



THE OFFICIAL MAGAZINE
OF THE STEEL ERECTORS
ASSOCIATION OF AMERICA

2022

CONNECTING STEEL ERECTORS, FABRICATORS AND CONTRACTORS

connector

MEDIA KIT

MAGAZINE • NEWSLETTERS • WEBSITE

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Reach 5,000 Execs, Supervisors, Operations Managers.

connector



THE OFFICIAL MAGAZINE
OF THE STEEL ERECTORS
ASSOCIATION OF AMERICA

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.

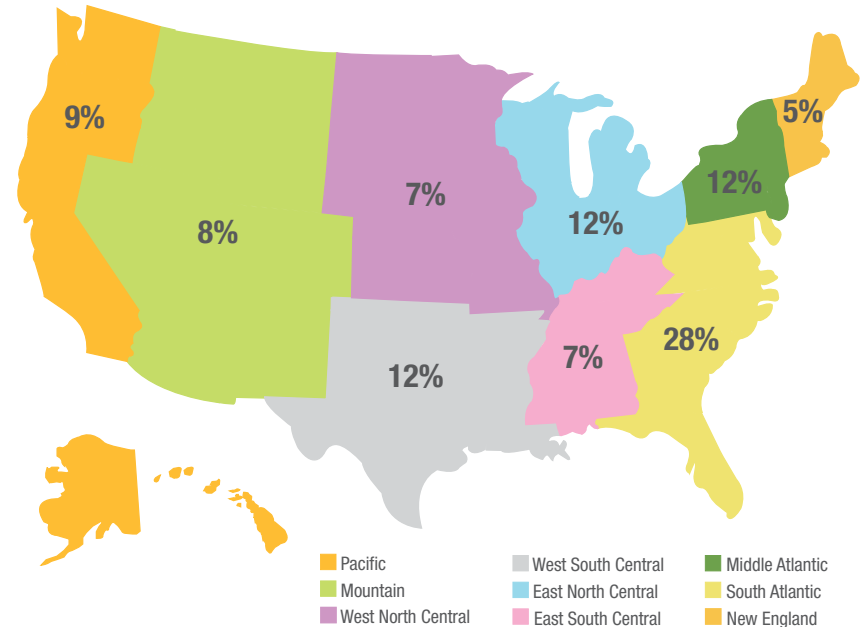
Primary Job Functions

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

Business Breakdown

- ✓ 38% Steel Erection
- ✓ 36% Steel Fabrication
- ✓ 8% Construction Design
- ✓ 7% General Contractors
- ✓ 11% Services, Suppliers & Manufacturers

Total Circulation by Region



SEAA Industry Partners Include



connector Demographics

2022 Media Kit

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

Create a personalized advertising plan.

PRINT

Connector Magazine



5000

National Print Circulation

Award-winning coverage of Projects, Business, Safety & Trends, New Products

Don't Miss! Company Profiles in Winter Issue. Special advertising section appears along with the SEAA membership directory



4 X PER YEAR

DIGITAL MAGAZINE

Products & Services Showcase



3500

Digital Subscribers

Page-Turning Digital Software. Print advertisers receive bonus web address hyperlinks.

Product & Services Showcase is exclusive to the Digital Edition email notification.

Spring: Rental Equipment
Summer: Rigging & Tools
Fall: Fall Protection
Winter: Training Services

4 X PER YEAR

EMAIL

Connector eNews



3700

Email Recipients

Association News, Industry Reports, and Member News

3 Banner Ad Positions
2 Sponsored Content Positions

6 X PER YEAR

EMAIL

Safety Flash Newsletter



1550

Email Recipients

Best practices for risk reduction of jobsite hazards from SEAA's Safety & Education Committee.

1 Single Exclusive Sponsor per Email

6 X PER YEAR

WEBSITE

www.SEAA.net



3555

Unique Visits per Month

7425

Average Page Views per Month

Events, Member Services, Industry News, Resources.

Standard banner (horizontal & square) on multiple pages. Rotates with other advertisers.

1 YEAR ANNUAL

Questions about Special Marketing Options?

Contact: Chris Harrison, Publisher
connectorsales@seaa.net
660-287-7660

connector Multi-Channel Marketing

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Engage with customers 20 times per year.

SPECIAL ADVERTISING SECTIONS

PRODUCT & SERVICES SHOWCASE

Theme-based products and services featured in the email distribution with each digital issue of Connector relates to other articles appearing in the issue.



Includes 1 photo, 1 headline up to 5 words, 30 words of text, company name hyperlinked to URL of your choice. Also hyperlinked to Bonus Content hosted on SEAA website.

