

A photograph of a modern building facade featuring a series of white cylindrical columns supporting a dark, overhanging upper level. 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 Metal Construction Industry	Agricultural Applications	Top Metal Contractors	Capital Spending: Buy vs. Rent	Top 100 Builders	MCN 30th Anniversary Special
Feature Editorial	Healthcare	Residential Trends - Multifamily	Costal Construction	Success in Any Economy	Prisons & Penitentiaries	**Who's Who in Metal Construction
Expanding Your Business	Snow Retention & Rooftop Accessories	Software & Online Hosted Solutions-Project Mgmt.	Curved Framing Solutions	Trucks, Booms & Lifts	Fasteners, Tapes & Sealants	**Profiles of Industry Leaders
Market Segment Roundtable	Exterior Doors	Building Wraps & Insulation	Pre-Engineered Buildings	Framing	Interior Doors	**A Year-by-Year Retrospective
Roofing Feature	Re-Roofing	Standing Metal Seam	Low-Slope Roofs	Bidding Roof Projects	Roofing Supplier Roundtable	**MCN Award Winners & Top Project per Decade
Wall Panel Feature	Natural Metal Panels	Composite Panels	Insulated Wall Panels	Incorporating Glass Wall & Wall Panels	Wall Installation Solutions	Regular Editorial:
Metal Building Systems						*Code & Building Regulations
Project Focus	Sports & Recreation	Healthcare	Retail	Education	Residential	*New Trends in Roofing & Insulation
Industry Innovations	Windows, Atriums & Skylights	Solar & Photovoltaics	Interiors: Ceilings & Floors	Green & Sustainable	Mixed-use: Residential & Retail	*Zinc & Copper Wall Panels
Special Section		MCN's Contractor Survey				*Decorative Roofing
SHOW COVERAGE		INT'L ROOFING EXPO FRAME BUILDING EXPO		CONSTRUCT 2010	COMMERCIAL CONSTRUCTION SHOW	WESTERN STATES ROOFING SHOW

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

Feature Editorial: In addition to the Cover Story, MCN offers comprehensive research and exclusive reporting on the important issues facing contractors and suppliers 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.

Expanding Your Business: Running a contracting business is hand-to-hand combat in today's marketplace. This section is the place where those in the field turn for no-nonsense answers to what is working across the industry. From project

management software to financing an expanding business, the industry finds the solutions here.

Market Segment Roundtable: Each month MCN 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.

Roofing Feature: We realize that roofing is one of the most important and profitable areas of metal construction, so each month we highlight an aspect of metal roofing designed to give our readers a glimpse at the trends and challenges involved in today's roofing market.

Wall Panel Feature: The other main part of the metal building envelope is the wall, and our monthly look at walls, wall panels

	July	August	September	October	November	December
Cover Story	Top Metal Roofers	Education, Training & Skilled Workers	Metal in Disguise	METALCON Show Issue	Annual Green Issue	MCN Awards for Roofing, Walls & Buildings
Feature Editorial	Interior Trends	Government & Military Buildings	Resorts & Hospitality Trends	Eco-Issues: Water, Paints & Energy	Technology & Innovation Showcase	Insurance & Liability
Expanding Your Business	Door Hardware & Accessories	Storefronts & Entryways	Framing	Metal Buildings	Ceiling & Floor Solutions	Supplier Relations - Preferred Pricing
Market Segment Roundtable	HVAC & Insulation	Framing	Aluminum Panels	Windows	Snow Retention	Shingles & Decorative Roofing
Roofing Feature	Metal Shake & Shingle Solutions	Incorporating Skylights, Atriums & Day Lighting	Roofing Contractor Round Table	Roof Screens & Decks	Roofing Accessories	Snowguards
Wall Panel Feature	Moisture Prevention & Drainage	Retrofitting with Metal Alternatives	Wall Screens & Day Lighting	Expanded, Perforated & Mesh	Incorporating Soffit, Fascia & Gutters	Energy Efficiency in Exterior Panels
Metal Building Systems	Incorporating Photovoltaics	Exterior Finishes	Building Envelope Designs	Customization Options	Green Buildings	Winter Weatherproofing
Project Focus	Agriculture & Self-Storage	Office & Mixed Use	Hotels & Resorts	Transportation	Sustainable & Adaptive Reuse	Religious
Industry Innovations	Hangars	Insulated & Composite Panels	Safety & Fall Protection	Roofing	Natural Metal Products	Wall Systems
Special Section			METALCON Preview	METALCON	Greenbuild	
SHOW COVERAGE	FLORIDA ROOFING SHOW	MCA SEMI-ANNUAL REPORT		METALCON	GREENBUILD	CONSTRUCT CANADA

and wall systems will provide a detailed view of the market from every angle.

Project Focus: MCN is the only magazine that highlights projects in large photo montages, where you can see the materials used and the entire project is showcased. These projects list the contributing suppliers, architects and contracting firms.

Special Section: From time to time, METAL CONSTRUCTION NEWS 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:

Eco-Effects: Metal remains a sustainable alternative to traditional materials, and Eco-Effects highlights those projects that pay particu-

lar attention to lifecycle costing, LEED points and energy efficiency.

Editor's Pick: Unique metal projects that deserve special attention.

Industry Innovations: Unique in the industry, Industry Innovations not only provides descriptions and photos of new products, but also delivers why and how the product is innovative.

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 industry.

Legally Speaking: Advice from experts on legal considerations that could otherwise devastate a contracting firm.

Tech-Talk: Installation practices, building code changes, construction-related problems and industry advancements.

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.

