

The background of the entire page is a photograph of a modern building's exterior. It features a grid of large, rectangular windows with dark frames. The building's facade is a mix of reddish-brown and blue panels. The sky visible through the windows is a clear, bright blue.

About Metal Architecture

With more than 40 years of expertise, ***Metal Architecture*** is the leading authority on the use of metal in architectural applications and building design, educating architects, design professionals and engineers engaged in new construction, retrofit, renovation and modernization of buildings.

With an audited circulation of over 27,000, plus an e-mail distribution of over 30,000, ***Metal Architecture*** is the perfect fit for anyone looking to target this important audience of decision makers.

Metal Architecture's Audience

Architects and Specifiers searching for Metal Building Products-Delivered!

Metal Architecture delivers your integrated marketing message to a select audience of architects and specifiers who are looking for innovative and exciting metal building products to incorporate into their projects. These professionals include, private architectural/engineering firms; city, county, state or federal architectural/engineering departments; corporate architectural/engineering departments, and construction firms.

Breakdown of our readers by profession ^[1]:

Profession	Percent of Readers
Registered Architects	89.5%
Architectural Interns	0.3%
Engineers/Building Designers/Residential Designers	3.5%
Construction Specifiers in Architectural or Engineering Firms	0.5%
Manufacturer/Supplier of Architectural systems & products	2.4%
Construction Manager/Architect Coordinator	1.4%
Developer/Building Owner	1.5%
Public Housing, Government Agency, Utilities	0.3%
Real Estate Firm, Banker, Code Official	0.2%
Other	0.5%

90% of readers took one or more actions as result of seeing an ad in *Metal Architecture*, including: ^[2]

- Visited advertiser's/manufacturer's website
 - Contacted advertiser, dealer or representative directly
 - Discussed ad, article, project or product with client
 - Passed ad along to colleagues
 - Filed ad for future reference
 - Used Metalconnect Online Reader Response
 - Recommended a product/service
 - Specified a product/service
 - Discussed ad, article, project or product with colleagues
-

The Numbers You Need to Know!

49 min.

Average time our readers spend with an issue of *Metal Architecture*. ^[2]

65%

Readers plan on including more metal products in their projects ^[2]

Footnotes

1. Data source: AAM June 2025 statement.
2. Based on January 2025 Ad Study conducted by the independent research firm, Signet Research, Inc.

Editorial Calendar (2026)

January

**State of the Industry
Distribution at IRE
Manufacturer & Supplier
Profiles**

Coatings, Paints & Finishes
IMP's
Caulks & Adhesives
Metal Walls

Space Closing: December 8, 2025
Material Deadline: December 15, 2025
Publishing Date: January 8, 2026

February

The AI Issue

Metal Building Systems
Software and Communications Tools
Perforated & Expanded Metal
Doors

Space Closing: January 12, 2026
Material Deadline: January 19, 2026
Publishing Date: February 9, 2026

March/April

Ad Study

[2026 Metal Directory](#)

Metal Roofing
Louvers, Sunshades & Grilles
Snow Retention
Insulation

Space Closing: February 23, 2026
Material Deadline: March 2, 2026
Publishing Date: March 23, 2026

2026 Metal Directory

[View the Full Media Planner](#)

Space Closing: March 2, 2026
Material Deadline: March 9, 2026
Publishing Date: March 30, 2026

May

**Distribution at AIA Show
Architect Survey Results**

MCM Panels
Rainscreens
Barndominiums
Daylighting, Skylights & Windows

Space Closing: April 13, 2026
Material Deadline: April 20, 2026
Publishing Date: May 11, 2026

June

Ask the Expert

Solar
Metal Walls
Stairs, Decking and Walkways
Caulks & Adhesives

Space Closing: May 11, 2026
Material Deadline: May 19, 2026
Publishing Date: June 8, 2026

July

Metal Architecture

Design Awards

Metal Roofing
Retrofits & Renovations
Underlayments & Vapor Barriers
Column Covers and Trim

Space Closing: June 8, 2026
Material Deadline: June 15, 2026
Publishing Date: July 8, 2026

