

The only U.S. magazine targeting steel erection contractor owners and managers.



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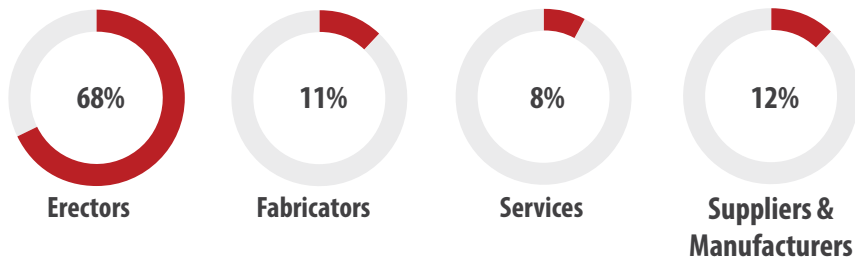
# 2019 MEDIA KIT



THE OFFICIAL MAGAZINE OF THE STEEL ERECTORS ASSOCIATION OF AMERICA

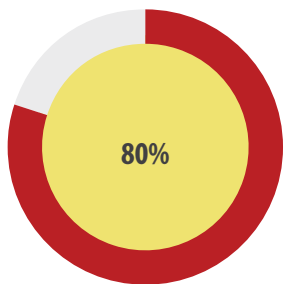
# Reach SEAA Members + more than 4,000 execs, project managers, and operations personnel.

## Member Readers by Primary Business



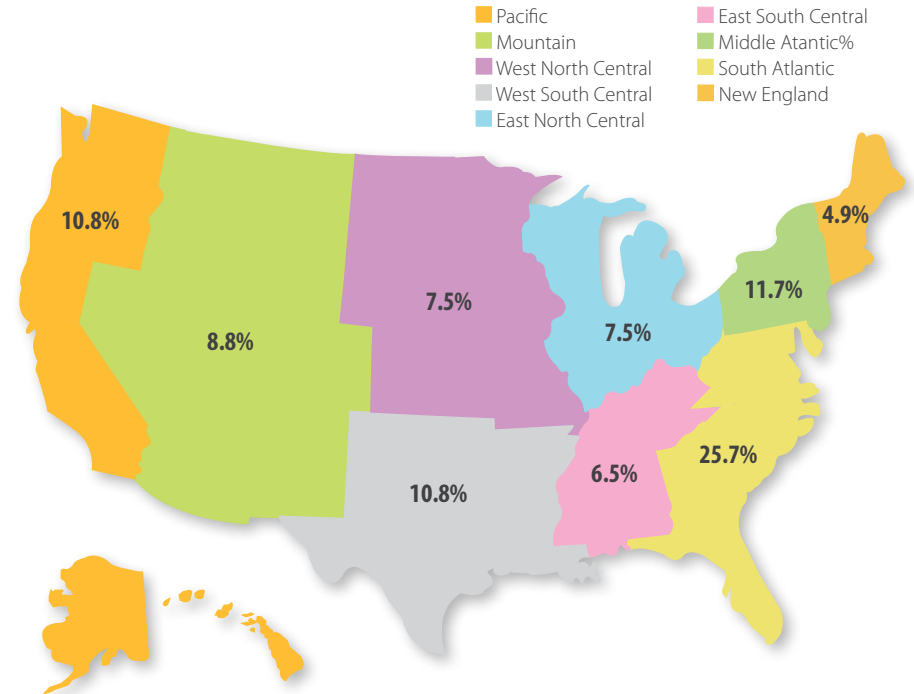
SEAA membership data is representative of total circulation.

## 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



*"I read Connector for new products and services that will improve steel erection processes."*

— Bob Beckner, Senior Vice President, Peterson Beckner Industries

*"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.

*"Connector gives my business a competitive advantage."*

— Gene Cates, General Manager, Construction Labor Contractors

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

— Glen Pisani, Steel Division Manager, MAS Building and Bridge

# Reach your customers 16 times per year.

## Connector Magazine

The only U.S. magazine for steel erection contractors focusing on owner, management, and ironworker issues.

- 4000 National Circulation
- Published Quarterly
- Award Winning Publication
- Plus Bonus Distribution at SEAA Convention, NASCC The Steel Conference, and to members of SEAA industry partners, NISD, SJI, SDI.



### 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 eNews

Featuring association and member news, industry reports, safety updates, and more.

- 1900 Emails
- Published 6x/year
- Higher than Industry Average Open and Click-Thru Rates

**30.2% Open Rates**  
**20.4% Click-Thru Rates**

### 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

Identifies work site hazards and proposes best practices for prevention. Produced in cooperation with SEAA's Safety Committee.

