

CONNECTING STEEL ERECTORS, FABRICATORS AND CONTRACTORS

connector

2020

MAGAZINE · e NEWSLETTER · SAFETY FLASH

MEDIA KIT



THE OFFICIAL MAGAZINE
OF THE STEEL ERECTORS
ASSOCIATION OF AMERICA

Reach 4,200 Execs, Supervisors, Operations Managers



Connector Magazine is the official publication of the Steel Erectors Association of America, covering issues relevant to owners, managers, and ironworkers.

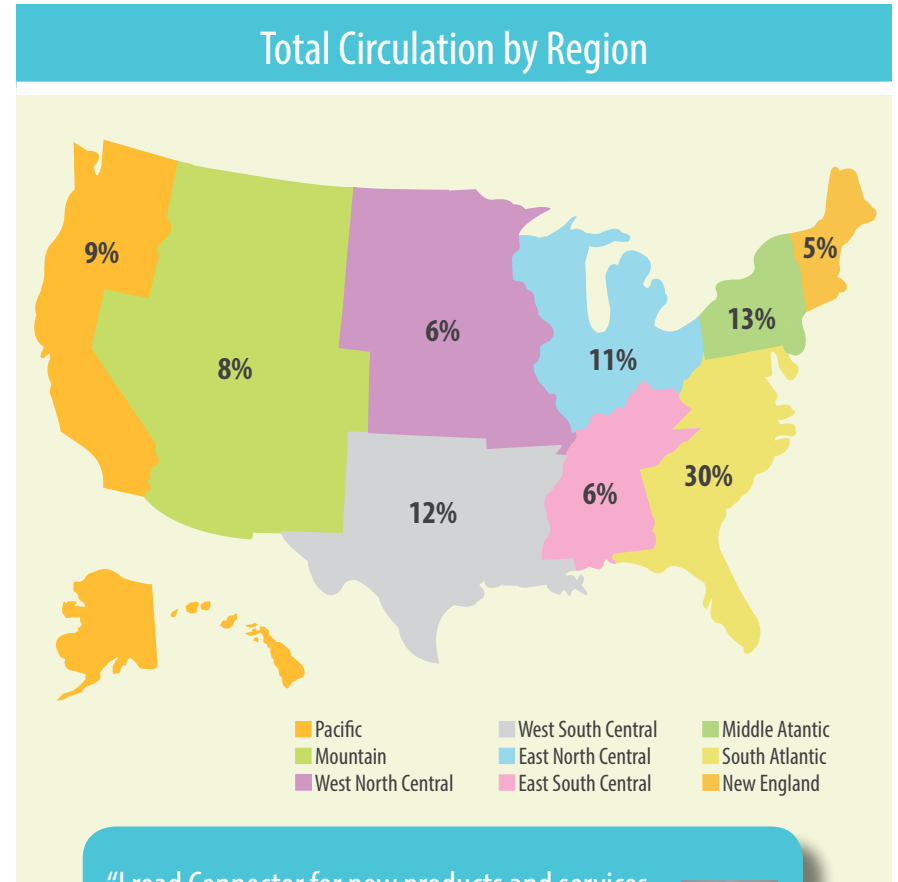
Qualified and **Targeted** circulation to steel erectors, steel fabricators, general contractors, and related businesses, including all members of SEAA.

Primary Job Functions:

- ✓ Corporate Management
- ✓ Supervisory Management
- ✓ Engineering/Estimating
- ✓ Operations

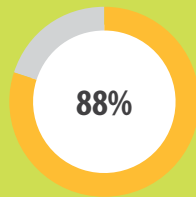
Bonus Distribution in 2020:

- ✓ ConExpo-Con/Agg
- ✓ NASCC The Steel Conference
- ✓ SEAA Convention & Trade Show



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

— Bob Beckner, Senior Vice President, Peterson Beckner Industries

Connector reaches 88% 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 1,000 companies classified as structural steel erectors (SIC Code 1791.)

Print & Digital Advertising Rates

Connector Magazine	1 x	2x (-X%)	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 Banner	1 x	3x	6x
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728x90 with hyperlink to URL.

Position	1	2	3	Category
Position 1	\$335	\$305	\$277	Association News
Position 2	\$335	\$268	\$244	Industry Reports
Position 3	\$259	\$236	\$215	Member Updates

Connector eNews Sponsored Content	1 x	3x	6x
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100 words or 75 words + 1 image. Up to 3 hyperlinks to URLs of your choice.

Position 1	\$462	\$420	\$383
Position 2	\$407	\$370	\$337

Safety Flash Newsletter	1 x	3x	6x
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600 x 150 with hyperlink to URL. Only 1 sponsor per issue.

Position 1	\$750	\$683	\$621
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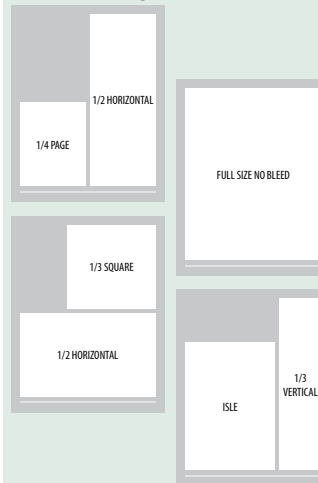
Reach your customers 16 times per year.

