

A photograph of a modern building facade featuring a series of white cylindrical columns supporting a dark, overhanging structure. The building is reflected in a body of water in the foreground. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The text 'MTC Modern Trade Communications Inc.' is overlaid on the top left of the image.

MTC Modern Trade Communications Inc.

**Metal Architecture
Metal Building Developer
Metal Construction News
Metal Directory & Resource Guide**

2010 editorial calendar

	January	February	March	April	May	June
Cover Story	State of the Industry Report	Excellence in Architecture - Firm Strategies - Cool Envelop	Designs that Withstand Weather	Excellence in Architecture - Firm Strategies - Low & Mid-Rise	International Influence on Design	Excellence in Architecture - Firm Strategies - Design/Build
Market Feature	Federal, State & Municipal	Education - K through 12	Sports & Recreation	Retail - Multiuse Facilities	Museums, Libraries & Cultural Centers	Residential - Multifamily & Mixed Use
Market Segment Roundtable	Software	Walls Systems	Roofing	Exterior Doors	Insulation	Windows
The Drawing Board	Walls	Roofing	Energy Efficiency - Design	Entryways & Store Fronts	Roofing Solutions	Expanded, Woven & Perforated Metals
Tools for the Architect	CAD Software	Online Specification Solutions	Printers, Plotters and Plan Design	Project Management Solutions	Managing Billable Hours	Building Information Modeling
Product Focus	Interiors - Perforated, Woven & Expanded Metals	Windows & Doors	Framing	Roofing	Metal Building Systems	HVAC & Insulation
Special Section		MCA's President Award Winners	Metal Architecture Survey	AIA Show Issue		Construct 2010
SHOW COVERAGE	INTERNATIONAL BUILDER SHOW	INT'L ROOFING EXPO FRAME BUILDING EXPO		CONSTRUCT 2010	COMMERCIAL CONSTRUCTION SHOW	AMERICAN INSTITUTE OF ARCHITECTS SHOW - NEOCON

Cover Story: Each month, METAL ARCHITECTURE provides an in-depth look at a specific topic or trend within the metal architecture industry, and goes beyond the buzzwords and headlines to give our readers the most relevant, interesting and helpful information possible.

Market Feature: MA offers comprehensive research and exclusive reporting on the important issues facing architects throughout the industry, often focusing on project trends that inform our readers of new technologies and techniques that result in a high-quality, efficient business.

Market Segment Roundtable: Each month Metal Architecture spotlights a specific product or market segment, asking top industry experts for their opinions on the current and future state of their market segment and how it is affecting the metal construction industry as a whole.

Exterior Elevations: Exteriors are where first impressions are made and often provide the canvas for an architect's creative combination of form and function. Each month MA highlights an aspect of exterior metal building design, giving our readers a glimpse at the trends and challenges involved in today's market.

	July	August	September	October	November	December
Cover Story	Metal Architecture Design Awards	Excellence in Architecture - Firm Strategies - High Rise	Project Management from the Architect	Design/Build - Architectural	Annual Green Issue	Excellence in Architecture - Firm Strategies - Urban Development
Market Feature	Resorts & Hotel	Education - Colleges & Universities	Office Space - High Rise	Religious	Healthcare	Transportation
Market Segment Roundtable	Metal Building Systems	Floors & Framing	Shingles & Decorative Roofing	Ceilings & Acoustics	Wall Panels	Lighting
The Drawing Board	Cool Metal Exterior Envelops	Incorporating Multiple Materials	Composite Materials	Reflection & Heat	Snow Protection	Perforated, Woven & Expanded for Exteriors - Daylighting
Tools for the Architect	Computer Applications	PDA - Mobile Communications	Internet Search Directory	Staff Assignments & Management Tools	Continuing Education Directory	Bid and Estimating Software
Product Focus	Exterior Walls & Panels	Curtainwalls	Perforated, Woven & Expanded Metals	Lighting	Sustainable Materials	Solar & Photovoltaics
Special Section					Greenbuild	
SHOW COVERAGE	PACIFIC COAST BUILDERS CONFERENCE		AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS	TRADITIONAL BUILDING SHOW - TEXAS SOCIETY OF ARCHITECTS	GREENBUILD BOSTON HEALTHCARE DESIGN SHOW	CONSTRUCT CANADA

Tools for the Architect: Architects utilize a specific set of tools to properly execute their jobs. Every month METAL ARCHITECTURE will provide a detailed snapshot of a particular type of apparatus and show how the newest technologies can assist on even the toughest projects.