August

Manufacturer & Supplier Profiles Salary Survey Results

Doors
Rainscreens
Software and Communications Tools
Solar

Space Closing: July 14, 2026
Material Deadline: July 21, 2026
Publishing Date: August 11, 2026

September

MBMA Special Report

Snow Retention
Light Gauge Steel Framing
Residential & Mixed Use
Daylighting, Skylights & Windows

Space Closing: August 10, 2026
Material Deadline: August 17, 2026
Publishing Date: September 8, 2026

October/November

Distribution at METALCON Ask the Expert

Perforated & Expanded Metal
Metal Building Systems
Metal Roofing
Ventilation Systems

Space Closing: September 14, 2026
Material Deadline: September 21, 2026
Publishing Date: October 13, 2026

December

The Design Issue

IMP's
Coatings, Paints & Finishes
MCM Panels
Insulation

Space Closing: November 9, 2026
Material Deadline: November 16,
2026
Publishing Date: December 8,
2026

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 Architecture's 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 June and October/November 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 30,000 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

[illegible]

Ask the Expert

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 (2026)

Display Ad Rates

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.



Web Display

Advertising on [Metal Architecture's 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

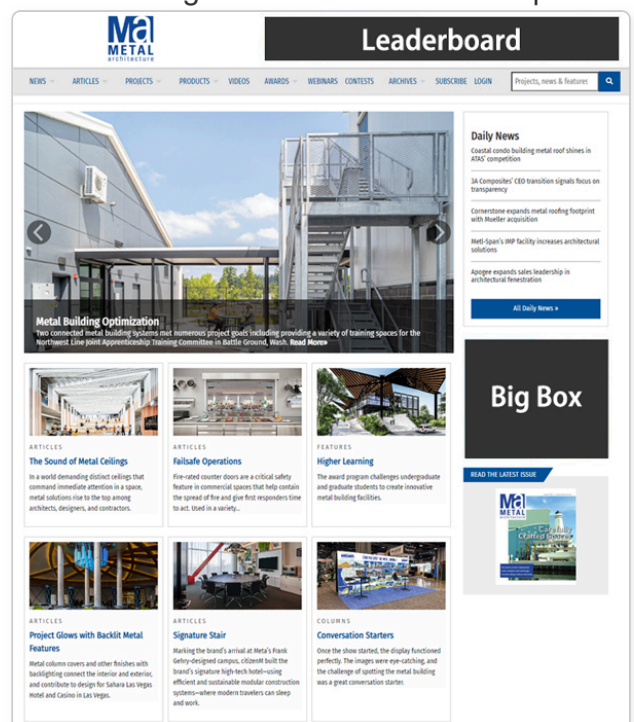
- Side panels (left and right): 200 x 625 pixels
- Optional background: 1920 x 1080 pixels

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.



A wide banner image showing a modern house at dusk, with a semi-transparent white box in the center containing the text 'Highlighted Video Advertiser'.

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 (2026)

Ad Type	Rate	Per
Leaderboard	\$ 1,745	Month
Big Box	1,540	Month
Wallpaper	4,000	Month
Mobile Reveal	3,245	Month
Highlighted Video Advertiser	3,155	Month
Demo-Cast	6,000	Event
Ask Me Anything	5,325	Event
Webinars	4,900	Event
Branded News	1,850	Month
Branded Features	3,500	12 Months
E-Broadcast	6,305	Broadcast
E-Newsletter Sponsorship	2,935	Broadcast
Monthly Top 5 Newsletter Sponsorship	2,935	Broadcast
Annual Top 10 Newsletter Sponsorship	2,935	Broadcast
Quarterly Themed Newsletters	1,340	Broadcast
Digital Edition Sponsorship	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 Architecture* 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: \$6,000

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

OUR STRONG FOUNDATION

GLOBAL SUSTAINABILITY



GOVERNANCE AND ETHICS

Our approach to sustainability and environmental, social and governance (ESG) performance is managed within a governance structure that enables broad engagement across the organization, while providing appropriate oversight and accountability throughout the Company.



SHERWIN-WILLIAMS.
Coil Coatings

6

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of *Metal Architecture*, 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.

