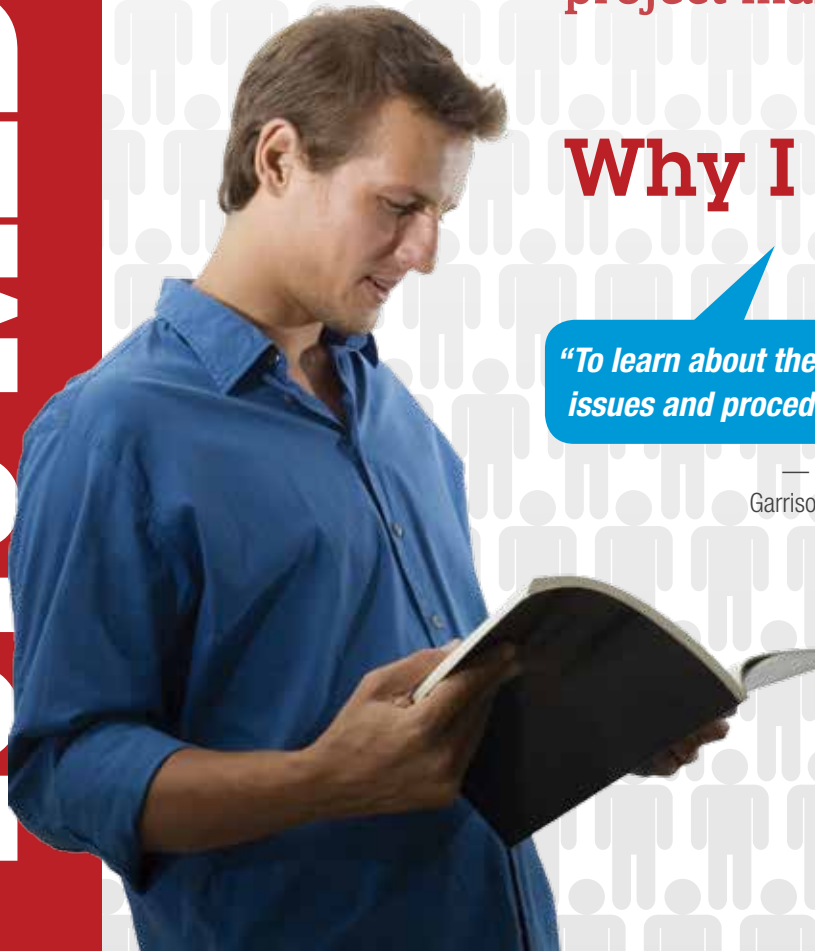


connector

Reach SEAA Members + more than 4,000 execs, project managers, and operations personnel.



Why I read *Connector*

"To learn about the latest safety issues and procedures."

— John Garrison, CEO, Garrison Steel Erectors Inc.

"To stay on top of the latest industry trends."

— David Schulz, VP of Operations, Schulz Iron Works Inc.

"For new products and services that will improve steel erection processes."

— Bob Beckner, Senior Vice President, Peterson Beckner Industries

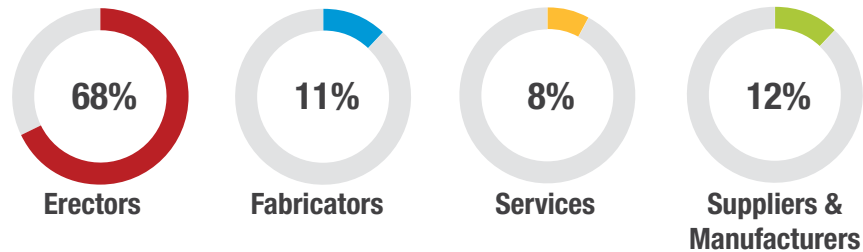
- WHO: Reader Demographics.....2
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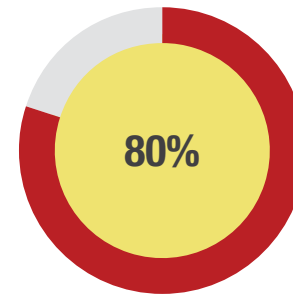
THE OFFICIAL MAGAZINE OF THE STEEL ERECTORS ASSOCIATION OF AMERICA

The only U.S. magazine targeting steel erection contractor owners and managers. Our readers trust *Connector* to inform, educate, promote.