- 3,500 Digital Edition Subscribers
- 6 Advertisers Per Email
- Digital Engagement is DOUBLE the Industry Average
- Discount for Print Advertisers

COMPANY PROFILES

Full Page Ad appears in the Winter Edition (SEAA's Membership Directory). A Company Profile enables you to tell the story about your company. Perfect for contractors to highlight awards or recognitions, or for suppliers to target buyers.



Includes Full Page Profile includes company name, company logo, 1 photo, 500 words of text.

- Reach 5,000 Execs, Supervisors, Operations Managers
- 3,500 Digital Readers
- Discount for Print Advertisers or SEAA Members
- Appears in annual Membership Directory.
- Not limited to SEAA members.

REQUEST A FORM TO RESERVE YOUR SPOT.

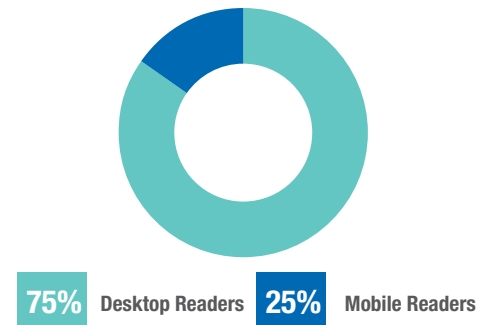
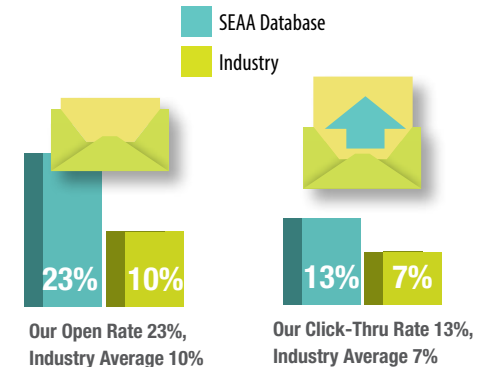
Contact: Chris Harrison, Publisher
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Connector delivers Print Advertising to a highly targeted audience. Plus special advertising options on multiple digital platforms help you meet your customers where they are.

About 70% of our audience is online. Build a stronger brand and increase engagement with a combo package of print and digital advertising.

JANUARY Newsletter Ad Materials Due: Jan 14	FEBRUARY Safety Flash Ad Materials Due: Feb. 14	MARCH SPRING CONNECTOR Ad Materials Due: Feb. 21 Newsletter Ad Materials Due: Mar. 14
APRIL Spring Product & Services Showcase Ad Materials Due: March 7 Safety Flash Ad Materials Due: April 11	MAY Newsletter Ad Materials Due: May 16	JUNE SUMMER CONNECTOR Ad Materials Due: May 16 SAFETY FLASH Ad Materials Due: June 13
JULY Spring Product & Services Showcase Ad Materials Due: May 31 Newsletter Ad Materials Due: July 18	AUGUST Safety Flash Ad Materials Due: Aug. 15	SEPTEMBER FALL CONNECTOR Ad Materials Due: Aug. 22 Newsletter Ad Materials Due: Sept. 19
OCTOBER Fall Product & Services Showcase Ad Materials Due: Sept. 6 Safety Flash Ad Materials Due: Oct. 17	NOVEMBER Newsletter Ad Materials Due: Nov. 14	DECEMBER WINTER CONNECTOR Ad Materials Due: Nov 21 Safety Flash Ad Materials Due: Dec. 12
JANUARY 2023 Winter Product & Services Showcase Ad Materials Due: Dec 6 Newsletter Ad Materials Due: Jan 13	Active Social Media Feeds Multiply Reader Engagement 	

SEAA's Email Engagement is 2x the Industry Average Click-Thru Rates



Bonus Distribution

connector Targeted Print & Digital Advertising

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Make the most of premium packages at affordable prices.

PRINT & DIGITAL ADVERTISING RATES

Connector Magazine	1 x	2x (-X%)	3x	4x
Two page spread	\$4131	\$3759	\$3420	\$3112
Full page	\$1878	\$1709	\$1555	\$1415
1/2 page isle	\$1652	\$1503	\$1368	\$1245
1/2 hor/vert	\$1454	\$1323	\$1204	\$1096
1/3 page vertical	\$1280	\$1164	\$1059	\$964
1/3 page square	\$1126	\$1025	\$933	\$849
1/4 page	\$991	\$902	\$820	\$747

Add 25% at frequency rate for Inside Front, Inside Back, and Back Cover
Add 10% at frequency rate for other premium or requested placement positions