A banner image showing a modern interior space with a bookshelf, a hanging plant, and a large window. Overlaid on this is a semi-transparent white box with a blue border containing the text 'Ask Me Anything'.

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

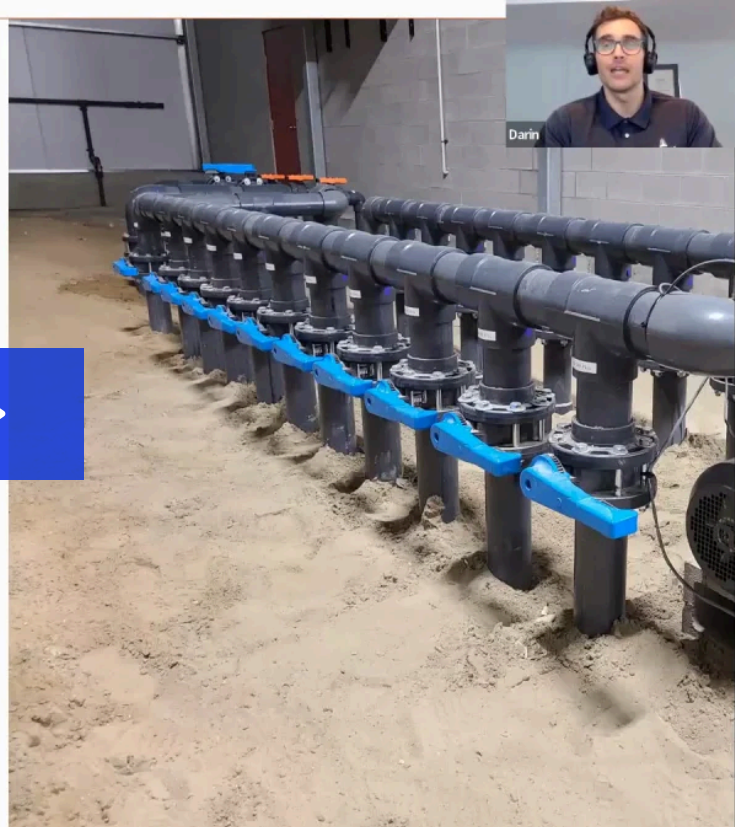
Ask Us!

Darin Johnson | Market Development Manager

Darin.Johnson@ipexna.com

Alex Whalen | Product Specialist – Industrial

Alex.Whalen@ipexna.com



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.

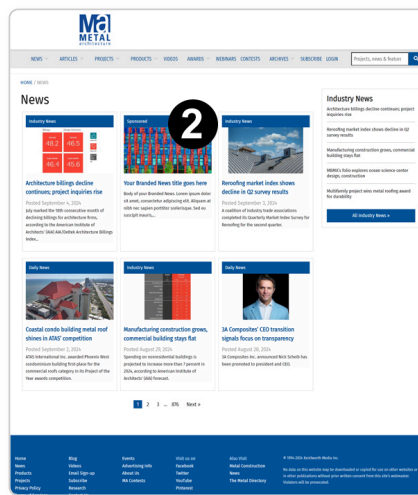
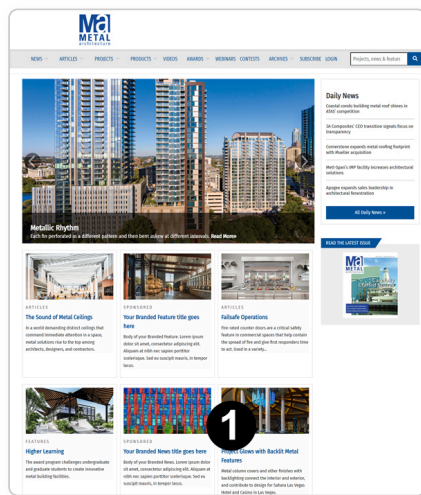
Branded News

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

\$1,850 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)

