

CONNECTING STEEL ERECTORS, FABRICATORS AND CONTRACTORS

connector

REACH MANAGERS IN THE
STEEL CONSTRUCTION COMMUNITY

EXECUTIVES • PROJECT MANAGERS • ENGINEERS • OPERATIONS



THE OFFICIAL MAGAZINE
OF THE STEEL ERECTORS
ASSOCIATION OF AMERICA

2017 MEDIA GUIDE

Editorial Calendar

	FEATURES	PRODUCT FOCUS	DEADLINES
FEBRUARY 2017 WINTER	Convention Preview 2016 Project of the Year Class 3 & 4 Management Topic: Welding Procedure Specifications Field Topic: Mini Crane Applications in Steel Erection	Cranes & Rigging Gear	Article Deadline: Dec. 15, 2016 Advertising Deadline: Jan. 24, 2017 Mail Date: Deadline: Feb. 13-17
MAY 2017 SPRING	Annual Membership Directory Ironworker Training/Apprenticeship Management Topic: Mobile Software Applications for Job Management Field Topic: AWP Operation	Welding Equipment & Supplies	Article Deadline: March 1, 2017 Advertising Deadline: April 10, 2017 Mail Date: April 25-30
AUGUST 2017 SUMMER	Convention Look Back 2017 Project of the Year Class 1 & 2 Management Topic: Pre-Construction Fabrication Techniques Field Topic: Low Level Fall Protection Techniques	Project Management Technology	Article Deadline: June 1, 2017 Advertising Deadline: July 10, 2017 Mail Date: July 25-30
NOVEMBER 2017 FALL	Safety Flash Review 2017 Project of the Year Class 3 & 4 Management Topic: Equipment Rental Contracts Field Topic: Wind Speed Standards for Deck Installation	Fall Protection	Article Deadline: September 1, 2017 Advertising Deadline: October 10, 2017 Mail Date: October 25-30

Newsletters

Connector eNews

- Association News
- Industry Reports
- Member News
- Safety Flash
- Business, Safety, Productivity Resources

Circulation

- Published 6x per year
- 1008 Total
- 31.9% Open Rate
- 20% Click Thru Rate



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

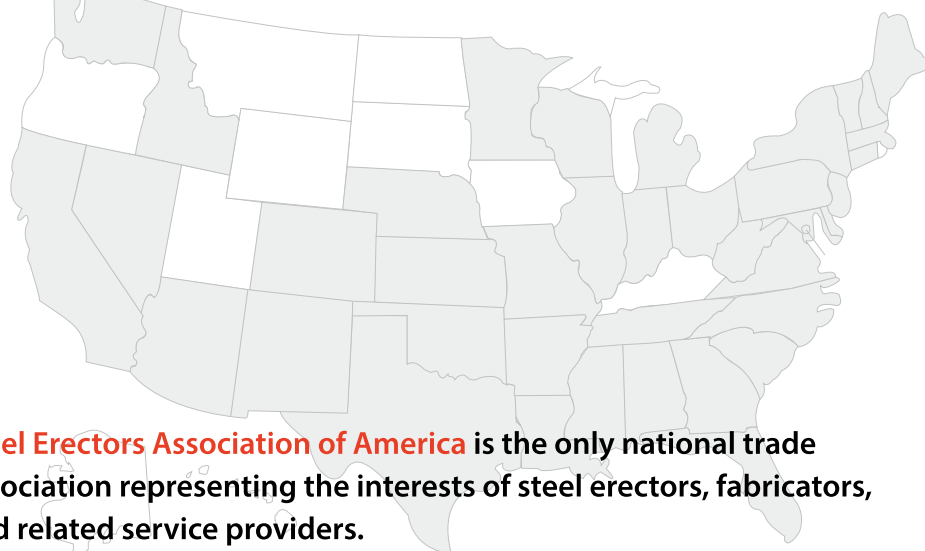
Safety Flash

Produced in cooperation with SEAA's Safety Committee, Safety Flash identifies specific work site hazards and proposes best practices for risk reduction.