Industry Associations

Aluminum Anodizers Council
1000 N. Reed Road, Suite 214
Waukegan, IL 60084-3102
(847) 526-2019
Fax: (847) 526-2883
www.aanodizing.org

Represents interests of aluminum anodizers worldwide and is a principal trade organization for the anodizing industry in North America.

Aluminum Association Inc.
1525 Wilson Blvd., Suite 803
Arlington, VA 22209
(703) 386-2900
Fax: (703) 356-2864
info@aia.org
www.aluminum.org

Mike Skilling, Vice President, Technology
Pete Polak, Manager, Product Standards & Electrical Services

Educational information regarding aluminum product standards, structural design, installation and maintenance for wall, wall cladding, roofing, deckwork, structural profiles, hardware and tool-based solution application.

Aluminum Extruders Council
1000 N. Reed Road, Suite 214
Waukegan, IL 60084
(847) 526-2019
Fax: (847) 526-2883
aee@aia.org
www.aee.org

Ronald A. Babbitt, C.A.E., President

International association dedicated to help manufacturers, engineers, architects and to discover other aluminum extrusion in the formed material process for better product.

American Architectural Manufacturers Association
1027 Wacker Drive, Suite 200
Schaumburg, IL 60193
(847) 302-5604
Fax: (847) 302-5774
www.aamap.org
Rob Walker, President & CEO

Source for performance standards, product certification and educational programs for the aluminum industry.

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American Galvanizers Association
6881 S. Holly Circle, Suite 300
Crownpoint, CO 80112
(720) 954-0900
(970) 469-7730
Fax: (720) 954-0908
agap@galvalume.org
www.galvalume.org

Publishes a variety of literature regarding aspects of after fabrication hot dip galvanizing in order to assist specifiers and construction professionals in the understanding of galvanizing for corrosion prevention.

American Institute of Architects
1735 New York Ave. NW
Washington, DC 20005-2092
(800) AIA-3037
Fax: (202) 462-7547
info@aia.org
www.aia.org

Professional membership association for licensed architects, emerging professional and partners.

American Institute of Steel Construction
1 E. Wacker Drive, Suite 206
Chicago, IL 60601
(312) 851-3000
www.aisc.org

Manufactures coil coatings, including aluminized, PVDF, polyurethane, epoxy urethane systems for exterior and interior applications.

Bedford Reinforced Plastics
254 Remondelle Road
Bedford, PA 15522
(814) 623-8126
Fax: (814) 623-4132
www.bedfordplastics.com

Fiber-reinforced polypropylene products.

Benjamin Udvyko Inc.
400 Babylon Road, Suite A
Horseshoe, PA 19044-1213
(215) 672-7290
Fax: (215) 672-3731
info@benjaminudvyko.com
www.benjaminudvyko.com

Residential building products include roof ridge vents, underlayment for wood roofing that optimizes airflow between deck and shingles, and a rafter/beam system component.

Berger Building Products
805 Pennsylvania Blvd.
Keweenaw, PA 19153
(215) 305-1296
Fax: (215) 355-7738
info@bergerbpc.com
www.bergerbpc.com

Variety of steel buildings for a range of custom-designed projects. Maintains certification through the AISC and ISO 9001.

Behlen Industries
2200 S. Service Road
Burlington, Ontario L7R 3L5
Canada
1(855) 637-8984
info@behlen.ca
www.behlen.ca

Designs, manufactures, and supplies building and storage systems for institutional, commercial, industrial, recreational and agricultural markets.

Best Manufacturing Group Inc.
100 Park Drive
Troy, MI 48063
(248) 555-0980
Fax: (248) 555-8134
greg@bestmfg.com
www.bestmfg.com

Manufactures indirect, direct, indirect and direct metal halide light fixtures.

Best Manufacturing Group Inc.
2000 N.E. 12th Ave., Suite A
PO Box 823250
Vancouver, WA 98682
(360) 696-7257
Fax: (360) 696-7257
bestmfg@bestmfg.com
www.bestmfg.com

Provides a patented natural stone-coated finish in various colors blended to meet manufacturers' products.

Best Roofing Systems Inc.
P.O. Box 14514
Chickasha, OK 73113
(405) 752-2293
Fax: (405) 752-1183
metal@bestroof.com

Produces a metal roof retrofit system, incorporating a reinforced tar/epoxy resin, a patented metal fastener dome and cover pad, and high solids elastomeric coating system.

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400 Babylon Road, Suite A
Horseshoe, PA 19044-1213
(215) 672-7290
Fax: (215) 672-3731
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(360) 696-7257
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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

Modern Trade Communications Inc.
7450 N. Skokie Blvd., Skokie, IL 60077
Phone 847.674.2200 Fax: 847.674.3676
www.moderntrade.com

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:

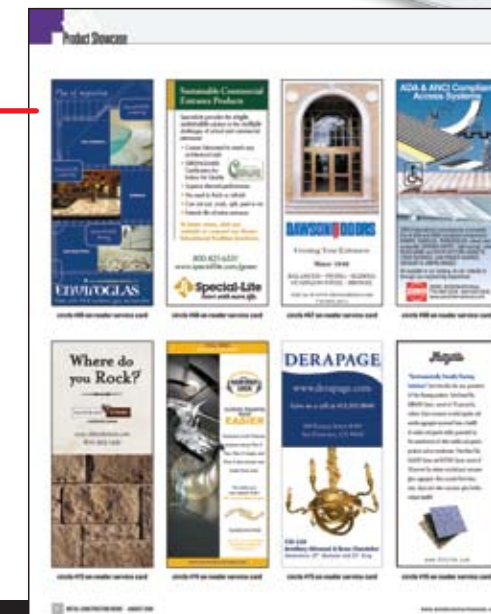
- 1X = \$200
- 6X = \$1,000
- 12X = \$2,000

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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