Member Readers by Primary Business



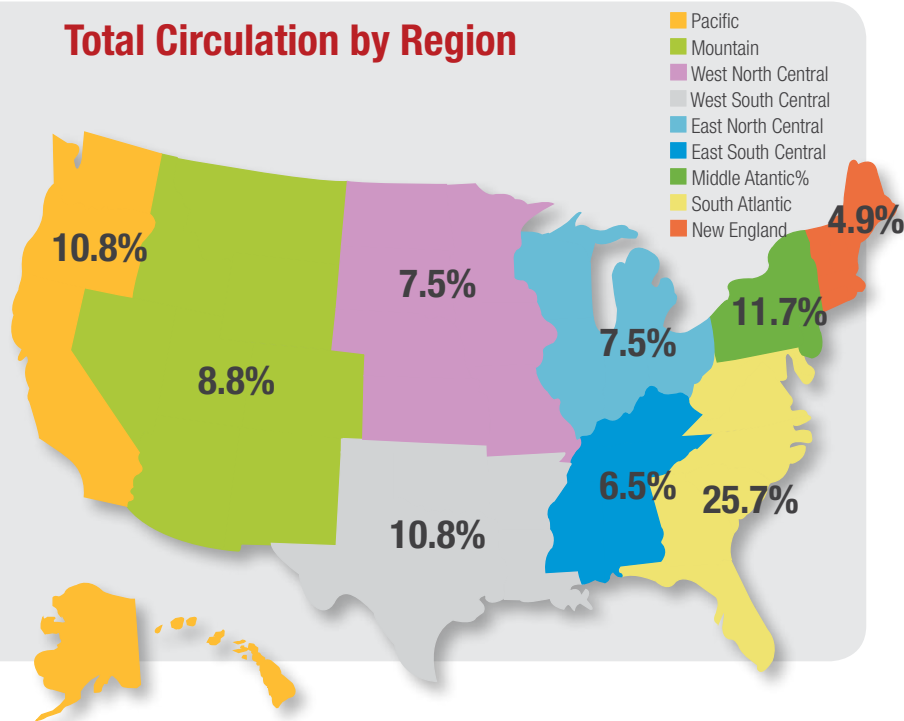
* SEAA membership data is representative of total circulation.



Connector reaches 80% of the total U.S. market for erectors*

*According to the North American Industry Classification System (NAICS), which provides the standard code used by federal statistical agencies in classifying establishments, the total market size is 1125 companies. *Connector's* readers include approximately 900 companies classified as structural steel erectors (SIC Code 1791.)

Total Circulation by Region



"SEAA helps us get a national perspective of our industry. This knowledge is power."

— Glen Pisani, Steel Division Manager
MAS Building and Bridge

Winning Projects

Our readers work in award-winning, nationally recognized steel erection projects. 40 contractors awarded Project of the Year since 2003.

2016 SEAA Project of the Year Awards:

- NASA's Vehicle Assembly Building
- Eglin Air Force Base Tower
- Largest IKEA in the Americas
- Crown on Houston's 606 Main Office High Rise



Connector is more than just a magazine.

It's an extension of the Steel Erectors Association of America
— valued for networking and engagement!

Readers Engage with Suppliers, Service Providers



✓ Higher than industry average Email Open and Click Through Rates



✓ Convention & Trade Show Participation

✓ Active Board and Committee Members

✓ Industry Partnerships with other Associations

✓ Coast to Coast Ironworker Training and Apprenticeships



"We are constantly challenged to find the best vendors and products to deliver quality steel erection. SEAA helps us with that."

— David Schulz, VP of Operations,
Schulz Iron Works Inc.

If you sell these products or services, *Connector* readers want to know!

Here are just a few of the categories represented by current advertisers.



- Aerial Work Platforms
- Apprenticeship Programs
- BIM Software
- Cranes
- Decking Contractors
- Equipment Rental
- Insurance
- PPE
- Rigging Gear
- Safety Products and Services
- Steel Fabricators
- Tools
- Training
- Welding Products



Annual Convention & Trade Show

brings together hundreds of contractors, suppliers and service providers.

