research

### Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

### Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information...anyone who takes the time to provide you with their responses and information is a highly qualified lead.



We provide a turnkey research solution to fit your needs...from working with you on developing survey questions to delivering the final report, we take the work off your hands.

**Ranging from economical online polls to full market studies, we have research options to fit any budget!**