Product Focus: Find the latest product offerings within a specific market segment and learn the benefits in various applications.

Special Section: From time to time, METAL ARCHITECTURE will provide bonus editorial coverage of special events, giving our readers an insider's perspective on what's happening within the metal construction industry.

Regular Departments:

Arch-Tec: This must-read section delivers the technical details and specifications of how a project was created and what products went into the final structure.

Enviro-Metal: Metal remains a sustainable alternative to traditional materials, and Enviro-Metal highlights those projects that pay particular attention to lifecycle costing, LEED points and energy efficiency thanks to the use of metal.

Industry News: This is the place where those in-the-know turn for the most up-to-date news briefs, event listings and industry happenings that shape the metal construction and architecture industry.

Top Honors: Unique metal projects that creatively use metal to make a statement and deserve special attention.

Where suppliers are selected

Market Coverage—The Metal Directory & Resource Guide is the largest and most comprehensive list of manufacturers and suppliers, in print and online to the metal construction industry. If a contractor, specifier or building owner needs to find a product or supplier, The Directory & Resource Guide is the first place they look.

Manufacturers & Suppliers Listings—Every metal product and manufacturer is listed to guarantee when a decision is made, they are there. The Metal Directory & Resource Guide is updated annually to insure the most up-to-date information including: phone number, web address, contacts and products can all be found in one place.

Product-to-Supplier Cross Reference—Users often know what product they want, they just aren't sure which manufacturers carries what product. In the Product-to-Supplier Cross Reference Index it's easy to find the entire list of product manufacturers for each product.

Industry Associations—This comprehensive list of associations affiliated with metal and commercial construction helps users find the resources available to the industry for continuing education, governmental lobbying efforts and changing municipal and building codes throughout the U.S. and Canada.

New in 2010! Hot Fifty—The Fastest Growing Contracting Firms in the U.S.—Which contractors are growing in today's market is important information for manufacturers and builders. This new listing showcases the fastest growing contracting firms and how to get in touch with them.

New in 2010! Top 100 Contracting Firms—Who are the largest and best contracting firms in the U.S. and Canada? What sub-contractors specialize in metal framing, wall panel and roofing installations? The Top 100 Contracting Firms lists all the contracting firms, their specialties and how to contact them.

New in 2010! Top 100 A/E Firms—Who are the largest and best architectural & engineering firms in the U.S. and Canada? Which A/E firms specialize in metal construction projects and have a working knowledge of metal roofing and wall panel solutions? This list separates the firms that know metal construction from the firms specializing in interiors and design.

Advertising Opportunities in The Metal Directory & Resource Guide

Logos—Place your logo next to your listing to call attention to your company. These low-cost, high-impact logos create interest in your business.

Corporate Profiles—½ page, 4-color profiles provide buyers with additional information about your company before a decision is made.

Source Guide—¼ page, 4-color special section ads show your products and drive sales leads all year long.

ROP Brand Advertising—Run your advertising close to your listing to create awareness, drive brand loyalty and develop sales leads throughout the year.

Metal Directory & Resource Guide

Plus:

- Market Trends—contractor, architect & building owner/facility manager surveys
- Award Winners
- Illustrated Source Guide

BEHLEN BUILDING SYSTEMS

Behlen Building Systems

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Advertising rates

2010 Ad Materials Deadlines

Promotional opportunities

2010 4-Color Advertising Rates

	1X	6X	12X	24X	30X
Tab Page	8,000	7,600	7,200	6,975	6,800
2/3 Page	7,200	6,850	6,500	6,275	5,975
1/2 Page	5,200	4,950	4,700	4,475	4,250
1/3 Page	3,600	3,250	3,225	3,075	2,950
2/9th Page	2,400	2,275	2,150	2,050	1,950
1/9th Page	1,600	1,520	1,440	1,395	1,360
Full Page Spread	12,800	12,160	11,520	11,160	10,880
1/2 Page Spread	8,320	7,920	7,520	7,160	6,800
Tab Wrap	8,400	7,980	7,581	7,202	6,842
Product Showcase	500	475	400	375	350