Connector Magazine Readers

4000
National Print Circulation

1900
Digital Edition Subscribers
+ Bonus Distribution to
National Institute of Steel
Detailing members

Print Magazine Ad Sizes



Published Quarterly

Connector eNews Readers

3200
Emails

32.6%
Open Rate

17.5%
Click-Thru Rate

Features Association News,
Industry Reports,
Member News

3 Banner Ad Positions
2 Sponsored Content Positions

Published 6x/Year

Safety Flash Newsletter Readers

1400
Emails

38.4%
Open Rate

16.9%
Click-Thru Rate

Features best practices for risk
reduction of jobsite hazards,
contributed by SEAA's Safety
and Training Committee.

Single Exclusive
Sponsor Banner per email

Published 6x/Year

Targeted Email Marketing delivers Higher than Industry Average Open and Click-Thru Rates



Open Rate



Click-Thru Rate

35.5% **17.2%**

SEAA Connector eNews & Safety Flash Average

23% **7.4%**

Industry Average

connector Targeted Print & Digital Advertising

2020 Media Kit

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

Let us create your personalized marketing plan.

Magazine Ad Sizes

SIZE	WIDTH	×	HEIGHT
Two page spread no bleed	17"	×	10.875"
Spread with bleed	18"	×	11.375"
Live area	16"	×	11.375"
Full size with bleed	9"	×	11.375"
Live area	7.5"	×	9.875"
Full size no bleed	7.5"	×	9.5"
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"

Note: Our measurements include a .25 inch bleed

Digital Ad Sizes

SIZE IN PIXELS	WIDTH	×	HEIGHT
Connector eNews Banner	728	×	90
eNews Sponsored Content with up to 3 hyperlinks to URLs	100 words	or	75 words + 1 image
Safety Flash Ad	600	×	150

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



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



2020 SPRING EDITION

Workforce Development
 Convention Preview
 Management: AISC Certified Erector Best Practices
 In the Field: Mini Crane Applications and Operator Certification

ADVERTISING RESERVATION: February 14
 AD MATERIALS DUE: February 18
 MAIL DATE: March 3



2020 SUMMER EDITION

Project of the Year Winners
 Convention Review
 Management: Multi-Generational Workforce
 In the Field: Tech in Construction Processes

ADVERTISING RESERVATION: May 15
 AD MATERIALS DUE: May 18
 MAIL DATE: May 26



2020 FALL EDITION

Project of the Year Winners
 Training Directory
 Management: Profiles of Safety & Training Award Winners
 In the Field: Welding Needs for Structural Steel Erection, Fabrication

ADVERTISING RESERVATION: August 14
 AD MATERIALS DUE: August 17
 MAIL DATE: August 31



2020 WINTER EDITION

Market Trends
 Annual SEAA Member Directory
 Management: Responding to a Workplace Disaster
 In the Field: Safety Flash Review

ADVERTISING RESERVATION: November 13
 AD MATERIALS DUE: November 16
 MAIL DATE: November 30

IN EVERY ISSUE

PRODUCT FOCUS
 Featuring new products and services of interest to steel erectors and fabricators.

- Aerial Lifts, Cranes, Forklifts
- Fasteners and Tools
- Harnesses and Fall Protection Systems
- Rigging Gear, Software, Services
- Welding Equipment and Products

Submit press releases and high resolution images to editor@seaa.net.

BUSINESS OPERATIONS
 Featuring topics of interest to business owners.

- Insurance, Software, HR, Marketing, Taxes, Sales Strategies, etc.

Submit article proposals to editor@seaa.net.

e Newsletter

Association News, Industry Reports, Member News, 3 Banner Ad Positions, 2 Sponsored Content Positions

JANUARY 2020 AD MATERIALS DUE: January 13 MAIL DATE: January 15	MARCH 2020 AD MATERIALS DUE: March 16 MAIL DATE: March 16	MAY 2020 AD MATERIALS DUE: May 11 MAIL DATE: May 13
JULY 2020 AD MATERIALS DUE: July 13 MAIL DATE: July 15	SEPTEMBER 2020 AD MATERIALS DUE: September 14 MAIL DATE: September 16	NOVEMBER 2020 AD MATERIALS DUE: November 16 MAIL DATE: November 18

Safety Flash

Best Practices for risk reduction of jobsite hazards.
 1 Sponsor per Issue

FEBRUARY 2020 AD MATERIALS DUE: February 10 MAIL DATE: February 12	APRIL 2020 AD MATERIALS DUE: April 13 MAIL DATE: April 15	JUNE 2020 AD MATERIALS DUE: June 15 MAIL DATE: June 17
AUGUST 2020 AD MATERIALS DUE: August 10 MAIL DATE: August 12	OCTOBER 2020 AD MATERIALS DUE: October 12 MAIL DATE: October 14	DECEMBER 2020 AD MATERIALS DUE: December 14 MAIL DATE: December 16

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

— Glen Pisani,
 Steel Division Manager
 MAS Building & Bridge, Inc.



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

Valuable In-Person Networking

- Quarterly Meetings
- Workforce Development Meet & Greet
- Spring & Fall Golf Tournaments
- Annual Convention & Trade Show
- Learn more at SEAA.net/events

Leverage SEAA Industry Partners



Multi Channel Marketing

- ✓ Discounts available for combination ad & sponsorship buys.
- ✓ Take advantage of Print, Digital, Website & Event Sponsorship Opportunities.

"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.



Active Social Media Feeds
Multiply Reader Engagement



connector Maximize your Investment

2020 Media Kit

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