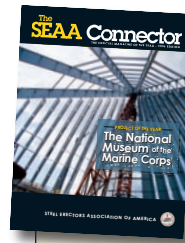


One of this country's most powerful economic business sectors is the steel erector business. And, now you can easily reach the most important people who annually commit hundreds of millions of dollars to design and erect buildings all over the United States. This coveted group is represented by the Steel Erectors Association of America, the SEAA. Sunshine Media Inc., a leading publisher of locally focused business-to-business magazines is partnered with the Steel Erectors Association of America (SEAA) to bring you the official magazine of this group: The SEAA Connector.

SEAA Connector magazine is exclusively written and produced for the association's current and potential members; local, state and federal officials interested in following industry developments; and vendors and partners in the steel erector industry who want to stay on top of changes in the sector. The magazine will include an industry directory, national editorial package, in-depth feature stories, executive and company profiles and columns from top industry experts.

SEAA Connector magazine will reinforce the value of your products and services, and position your advertising message to those readers who can help drive your business success. These readers have the buying power and clout to build a strong business together. Find out how you can showcase your products and promote your services through editorial and advertising in The SEAA Connector. The benefits are enormous.



## SEAA Connector Target Readers

- SEAA member firms and their leaders
- 500 of America's leading general contractors and fabricators
- Employees of member firms
- Partners and business vendors serving the steel erector industry
- Local, State and Federal government representatives
- Customers of SEAA member firms
- Other constituencies such as non-member firms who may desire to join the SEAA

## Advertising Opportunities

- Multi-page Company Features
- Reprints
- 4-color and Black & White ad rates
- Spreads, single pages and fractional pages available
- Special preferred placement options

**• Ad Close Deadline: August 1, 2007**



## Editorial and Advertising Benefits

- Help shape national policy at the local, state and national level
- Influence opinions in the industry
- Industry recognition of the SEAA
- Promote the top tier firms allied with the SEAA
- Reinforce values and principles of member firms who take a leading role in the steel erector industry
- New member firm recruitment drives
- Promote members-only training programs
- Discounts on value-added services offered in the magazine
- Advertising showcase for business partners and member firm to promote their products and services to all SEAA members