- 1400 Emails
- Published 6x/year
- Higher than Industry Average Open Rates

**30.5% Open Rates**  
**8.8% Click-Thru Rates**

### Safety Flash Newsletter Rates

600 x 150 with hyperlink to URL. Only 1 sponsor per issue.

Position	1x	3x	6x
1	\$750	\$683	\$621

# Our readers trust *Connector* to inform, educate, promote.

New Products and Industry News included in every issue of Connector. Send your press releases to Tracy Bennett, Managing Editor, editor@seaa.net or call 816-536-7903.

SEAA CONNECTOR	TOPICS	BONUS DISTRIBUTION	AD CLOSE	MATERIALS DUE DATE	MAIL DATE
Spring	Ironworker Craft Training Update Convention Preview Management: Detailer Certification In the Field: Rigging Gear Inspection	<b>Bonus Distribution:</b> AISC The Steel Conference SEAA 47th National Convention & Trade Show	Feb 15	Feb 18	March 1
Summer	Project of the Year Winners Convention Review Management: Rental Equipment Selection In the Field: Welding Tips		May 17	May 20	May 31
Fall	Project of the Year Winners Association Products Review Management: Responding to an Accident In the Field: Harness Fitting and Selection		Aug 16	Aug 19	Aug 30
Winter	Steel Construction Market Report Annual Member Directory Management: Jobsite Risk Awareness In the Field: Safety Flash Review		Nov 15	Nov 18	Nov 29

E NEWSLETTER			
TOPICS/ADS	Association News, Industry Reports, Member News 3 Banner Ad Positions, 2 Sponsored Content Positions		
	AD CLOSE	MATERIALS DUE DATE	MAIL DATE
January	Jan 4	Jan 7	Jan 16
March	March 15	March 18	March 20
May	May 10	May 13	May 15
July	July 12	July 15	July 17
September	Sep 13	Sept 16	Sept 18
November	Nov 8	Nov 11	Nov 13

SAFETY FLASH			
TOPICS/ADS	Best Practices for risk reduction of jobsite hazards. 1 Sponsor per Issue		
	AD CLOSE	MATERIALS DUE DATE	MAIL DATE
February	Feb 15	Feb 18	Feb 20
April	April 12	April 15	April 17
June	June 14	June 17	June 19
August	Aug 16	Aug 19	Aug 21
October	Oct 11	Oct 14	Oct 16
December	Dec 13	Dec 16	Dec 18

Editorial calendar and mail dates subject to change.

# Connector is more than just a magazine — it's an extension of SEAA.

*"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.

## 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

## 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.

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



Aerial Lifts, Cranes, Telescopic Handlers  
Fabricators, Rental Companies  
Decking, Bolts, Fastening Tools  
Fall Protection, Safety Gear  
Insurance and Legal Services  
Rigging, Software, Welding Products...



**Connector** Maximize your Investment

**2019 Media Kit**

Request Advertising Proposal: [ConnectorSales@seaa.net](mailto:ConnectorSales@seaa.net) | 660-287-7660

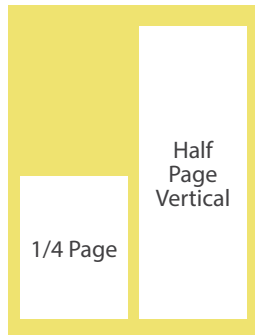
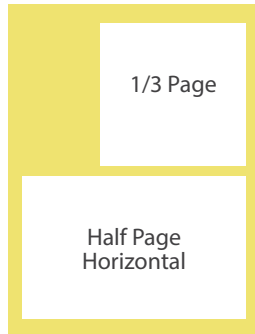
# Let us create a personalized marketing plan for you.

## Magazine Ad Sizes

Two page spread	17"	x	10.875"
Spread with bleed	18"	x	11.375"
Live area	16"	x	11.375"
Full size no bleed	7.5"	x	9.5"
Full size no bleed	9"	x	11.375"
Live area	7.5"	x	9.875"
Half page horizontal	7.5"	x	4.625"
Half page vertical	3.625"	x	9.5"
Isle	4.9375"	x	7.0625"
1/4 page	3.625"	x	4.625"
1/3 page vertical	2.3125"	x	9.5"
1/3 page square	4.875"	x	4.625"

## Digital Ad Sizes

Connector eNews Banner	728 w x 90 h pixels
Sponsored Content with up to 3 hyperlinks to URLs	100 words or 75 words + 1 image.
Safety Flash Ad	600 w x 150 h pixels



## 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.

## 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  
 David Deem, Erectors, Deem Structural Services  
 Glen Pisani, Erectors, MAS Building & Bridge  
 Ben Wein, Erectors, SSW Erectors  
 Bryan McClure, Safety, MSC Safety Solutions

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Submit Accounting Items to:  
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 ConnectorSales@seaa.net