

The SEAA Connector

THE OFFICIAL MAGAZINE OF THE SEAA - 2008 EDITION

Connect Your Business to an \$8 Billion Industry



MAGAZINE PROFILE

The Steel Erectors Association of America proudly announces the 2008 magazine edition, exclusively developed for its members and potential members – The SEAA Connector. This glossy, high profile magazine will include national editorials, a feature on the SEAA President, board of director profiles, and columns from well-known industry specialists. Reaching all segments of the steel erector community, SEAA Connector magazine is a great way to directly connect with the decision makers in your market.

ADVERTISING OPPORTUNITIES

Advertising opportunities are available now to showcase your products and promote your services in The SEAA Connector. Call now for preferred placement options. **Ad Close Deadline:** August 1, 2008. Please contact John Teague, Publisher of The SEAA Connector at 919.369.0523 or jteague@sunshinemediacom.

ASSOCIATION PROFILE

The Steel Erectors Association of America is dedicated to advancing the common interest and needs of all engaged in building with steel. Established in 1972, the non-profit association works to promote safety, education and training through comprehensive programs developed "by erectors, for erectors."



The Association is an active participant in the development and promotion of the industry Safety Standards that impact the commercial construction industry. Over the past thirty-three years, SEAA has developed partnerships and alliances with OSHA and other Standard Committees across the USA. The members of SEAA are affiliated steel erectors, fabricators, architects, engineers, detailers, code officials and educators.

MECHANICAL SPECS

Final Trim: 8.125" wide x 10.75" tall
 Binding: Saddle-stitched
 Cover: Sheet fed on 100 lb. gloss text
 Body: Sheet fed on 70 lb. gloss text
 Line screen: 175

DIGITAL OUTPUT SPECS

Macintosh platform preferred.

REQUIRED ITEMS FOR DIGITAL OUTPUT:

- Hard copy/proof at 100% final size
- All fonts
 - Apple compatible fonts
 - Provide both printer & screen fonts if using postscript fonts
- All images
 - TIF or EPS format
 - 350 ppi resolution at 100% size (CMYK or Grayscale)
 - 800 ppi bitmap (line art)

ACCEPTABLE APPLICATIONS

Adobe InDesign®
 Adobe Illustrator®
 Adobe Photoshop®
 QuarkXpress®
 PDF Format: Press Optimized [PDF/X-1a preferred]

We do not accept ads created in Microsoft® Publisher®, Microsoft Word®, Microsoft Powerpoint®, Multi-Ad Creator®, or Corel Draw®.

DISK TRANSFER

All digital files should be provided on a CD-ROM and must be accompanied by a hard copy/proof of the finished product.

FTP TRANSFER

Files may be uploaded to our FTP site; email: ads@sunshinemediacom for more information.

ADVERTISING PAGE DIMENSIONS		
<p>Full page bleed</p> <p>Bleed: 8.375" x 11" Trim: 8.125" x 10.75" Live Area: 7.25" x 9.875"</p>	<p>Full page 7.25" x 9.875"</p>	<p>1/2 page horizontal bleed</p> <p>Bleed: 8.375" x 5.5" Trim: 8.125" x 5.375" (bleeds top, left & right)</p>
<p>1/2 page horizontal 7.25" x 4.8125"</p>	<p>1/2 page vertical 4.8125" x 7.25"</p>	<p>1/3 page vertical 2.25" x 9.875"</p> <p>1/3 page square 4.75" x 4.8125"</p>

4-COLOR AD RATES			
Size	1x	Size	1x
2 Page Spread*	\$2,995	Full Page	\$1,710
Outside Back Cover. . .	\$2,395	1/2 Page horiz & vert . . .	\$1,285
Inside Front Cover . . .	\$2,140	1/3 Page square & vert . . .	\$1,045
Inside Back Cover. . . .	\$1,965		

* Reprints available for 2 page spread – call for rates.

BLACK & WHITE AD RATES	
Size	1x
1/2 Page horiz & vert.	\$ 835
1/3 Page square & vert.	\$ 680

- All ad rates are per insertion
- Specialty pre-press work is billed at industry standard rates
- Color may be added to b&w ads for an additional \$100 per color
 - Colors are produced in a 4-color process format, not PMS

COMPANY PROFILE RATES (Includes Reprints)			
Quantity	4 Page/4 photos	6 Page/6 photos	8 Page/8 photos
1,000	\$4,180	\$4,850	\$5,980

Build on your brand success. Make the most from your advertising and sign up for a Company Profile. Receive up to 8 pages of exposure to promote your products and services. All three sizes include 1,000 4-color reprints for you to use as an extension of your marketing efforts and can be customized to meet your needs.



PREFERRED PLACEMENT RATES

For standard rates the publisher reserves the right to select ad location. For premium ad space, the advertiser may pay a 10% preferred placement rate and select ad location or page dominance, provided that the ad space is 4-color.

CLOSING DEADLINES

Ad Close Deadline: August 1, 2008. Please contact John Teague, Publisher of The SEAA Connector at 919.369.0523 or jteague@sunshinemediacom.

PUBLISHER'S COPY PROTECTIVE CLAUSE

All advertising is subject to approval. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise against publisher from their advertising. The publisher is not liable for errors in the index to advertising. Publisher states that both advertisers and advertising agencies are equally responsible for payment of advertising appearing in this publication. **Payment in full required for all advertising and company profiles prior to publication.**