

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 Annual Report	Safety & Security	LifesCycle Costing
Owner/Developer Feature	Hotels & Resorts	Healthcare	Community Centers - Sports & Recreation
Money Matters	Credit Markets	Pre-Engineered Metal Buildings	Project Liability - Insurance Coverage
Land & Legal Issues	Urban Redevelopment Planning	Land Acquisition & Municipal Codes	Restoration & Planning
Product Segment Roundtable	Roofing	Walls	Framing & Structural
Building Plans	Metal Building Systems - Retail	Metal Building Systems - Transportation	Metal Building Systems - Education
Special Section	Owner, Facility Manager Survey		
SHOW COVERAGE	MCA ANNUAL MEETING INTERNATIONAL ROOFING EXPO		BUILDING OWNERS MANAGEMENT ASSOCIATION - BOMA

Cover Story: Each month, METAL BUILDING DEVELOPER 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.

Owner/Developer Feature: METAL BUILDING DEVELOPER offers comprehensive research and exclusive reporting on the important issues facing owners and operators throughout the industry, often focusing on trends that inform our readers of the advantages inherent in metal construction.

Money Matters: Financial issues are near the top of the priority list for most owners and developers, and each issue of MBD will deliver editorial specifically addressing the economic issues and challenges facing our readers, with insight and answers provided by the industry experts.

Land & Legal Matters: Covering everything from land acquisition and restoration issues to important legal considerations, MBD's exclusive reporting brings the knowledge of the industry authorities straight to our readers.

	July – August	September – October	November – December
Cover Story	Finding the Right A/E/C Firms	Trends in Financing	Mixed-use: Residential & Retail
Owner/Developer Feature	Office/Retail/Mixed Use	Educational	Residential
Money Matters	Financing - Tight Credit Markets	Tax Credit Strategies	Budget Planning & Project Management Software Solutions
Land & Legal Issues	Renovation, Rehab & Restoration	Municipal Codes & Community Standards	Managing the Design & Contracting Firms
Product Segment Roundtable	Doors & Windows	Insulation & Energy Savings	Ceilings & Floors
Building Plans	Metal Building Systems - Healthcare	Metal Building Systems - Governmental	Pre-Engineered Solutions
Special Section	Regional Top Firm Directory - Architects, Engineers & Contractors	Top Construction Insurance Companies	GREENBUILD
SHOW COVERAGE	FLORIDA ROOFING SHOW	METALCON INTERNATIONAL FACILITIES MANAGEMENT SHOW	GREENBUILD CONSTRUCT CANADA

Product Segment Roundtable: Each month MBD 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.

Building Plans: Every metal building and facility begins with a plan, and each issue of MBD will highlight some of the more successful building plans that have been customized for specific applications.

Special Section: METAL BUILDING DEVELOPER 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:

Green Scene: Metal remains a sustainable alternative to traditional materials, and Green Scene highlights those projects that pay particular attention to lifecycle costing, LEED points and energy efficiency.

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.

Mastering Metal: Experts provide advice on technical issues, industry trends and answer the important questions about metal construction and the associated benefits.

Product Spotlight: Find the latest product offerings from the industry and learn the benefits in specific applications.

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

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Design, manufacture, and supply building and storage systems for institutional, commercial, industrial, recreational and agricultural markets.

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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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