



About Metal Construction News

Marking 46 years of dedication to the industry in 2026, ***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 27,000 industry professionals, plus an e-mail distribution of over 30,000, ***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 ^[1]:

Business/Industry	Percent of Readers
Metal Building/General Contractors	16.8%
Specialty Metal Roofing, Roofing & Sidewall Contractor	11%
Erectors	2.3%
Metal Framing & Drywall Contractor	0.5%
Suppliers	2.5%
Manufacturers	5.4%
Architecture, Engineering, Consulting	51.9%
Developers, Banks, Building Management	1.2%
Public Housing, Government Agency, Utilities	0.4%
Real Estate Firm, Banker, Code Official	0.2%

	Metal Fabricator/Sheet Metal Fabricators	7.5%
	Others Allied to the Field	0.2%

87 percent of our readers are involved in their organization’s purchases of building products, including ^[2]:

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 12 months as a result of reading *Metal Construction News*, including: ^[2]

- 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.

Time our readers spend with an issue of *Metal Construction News*. ^[2]

98,000

Readership per month (3.5 readers per copy) ^[2]

Footnotes

1. Data source: AAM June 2025 statement.
2. Based on February 2024 Ad Study conducted by the independent research firm, Signet Research, Inc.

Editorial Calendar (2026)

January

Distribution at IRE Metal Roofing Issue

Metal Roofing
Metalforming & Rollforming
Equipment
Roof Hatches, Decks & Walkways
Roof Clamps

Space Closing: December 1, 2025

Material Deadline: December 8,
2025

Publishing Date: January 2, 2026

February

State of the Industry Ad Study

Snow Retention
Underlayments and Vapor Barriers
Insulation
HVAC

Space Closing: January 5, 2026

Material Deadline: January 12,
2026

Publishing Date: February 2, 2026

March

Distribution at IIBEC Contractor Survey

Paints, Coatings & Finishes
Metal Walls
Rainscreens
Doors

Space Closing: February 2, 2026

Material Deadline: February 9, 2026

Publishing Date: March 3, 2026

2026 Metal Directory

[View the Full Media Planner](#)

Space Closing: March 2, 2026

Material Deadline: March 9, 2026

Publishing Date: March 30, 2026

April

Metal Construction News Hall of Fame

IMP's
Perforated & Expanded Metal
Caulks, Adhesives & Sealants
Windows, Skylights & Daylights

Space Closing: March 9, 2026

Material Deadline: March 16, 2026

Publishing Date: April 7, 2026

May

Top 100 Metal Builders

Metal Building Systems
Metal Roofing
Material Handling
Solar

Space Closing: April 6, 2026

Material Deadline: April 10, 2026

Publishing Date: May 1, 2026

June

Distribution at FRSA

Louvers & Sunshades
Jobsite Equipment
Gutter Systems & Rainware
Fasteners

Space Closing: May 4, 2026
Material Deadline: May 11, 2026
Publishing Date: June 2, 2026

July

MBCEA Building of the Year Awards

Doors
Metalforming & Rollforming
Equipment
Roof Clamps
Software & Communications

Space Closing: June 1, 2026
Material Deadline: June 8, 2026
Publishing Date: July 2, 2026

August

Ask the Expert

Metal Composite Materials
Underlayments & Vapor Barriers
IMP's
Metal Shakes & Shingles

Space Closing: July 6, 2026
Material Deadline: July 13, 2026
Publishing Date: August 4, 2026

September

METALCON Pre-Show Issue

Paints, Coatings & Finishes
Metal Stairs, Decking & Walkways
Barndominiums
Perforated & Expanded Metal

Space Closing: August 4, 2026
Material Deadline: August 7, 2026
Publishing Date: September 1, 2026

October

METALCON Show Issue

Snow Retention
Light Gauge Steel Framing
Louvers & Sunshades
Insulation

Space Closing: September 8, 2026
Material Deadline: September 14, 2026
Publishing Date: October 5, 2026