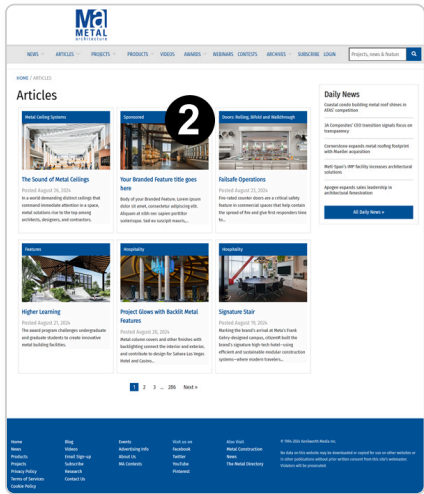
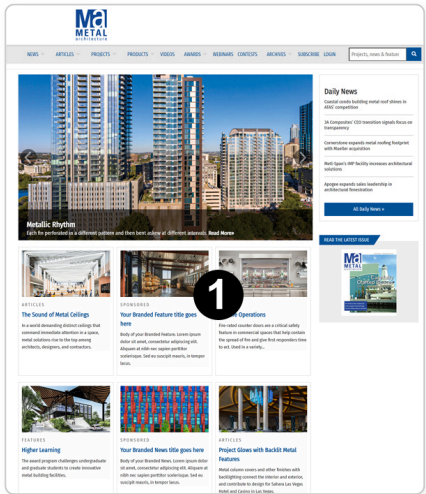
Branded Features

Branded Features appear alongside trusted and topical content from Metal Architecture. 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

\$3,500 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: 30,000 recipients

Rate: \$6,305

Lead generation programs are available for all custom e-mail broadcasts.

Specifications

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



Metal Architecture is pleased to present the following opportunity for our readers. Metal Architecture does not endorse the preceding products, services, or events and your contact information remains strictly confidential.



DESIGNED DIFFERENTLY TO DELIVER BEAUTY AND CONVENIENCE.

Explore new possibilities in your design with the natural look of wood, without the weight, maintenance difficulties, or expense. ALPOLIC's Timber Series highlights how metal composite materials provide beautiful, durable and safe solutions with a look so real, you'll look twice.

"Our Timber Series has been very successful throughout the years," said Octavio Diaz, ALPOLIC Sales Director. "There is a demand for realistic wood finishes that offer minimal maintenance, provide superior weatherability performance, and are produced sustainably." Through innovative technology, ALPOLIC continues to add patterns to the Timber Series that simulate both domestic and exotic wood grains. Backed by an industry leading repair and replace warranty, ALPOLIC ensures the architectural vision endures for up to 20 years or longer.

"For architects and designers, it means their creations will look as good over the next couple of decades as they did the day they were installed," said Diaz. "For building owners, the Timber Series offers them the look of wood but with low maintenance and aesthetic longevity."



Japanese Birch and Wild Plum join ALPOLIC's popular Timber Series collection, which feature realistic wood looks in Walnut, Zebrawood, Mahogany, Oriental Cane, Rio Aleon, Harvest Trail Bamboo and Maple. The Timber Series wood-grain finishes offer the best of both worlds by combining the look of real wood with the adaptable, fade resistant, easy-to-maintain properties of our trusted MCM.

Visit alpolic-americas.com/products/timber to learn more and request your free samples today.