Attendee and Exhibitor Info:
Contact info@seaa.net.

2018: 46th Annual Meeting
April 25-27
Grandover Resort, Greensboro, N.C.

2019: 47th Annual Meeting
April 24-26
Embassy Suites, Charlotte/Concord, N.C.

Opportunities to reach your customers 16 times per year.

Content focusing on the relationship between the GC, Fabricator, and Erector.

ISSUE	PRODUCT	TOPICS		AD CLOSE	MATERIALS DUE	MAIL DATE
January	Newsletter	Association News, Industry Reports, Member News	3 Banner Ad Positions 2 Sponsored Content Positions	January 15	January 17	January 22
February	Safety Flash	Best Practices for risk reduction of jobsite hazards	1 Sponsor per Issue	February 5	February 12	February 19
March	Newsletter	Association News, Industry Reports, Member News	3 Banner Ad Positions 2 Sponsored Content Positions	March 12	March 14	March 19
Spring	Connector	Product Focus: Hand Tools Ironworker Craft Training Update Convention Preview Management: Emotional Intelligence for improving jobsite communication In the Field: High angle rescue techniques	Bonus Distribution: Associated Builders & Contractors American Institute of Steel Construction, The Steel Conference SEAA 46th Annual National Convention & Trade Show	February 5	February 12	February 26
April	Safety Flash	Best Practices for risk reduction of jobsite hazards	1 Sponsor per Issue	April 16	April 18	April 23
May	Newsletter	Association News, Industry Reports, Member News	3 Banner Ad Positions 2 Sponsored Content Positions	May 14	May 16	May 21
June	Safety Flash	Best Practices for risk reduction of jobsite hazards	1 Sponsor per Issue	June 11	June 13	June 18
Summer	Connector	Product Focus: SEAA Trade Show Product Highlights Project of the Year Winners Convention Review Management: How complex architectural designs impact estimating In the Field: Welding tips		May 4	May 21	June 4
July	Newsletter	Association News, Industry Reports, Member News	3 Banner Ad Positions 2 Sponsored Content Positions	July 16	July 18	July 23
August	Safety Flash	Best Practices for risk reduction of jobsite hazards	1 Sponsor per Issue	August 13	August 15	August 20
September	Newsletter	Association News, Industry Reports, Member News	3 Banner Ad Positions 2 Sponsored Content Positions	September 10	September 12	September 17
Fall	Connector	Product Focus: Fab/Erection Bidding Tools Project of the Year Winners Management: Tech in Steel Erection In the Field: Benefits of certifying a drone operator	Bonus Distribution: Tilt-Up Concrete Association Convention & Expo	August 13	August 20	September 4
October	Safety Flash	Best Practices for risk reduction of jobsite hazards	1 Sponsor per Issue	October 15	October 17	October 22
November	Newsletter	Association News, Industry Reports, Member News	3 Banner Ad Positions 2 Sponsored Content Positions	November 12	November 14	November 19
December	Safety Flash	Best Practices for risk reduction of jobsite hazards	1 Sponsor per Issue	December 10	December 12	December 17
Winter	Connector	Product Focus: Fastening Devices Annual SEAA Directory Steel Construction Market Report Management: Developing site specific silica plans In the Field: Safety Flash Review	Bonus Distribution: Construction Super Conference	November 12	November 19	December 3

Editorial calendar and mail dates subject to change.

Connector WHEN

2018 Media Kit

Request Advertising Proposal: ConnectorSales@seaa.net | 660-287-7660

Targeted Print and Digital Marketing

"Multi-channel marketing increases results and print remains a critical component of that mix," according to White Paper No. 6, Why Marketing is Going Multichannel, produced by Advertisers Printing, St. Louis, Mo.