November

Metal Wall Panel Comparison Guide

Fasteners
Metal Walls
IMP's
Metal Building Systems

Space Closing: October 6, 2026
Material Deadline: October 13, 2026
Publishing Date: November 3, 2026

December

Project Excellence Awards

Metal Roofing
Gutter Systems and Rainwaire
Caulks, Adhesives & Sealants
Metal Composite Materials

Space Closing: November 2, 2026
Material Deadline: November 9, 2026
Publishing Date: December 1, 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 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 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

Ask The Expert



Do you have a question regarding the specific use of a product, material, or technique for a project you are currently working on? If so, these experts may have the answers you are looking for. These leading manufacturers and suppliers have provided solutions to some of the more common questions asked by contractors. From the simplest questions relating to which product may be best suited for inclusion in specifications to discovering best practices related to installation to ensure product longevity.

ADVERTORIAL

Q: What color reflective (SR) coatings does Sherwin-Williams offer?
A: The SR coatings also known as road coatings are available in a variety of finishes for use on road and concrete applications including "Champion" SR, "Pavement" SR, "Weather" SR, and "ProSeal". SR coatings offer a long period of energy efficient color that meets agency LED and Cold Road Rating Council (CRRC) requirements.

Q: How do you help customers with their sustainability goals?
A: Customer partnership is a priority for us. We collaborate closely with our customers to provide accurate data and solutions to help meet project goals for LEED.

Q: What are the benefits of SR coatings?
A: SR coatings for road and parking lots help to improve the safety of the road and parking lots by reflecting light back to the road and the sky, reducing the need for lighting and reducing energy costs. SR coatings also help to improve the appearance of the road and parking lots by providing a smooth, uniform finish.

Q: What qualifications and training programs do your labors complete before working on a P100 project?
A: We put each one of our guys through the entire school of construction. We have the knowledge of metal buildings. They go through the process and get them built in experienced crew where we take them through all of the phases of construction from setting, framing, roof, and siding and roofing.

Q: Can you provide examples of projects where your labors have successfully solved common issues other contractors face?
A: We are a general contractor, which is very similar to what you are looking for. Our projects have been great for allowing us to see projects at certain times, particularly when other trades need to be involved in setting and setting in buildings made sure that all people on the same page as what needs to be done on each project and we can move forward. We are looking for work, etc. Anything that has to do with other trades that normally will get stepped in the process. There are all the ways to make sure that work is done properly. In addition, in many cases for us to be step projects when we start the work, to get one every day and make it make sure that work is done in the same way, to do the project faster that means go in as many locations to meet objectives.

Kenilworth
A FORUM MEDIA GROUP
BY FORUM

Dave Flaherty
Justin Waller



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 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.

Metal Construction News

Leaderboard

[NEWS](#)
[ARTICLES](#)
[PROJECTS](#)
[PRODUCTS](#)
[AWARDS](#)
[CONTESTS](#)
[ABOUT US](#)
[SUBSCRIBE](#)

Controlling Daylight with Expanded Metal
Expanded metal is an extremely versatile building material. It can achieve numerous and varied project goals. In terms of controlling daylighting, expanded metal can be used in many different ways to achieve a variety of results. How it works Expanded metal's slats and openings determine how much light is blocked, times of day, and even... Continue reading Controlling Daylight... Read More

FEATURES

Controlling Daylight with Expanded Metal
Expanded metal is an extremely versatile building material. It can achieve numerous and varied project goals. In terms of controlling daylighting, expanded metal can be used in many different...

COLUMNS

Another Perspective on Artificial Intelligence in Construction
News on the application of artificial intelligence (AI) in various elements of the modern economy...

COLUMNS

How to Choose the Proper Fastener
Metal buildings are widely used in various industries, from warehouses and factories to retail stores.