Order Samples

Contact ALPOLIC at 800-422-7270 • info@alpolic.com • alpolic-americas.com

Built with Metal Podcast

Built with Metal Podcast

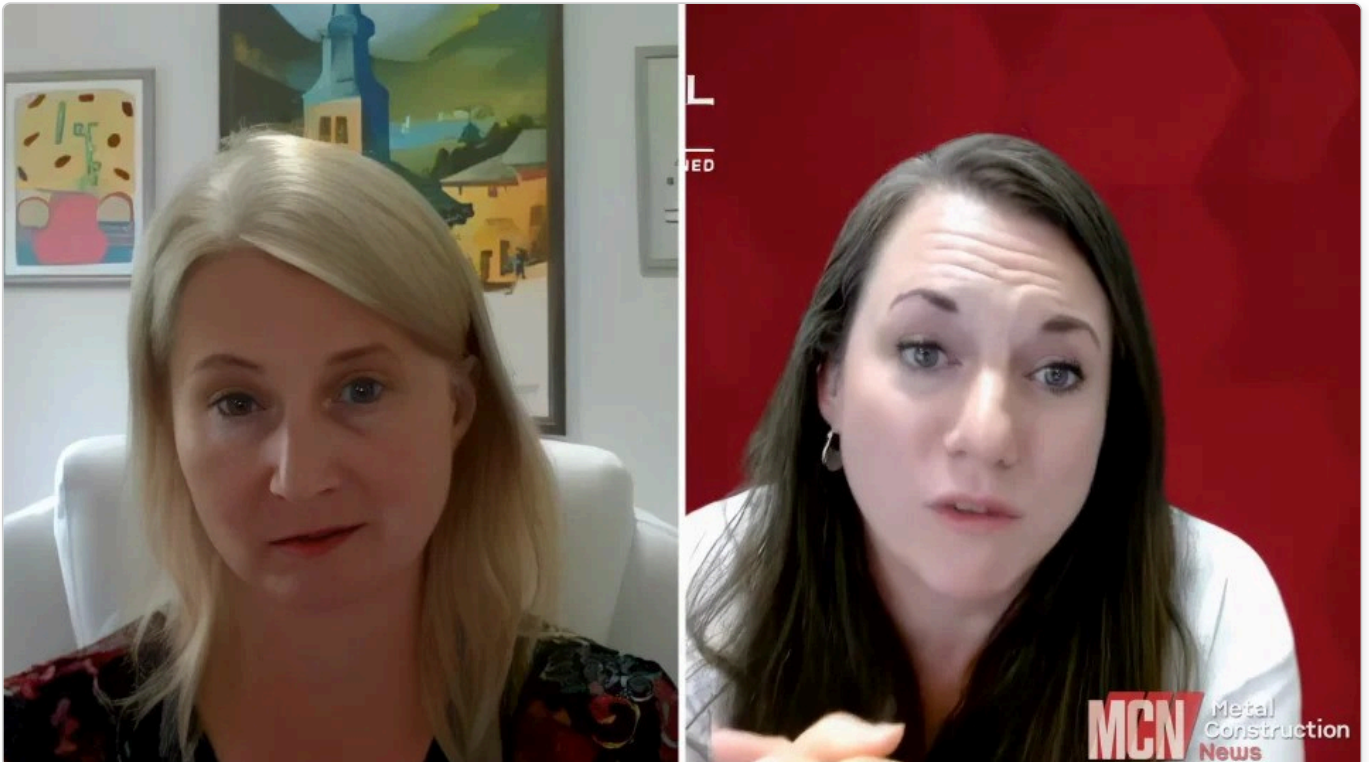
\$5,500 per episode

The *Built with Metal Podcast*, hosted by Publisher **Melanie Kowal**, gives your brand the opportunity to tell its story in a dynamic, conversational format. Each custom episode (up to 30 minutes) positions your company as a thought leader while engaging architects, contractors, fabricators, and industry professionals in a personal and authentic way.

Your podcast will be:

- **Emailed directly** to our audience of **30,000+ qualified subscribers**
- **Featured on the Metal Construction News website** for one year
- **Promoted across our social media channels** for maximum reach

This is a turnkey opportunity to showcase expertise, highlight products or projects, and connect with decision-makers across the metal construction industry



E-Newsletter Sponsorship

Weekly Newsletters

Featuring breaking news from North America's commercial building industry, **Metal Digest** is e-mailed every Thursday to over 30,000 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: 30,000 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



Metal Digest

BROUGHT TO YOU BY



September 5, 2024



Reroofing market index shows decline in Q2 survey results



Your Branded Feature title goes here

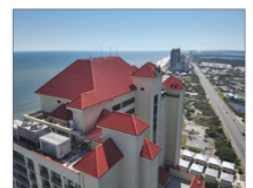
SPONSORED

Body of your Branded Feature. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at nibh nec sapien porttitor scelerisque.

2. Big Box

Coastal condo building metal roof shines in ATAS' competition

ATAS International Inc. awarded Phoenix West condominium building first-place for the commercial roofs category in its Project of the Year awards competition.