Connector Magazine

- ✓ The only U.S. magazine for steel erection contractors focusing on owner, management, and ironworker issues.
- ✓ Published Quarterly
- ✓ Large Selection of Ad Positions available

4000 Total Circulation

PLUS Bonus Distribution



SEAA 46th Annual National Convention & Trade Show



Connector eNews

- ✓ Featuring association and member news, industry reports, safety updates, and more.
- ✓ Published Bi-Monthly
- ✓ 3 Banner Ad Positions available
- ✓ 2 Sponsored Content Positions available

33% Open Rates
22% Click Thru Rates

Emailed to 1500

Opens by Device
Mobile 33%
Desktop 67%



Safety Flash Newsletter

- ✓ Identifies work site hazards and proposes best practices for prevention. Produced in cooperation with SEAA's Safety Committee.
- ✓ Published Bi-Monthly
- ✓ 1 Sponsor per Issue

38% Open Rates
9% Click Thru Rates

Emailed to 825



High Value, Multi-Channel Advertising

Let us create a personalized marketing plan to reach your customers.

Connector, the Official Magazine of the Steel Erectors Association of America, reaches both small and large steel erection contractors and fabricators working in union and open labor markets.

It is the only U.S. publication for owners, executives, and managers of steel erection contractors.



“Connector gives my business a competitive advantage.”

— Gene Cates, General Manager,
Construction Labor Contractors

Connector Magazine Advertising Rates				
SIZE	1 x	2x	3x	4x
Two page spread	\$3938	\$3583	\$3260	\$2967
Full page	\$1790	\$1629	\$1482	\$1349
1/2 page isle	\$1575	\$1433	\$1304	\$1187
1/2 hor/vert	\$1386	\$1261	\$1148	\$1045
1/3 page vertical	\$1220	\$1110	\$1010	\$919
1/3 page square	\$1073	\$977	\$889	\$809
1/4 page	\$945	\$860	\$782	\$712

*Please add 25% to space at frequency rate for Cover 1, 2, 3
Additional premium placement or requested placements, please add 10% to space

Connector Newsletter Banner Rates			
728x90 with hyperlink to URL.			
Position	1x	3x	6x
1	\$335	\$305	\$277
2	\$295	\$268	\$244
3	\$259	\$236	\$215

Connector Newsletter Sponsored Content Rates			
100 words or 75 words + 1 image. Up to 3 hyperlinks to URLs of your choice.			
Position	1x	3x	6x
1	\$462	\$420	\$383
2	\$407	\$370	\$337

Safety Flash Newsletter Rates			
600 x 150 with hyperlink to URL. Only 1 sponsor per issue.			
Position	1x	3x	6x
1	\$750	\$683	\$621

Connector WHY

2018 Media Kit

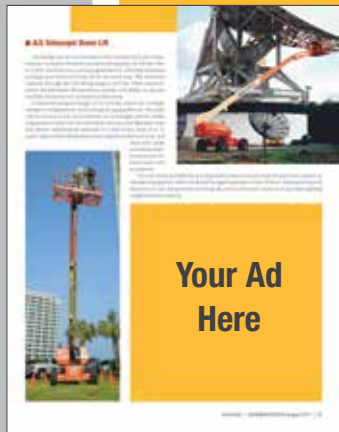
Request Advertising Proposal: ConnectorSales@seaa.net | 660-287-7660

Maximize your marketing investment by joining SEAA today.

For more information on membership, contact SEAA: info@seaa.net | 336-294-8880 | seaa.net/contact

New Member Appreciation Special Advertising Offer

- ✓ 1/3 square size ad, \$500
- ✓ **That's 50% off the 1x rate!**
- ✓ Offer good for 12 months following membership board approval.
- ✓ You supply the materials and we'll create the ad for you.
- ✓ Send us a 5 word headline, 50 words body copy, 1 photo, company logo, your company phone, email, and website address.



Project of the Year Winners

- ✓ Receive national recognition and free publicity, including feature article, possible cover spotlight, free public relations services, and more.
- ✓ Submissions are free, but you must be a member of SEAA to participate.
- ✓ Feature articles published in Summer and Fall 2018 issues of *Connector*.
- ✓ **PR Coverage Value: \$160,000***
- ✓ **PLUS** a chance to be considered for the **COVER**.

(*Based on number of pages of editorial coverage received in 2017 and average industry advertising values.)