Big Box

Residential Construction

Leaderboard



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
<u>Leaderboard</u>	\$ 1,745	Month
<u>Big Box</u>	1,540	Month
<u>Wallpaper</u>	4,000	Month
<u>Mobile Reveal</u>	3,245	Month
<u>Highlighted Video Advertiser</u>	3,155	Month
<u>Demo-Cast</u>	6,000	Event
<u>Ask Me Anything</u>	5,325	Event
<u>Webinars</u>	6,115	Event
<u>Branded News</u>	1,850	Month
<u>Branded Features</u>	3,500	12 Months
<u>E-Broadcast</u>	6,305	Broadcast
<u>E-Newsletter Sponsorship</u>	2,935	Broadcast
<u>Monthly Top 5 Newsletter Sponsorship</u>	2,935	Broadcast
<u>Annual Top 10 Newsletter Sponsorship</u>	2,935	Broadcast
<u>Quarterly Themed Newsletters</u>	1,340	Broadcast
<u>Digital Edition Sponsorship</u>	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.

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A photograph of a modern, multi-story building with a glass and metal facade, identified as the Shelby County Health Department. The building is set against a clear sky. A red rectangular box is superimposed over the upper portion of the image, containing the text "Demo-Cast Live!".

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: \$6,000

Add the edited MP4 file: \$750

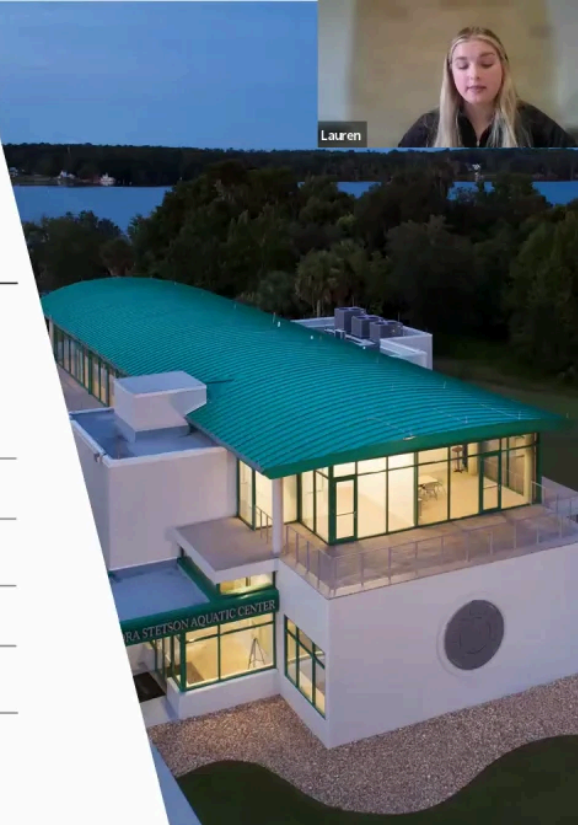
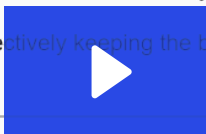
Deliverables