Top Stories Newsletters

Every month *Metal Architecture* 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: 30,000 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



Top 5
of August

Top 5 News Stories of August 2024

MONTHLY CONSTRUCTION STARTS

(Millions of Dollars, Seasonally Adjusted Annual Rate)

	Jun 2024	May 2024	% Change
Nonresidential Building	\$358,587	\$410,629	-13
Residential Building	395,581	363,509	9
Nonbuilding Construction	250,831	460,877	-46
Total Construction	\$1,004,999	\$1,235,015	-19

YEAR-TO-DATE CONSTRUCTION STARTS

Unadjusted Totals, in Millions of Dollars

	6 Mos. 2024	6 Mos. 2023	% Change
Nonresidential Building	\$198,639	\$197,579	1
Residential Building	200,773	176,120	14

1. Manufacturing starts plunge 34 percent, institutional down 19 percent

2. Cornerstone expands metal roofing footprint with Mueller acquisition

Cornerstone Building Brands Inc. acquired Mueller Supply Co. Inc., a metal roofing and steel buildings manufacturer in Texas.



2. Big Box



3. Metl-Span's IMP facility increases architectural solutions

Metl-Span, based in Lewisville, Texas, opened an insulated metal panel (IMP) manufacturing facility in Brigham City, Utah.

A wide banner image showing a modern, multi-story house with large glass windows and a balcony, set against a backdrop of trees and a twilight sky. The house is illuminated from within, and the balcony has a glass railing.

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: 30,000

Rate: \$1,340

Specifications

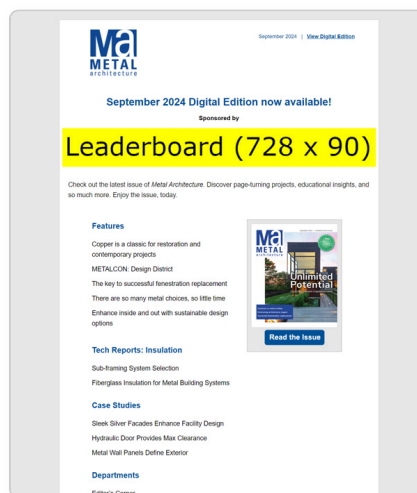
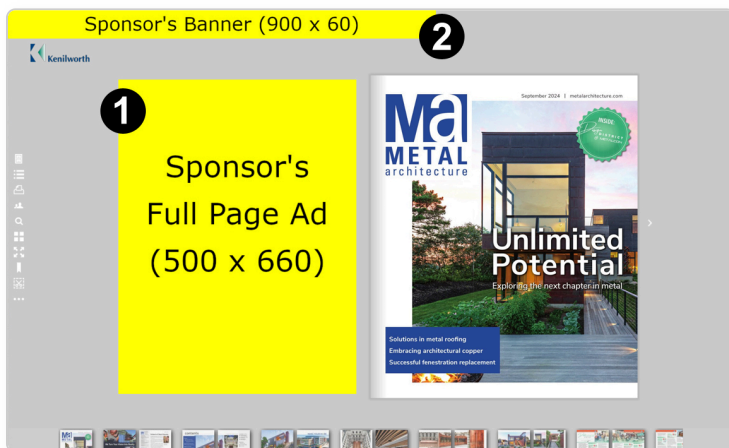
- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images
- 50-word summary for use in the broadcast

Digital Edition Sponsorship

Each issue *Metal Architecture* 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 30,000 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

A graphic showing a grid of windows on a building facade, with the text 'E-books' centered in a white box.

E-books

Each month, **Metal Architecture** 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)

A collage of images related to a brewery or distillery, including wooden barrels, industrial equipment, and a person working. A semi-transparent white box with a blue border is centered over the image, containing the word 'Webinars' in a bold, black, sans-serif font.

Webinars

Looking for a better way to engage customers and prospects?

A sponsored webinar could be your solution!

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

- Webinar length is a maximum of 60 minutes (including a 10-15 minute Q&A session).
- We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
- Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, E-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
- We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
- You have the opportunity to get valuable feedback by asking participants two openended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
- You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.
- Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
- We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Rate: \$4,900 (topic subject to approval)