Mechanical specifications

Ad Size Specifications

	WIDTH	DEPTH
Magazine Trim Size	10.375"	13.00"
Full Page Tabloid Bleed	10.375"	13.00"
Spread	19.50"	11.75"
Spread Bleed	20.75"	13.00"
1/2 Page Spread	19.50"	5.75"
1/2 Page Spread Bleed	20.75"	6.375"
2/3 Vertical	6.00"	11.75"
2/3 Vertical Bleed	6.625"	13.00"
1/2 Vertical	4.4375"	11.75"
1/2 Vertical Bleed	5.0625"	13.00"
1/2 Horizontal	9.125"	5.75"
1/2 Horizontal Bleed	10.375"	6.375"
1/3 Square	6.00"	5.75"
1/3 Square Bleed	6.625"	6.375"
1/3 Vertical	2.875"	11.75"
1/3 Vertical Bleed	3.50"	13.00"
2/9 Vertical (Double Lit)	2.875"	7.75"
2/9 Horizontal (Double Lit)	6.00"	3.75"
1/9 Product Lit	2.875"	3.75"

JULY ISSUES

MCN July ad materials due June 7th

MA July ad materials due June 14th

AUGUST ISSUES

MCN August ad materials due July 5

MA August ad materials due July 12th

MBD July/August ad materials due July 26

SEPTEMBER ISSUES

MCN September ad materials due August 9th

Postcards due August 16

MA September ad materials due August 16th

OCTOBER ISSUES

MCN October ad materials due September 6th

MA October ad materials due September 13th

MBD Sept/Oct ad materials due September 20th

NOVEMBER ISSUES

MCN November ad materials due Oct 4th

MA November ad materials due Oct 11th

DECEMBER ISSUES

MCN December ad materials due Nov 8th

MA December ad materials due Nov 15th

MBD Nov/Dec ad materials due Nov. 22nd

Premium Positions

Outside Back Cover: +15%

Inside Front Cover: +15%

Inside Back Cover: +10%

Center Spread: Earned Rate +10%

Other Special Positions: +10%

Call 1-800-765-5440

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Electronic Media

Modern Trade Communications hosts individual websites targeting Architects, Contractors and Owners tied to their respective publications and the most comprehensive Metal Directory in the industry. A large and comprehensive e-mail list for each audience can be rented with approval and customized e-newsletters and other products.

Electronic Product Offerings:

- Banner & button advertising
- Home page
- Product specific
- Streaming video hosting
- E-mail newsletters
- Monthly sponsorships w/ content supplied by the Editor
- Proprietary customized e-newsletters
- Facebook, twitter and tweet advertising and sponsorships
- METALCONNECT – monthly e-mail sponsorship to entire e-mail file

Contact your Regional Sales Manager for pricing and solutions

Direct Response Post Card Mailings

Put your message into the hands of 55,000 decision-makers and allow them to respond directly to you! These low-cost sales lead generation post cards cost pennies per contact and are an effective way to present new products or remind buyers where to look when making a purchasing decision.

Rates:

- Jumbo 4-color post card - \$2,500 per card
- 25% discount for multiple cards per mailing

Product Showcase Advertising

1/8th Page 4-color product advertising provide buyers with solutions.

Rates:

- 1 – 5X = \$450 per ad
- 6 – 12X = \$300 per ad

Business Card Advertising

Want to reach decision-makers and put your business card in front of them? Architectural and contracting firms wanting to reach owners, developers and facility managers who commission new and retrofit construction can purchase business card ads in any MTC publication for only \$200 per issue!

Rates:

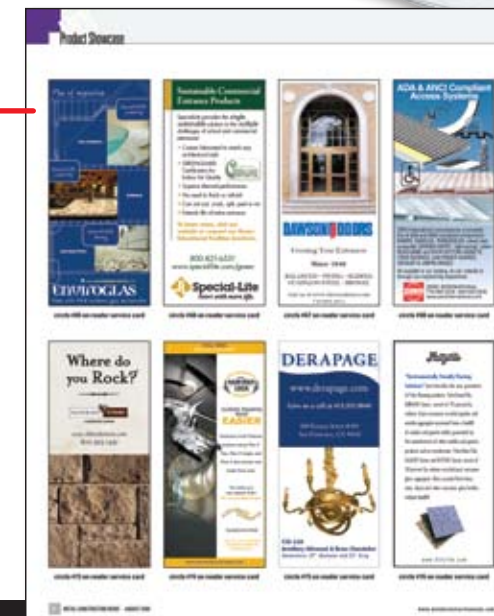
- 1X = \$200
- 6X = \$1,000
- 12X = \$2,000

Classified Advertising

Used equipment, employment, and services use MTC classified to get action.

Rates:

- \$110 per column inch – B/W
- \$145 per column inch – 4-Color
- Up to 5 column inches per page



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