- 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

DECREASED ENERGY CONSUMPTION

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

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



SHERWIN-WILLIAMS

Cool Coatings



4:15



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

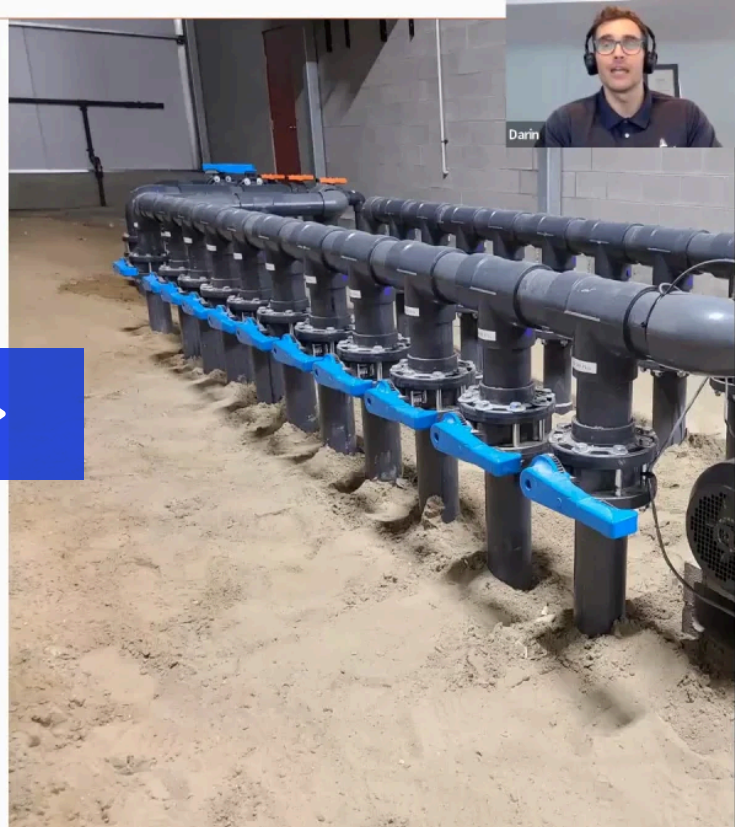
Ask Us!

Darin Johnson | Market Development Manager

Darin.Johnson@ipexna.com

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.

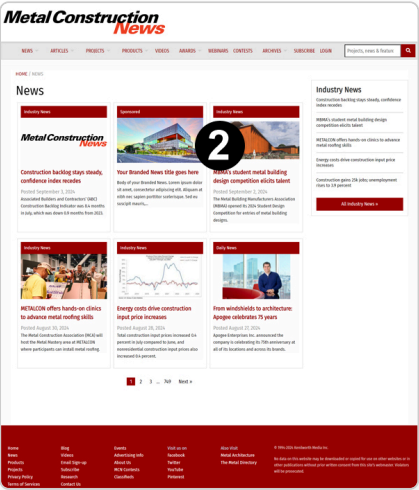
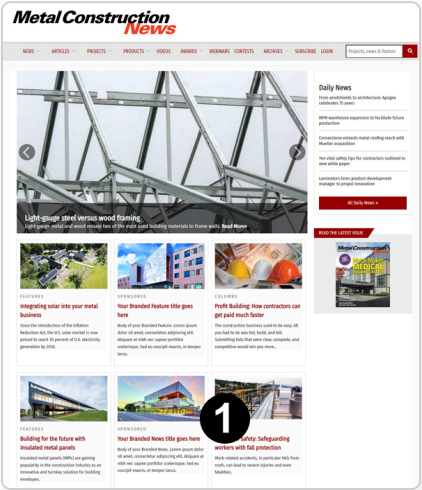


Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

- 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)

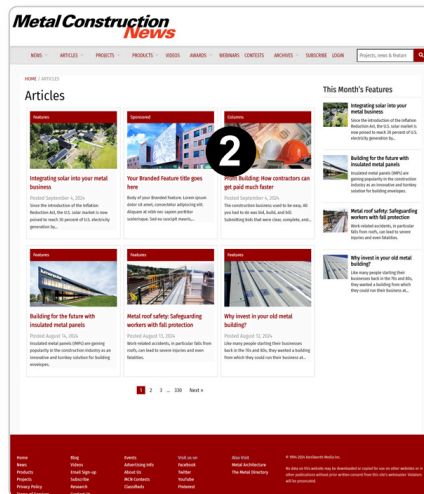
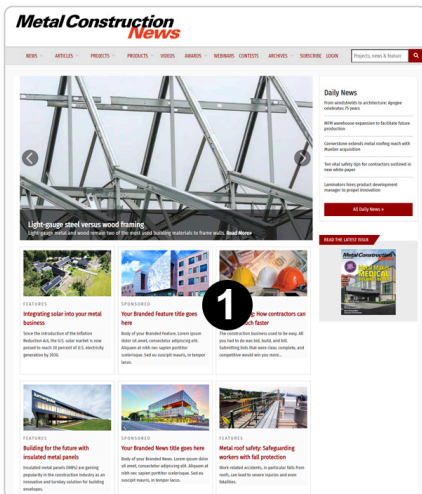
Branded Features

Branded Features appear alongside trusted and topical content from *Metal 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

\$3,500 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

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**

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 Kenvilworth 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.