Company Profiles - Winter 2022 - Full Page	\$1100 (2022 advertiser rate) \$1600 non-advertiser rate			
Digital Edition Product & Services Showcase	SPRING Rental Equipment	SUMMER Rigging & Tools	FALL Fall Protection	WINTER Training Services
2022 Advertiser Rate	\$250	\$250	\$250	\$250
Non-Advertiser Rate	\$500	\$500	\$500	\$500

Connector eNews Banner	1 x	3x	6x
600 x 90 with hyperlink to URL			
Position 1	\$335	\$305	\$277
Position 2	\$335	\$268	\$244
Position 3	\$259	\$236	\$215

Connector eNews Sponsored Content	1 x	3x	6x
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
600 x 150 with hyperlink to URL. Only 1 sponsor per issue.			
Position 1	\$750	\$683	\$621

SEAA Website Ads	2 Sizes to choose from. Run of site in rotation with other ads. Limited availability. For advertisers that book by Dec. 31, 2021 receive 1 free banner ad in a SEAA Newsletter or Safety Flash as value added.		
Leader Board 728 x 90	\$2900 for 12 months		
Square 300 x 300	\$2900 for 12 months		

Digital Ad Sizes	SIZE IN PIXELS	WIDTH	HEIGHT
Connector eNews Banner	600	×	90
Safety Flash Ad	600	×	150

SEAA Website Ads	Leader Board	728	×	90
Square	300	×	300	

Details for Sponsored Content and Product & Services Showcase found on page 4.

Magazine Ad Sizes	SIZE	WIDTH	×	HEIGHT
Two page spread with bleed	17"	×	11.125"	
Trim Size: 17" × 10.875", Live area per page: 8" × 9.5"				
Two page spread no bleed	16"	×	9.5"	
Live area per page: 7" × 9.5"				
Full page with bleed	8.625"	×	11.125"	
Live area per page: 7.5" × 9.5"				
Full page no bleed	7"	×	9.5"	
Half page horizontal	7.5"	×	4.625"	
Half page vertical	3.625"	×	9.5"	
Isle	4.875"	×	7.5"	
1/4 page	3.625"	×	4.625"	
1/3 page vertical	2.3125"	×	9.5"	
1/3 page square	4.875"	×	4.625"	

Magazine Trim Size: 8.375" × 10.875"
Full page measurements include a .125 inch bleed.

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.	

Print Magazine Ad Sizes	1/4 PAGE	1/2 VERTICAL	FULL SIZE NO BLEED	1/3 SQUARE	1/2 HORIZONTAL	ISLE	1/3 VERT

Need Help? For technical questions, ad templates or submission of ad materials, contact:
Eileen Kwiatkowski
eileen@ekaygraphics.com

Our readers trust Connector to inform, educate, promote.



2022 SPRING EDITION

- Day in the Life of Skilled Trade Professionals
- Convention Preview
- Management: Shoring & Stabilization
- In the Field: Health & Wellness for "Industrial Athletes"

Advertising Reservation: Feb 18
Ad Materials Due: Feb 21

SPECIAL ADVERTISING SECTION
Product & Services Showcase: Rental Equipment



2022 SUMMER EDITION

- Project of the Year Winners
- Convention Review
- Management: Leadership Development
- In the Field: Guidelines for Custom Rigging

Advertising Reservation: May 13
Ad Materials Due: May 16

SPECIAL ADVERTISING SECTION
Product & Services Showcase: Rigging & Tools



2022 FALL EDITION

- Project of the Year Winners
- Management: Contracts and Liability
- In the Field: Safe Practices for Unloading Materials

Advertising Reservation: Aug 19
Ad Materials Due: Aug 22

SPECIAL ADVERTISING SECTION
Product & Services Showcase: Fall Protection



2022 WINTER EDITION

- World Class Safety & Training Award Winners
- SEAA Member Directory
- Management: Pros & Cons of Different Insurance Programs
- In the Field: Importance of Rigger and Signalperson Refresher Training

Advertising Reservation: Nov 18
Ad Materials Due: Nov 21

SPECIAL ADVERTISING SECTIONS
Product & Services Showcase: Training Services
Company Profiles



connector Editorial Calendar

ADVISORY COMMITTEE

	David Deem Structural Services, LLC		Jackson Nix Shelby Erectors, Inc.
	Alex Hogan Malta Dynamics		Glen Pisani MAS Building & Bridge, Inc.
	Chris Legnon Cooper Steel, Inc		Jim Simonson Steel Service Corp.
	Kris McLean High Plains Steel Services LLC		Ed Valencia Derr & Gruenewald Construction

	Will Nichols Gardner-Watson Decking, Inc.
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EXECUTIVE STAFF

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PUBLISHING PARTNERS

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	Tracy Bennett, Managing Editor Editor@seaa.net
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	Send press releases to: Macie Murie, macie@mightymedia.com
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