Featured in Annual Member Directory

- ✓ Free listing at SEAA.net and in the Winter 2018 issue of *Connector*

Association contact: info@seaa.net | 336-294-8880
Ad contact: connectorsales@seaa.net | 660-287-7660
Editorial contact: editor@seaa.net | 816-536-7903



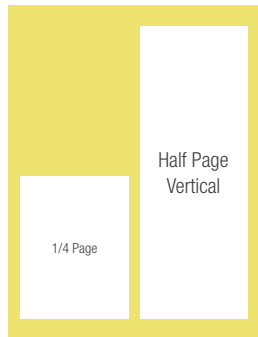
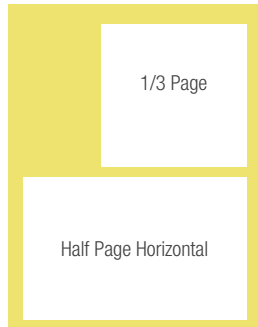
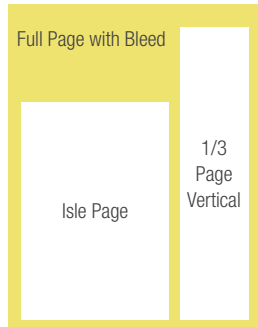
Connector MEMBER ONLY BENEFITS

2018 Media Kit

Request Advertising Proposal: ConnectorSales@seaa.net | 660-287-7660

Keep up with your customers, your colleagues and your competition in every issue of *SEAA Connector*.

Steel Erectors Association of America is the only national trade association representing the interests of steel erectors, fabricators and related service providers.



Magazine Ad Sizes

Two page spread	17" × 10.875"
Spread with bleed	18" × 11.375"
Live area	16" × 9.875"

Full size no bleed 7.5" × 9.5"

Full size with bleed	9" × 11.375"
Live area	7.5" × 9.875"

Half page horizontal	7.5" × 4.625"
Half page vertical	3.625" × 9.5"
Isle	4.9375" × 7.0625"
1/4 page	3.625" × 4.625"
1/3 page vertical	2.3125" × 9.5"
1/3 page square	4.875" × 4.625"

Mechanics

File type preferred: pdf, 300 dpi

File types accepted: pdf, eps, tiff, Ai, jpeg

Fonts: Embed, create outlines or include with submission

Colors: All colors must be submitted in CMYK

Live Area: Keep all text and images you want included in your ad within these measurements. Any text or images outside of the listed measurements are at risk of being cut off during the printing process.

Submit Ad Files or direct technical questions to:

Eileen Kwiatkowski
eileen@ekaygraphics.com

Submit Accounting Items to:

CPH Holdings, LLC
 Po Box 7568
 Columbia, Mo 65205
ConnectorSales@seaa.net

Policies

Payment: All open rate ads require pre-payment. Contracted advertising will be billed as incurred and due upon receipt. Any account unpaid after 60 days will be denied further advertising insertion until account is made current or credit arrangements have been made. Unfulfilled contracts or contracts cancelled by the advertiser prior to completion and space deadline will be charged at the earned rate.

Short Rates: Advertisers will be short-rated if, within a 12-month period from date of their first insertion, they do not use the amount of space upon which their billing has been based.

Guaranteed Placement: Earned rate plus 25%. Position guaranteed only with this premium and subject to availability. Contract discounts apply only to signed consecutive monthly agreements.

Cancellations: Advertising canceled after the published closing date will be charged at earned rate to advertiser with an additional fee of up to \$150 for remake of page.

Commissions & Billing: Standard 15% commission is allowed to recognized agencies on camera-ready (pdf) display advertising. No commission on production, guaranteed placement or special charges. No agency commissions will be allowed after 60 days from billing date. Invoices are rendered on date of publication and payable upon receipt. 5% discount applies for payment with insertion order.

Contract & Copy Conditions: Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content thereof. Advertiser and its agency agree to indemnify, defend and hold harmless the publisher from any and all liability for content of advertisements printed or posted online.

Media Advisory Committee

Chris Legnon, Fabricators, Cooper Steel
 Jim Simonson, Fabricators, Steel Service
 Josh Cilley, Erectors, American Steel & Precast
 Erectors and Buckner Steel Erection
 Glen Pisani, Erectors, MAS Building & Bridge
 Bryan McClure, Safety, MSC Safety Solutions



Executive Staff

Tom Underhill, Executive Director
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**THE OFFICIAL MAGAZINE
 OF THE STEEL ERECTORS
 ASSOCIATION OF AMERICA**



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