Built with Metal Podcast

Built with Metal Podcast

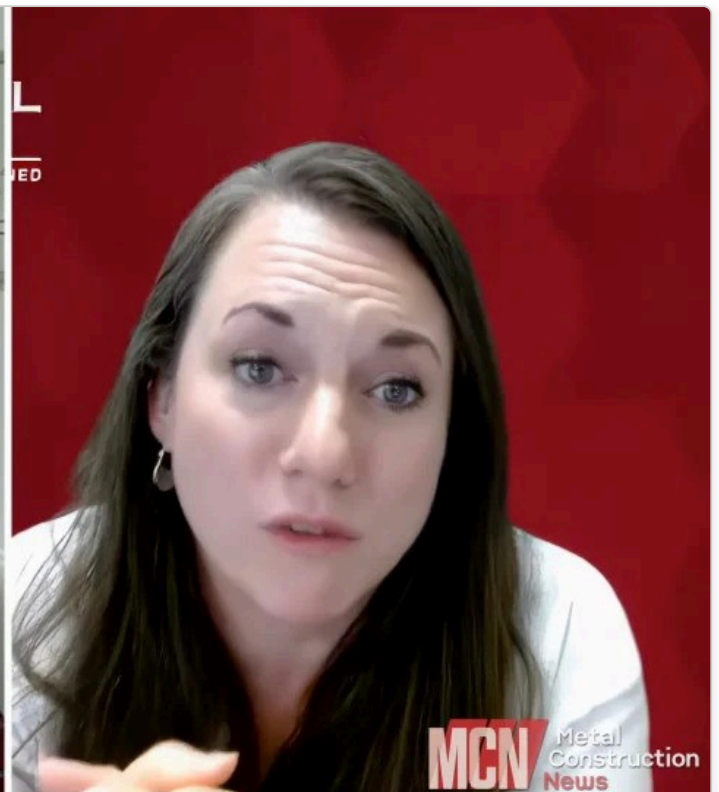
\$5,500 per episode

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 News** 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

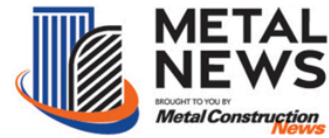
Deliverables

- 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



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

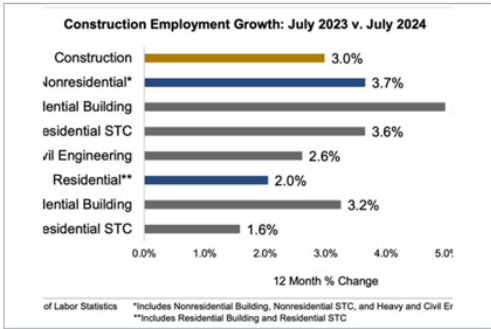
- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

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



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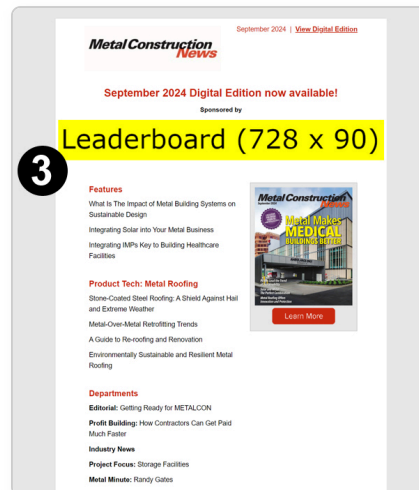
Specifications

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

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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.

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 - 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



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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:
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- Full page: 11.2” x 7” @ 300dpi
- No bleed required
- Company Logo (Minimum 2” x 1” @ 300dpi)

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- Brand awareness and market position
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- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
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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.

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