Circulation

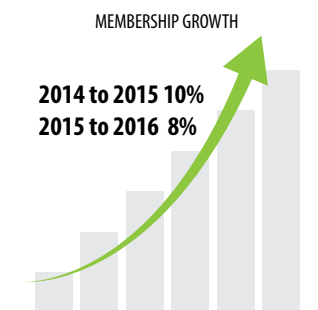
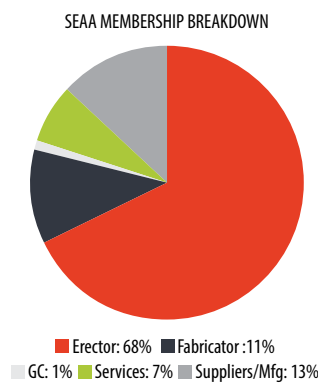
- Published 6x per year
- 339 Total
- 43.3% Open Rate
- 9.5% Click Thru Rate

TARGETED CIRCULATION: 4500



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

Connector, the official publication of SEAA, reaches both small and large steel erection contractors and fabricators working in union and open labor markets. Membership represents geographic reach to 39 States and growing.



SEAA Announces Re-Launch of Connector

New Publisher and Editor Named to Lead Sales and Content



In 2017, *Connector* will be fully re-launched, with a new look and professionally developed content and circulation management. Chris Harrison, Publisher, brings nearly 25 years of construction industry and association trade publishing experience to the publishing partnership. Utilizing proven audience development techniques and circulation growth tools, Harrison will deliver *Connector* to 4,500 managers of steel fabrication, steel erection, and general contracting firms.
ConnectorSales@seaa.net | 660-287-7660



Tracy Bennett has been named Managing Editor. Working with a team of SEAA-member subject matter experts, *Connector* will now feature both Management and Field relevant topics. She has more than 20 years of experience directing the editorial of leading construction equipment magazines. Since 2013 she has produced SEAA's electronic newsletters.
tbennett@mightymomedia.com | 816-536-7903

Connector is wholly owned by the Steel Erectors Association of America.

- Tom Underhill, Executive Director
- Josh Cilley, President
- Chris Legnon, Media Committee Chairman

SUBJECT MATTER EXPERTS:

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
Ed Valencia	Safety	Peterson Beckner Industries

SEAA Connector 2017 Display Rates

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.

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 Materials to:
 CPH Holdings, LLC
 Po Box 7568
 Columbia, Mo 65205

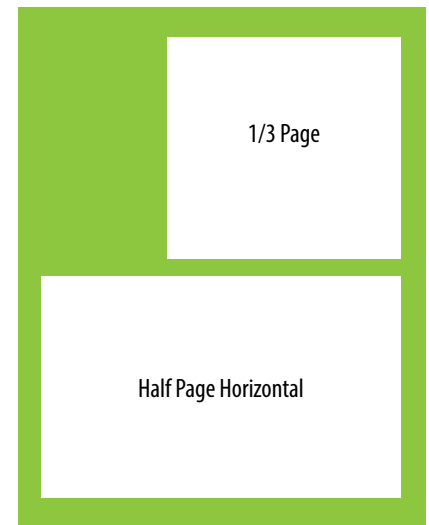
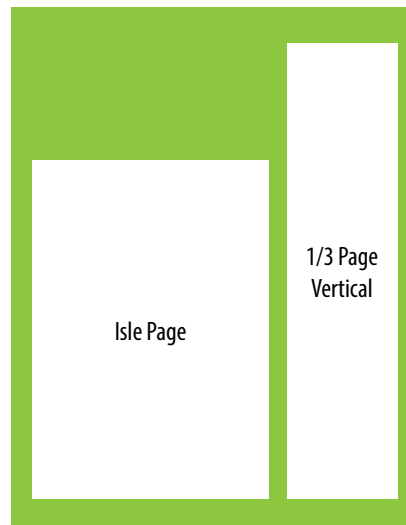
ConnectorSales@seaa.net

Direct technical graphics questions to:
 Eileen Kwiatkowski
eileen@ekaygraphics.com

SIZE	1 x	2x	3x	4x
Twp 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



Two page spread	17.5" × 10.875"
Spread with bleed	18" × 11.375"
Live area	15" × 9.875"
Full size no bleed	8.75" × 10.875"
Live area	7.5" × 9.875"
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"

