

STRUCTURE[®] magazine

STRUCTURE[®] magazine is the premier vehicle to promote your products or services to structural engineers, providing exceptional value for your advertising dollars. Your advertisement will connect with designers, constructors, project managers, business owners, detailers, fabricators...and more!

As a joint publication of NCSEA, SEI, and CASE, STRUCTURE communicates with every member of the leading structural engineering associations in the United States. Add to that complimentary copies sent to detailers, fabricators and other non-engineers, and bonus copies delivered to major shows across the country. Domestic circulation is over 33,000 readers strong! And, international members view the magazine online!

STRUCTURE is the practicing structural engineer's source for information on materials, methods, design and analysis techniques and tools, research, building construction and innovation. STRUCTURE includes information on all construction materials (concrete, steel, wood and masonry) and all types of buildings, bridges and special/unique structures...hands-on information that readers refer to time and again.

Editorial content in STRUCTURE includes detailed discussions on unique structural solutions, project overviews, technical updates and in-depth code reviews...all designed to keep structural engineers informed and up-to-date on the state of the industry and the profession. Regular editorial features include news and information from NCSEA, SEI and CASE; articles on legal issues, loss prevention and business practice; highlights of award winning projects and outstanding structural engineers.

STRUCTURE is the leading structural engineering publication, and the only magazine with an audience comprised entirely of structural engineers — more than 99% of distribution. No other publication has that credibility!

National Council of Structural Engineers Associations



645 N. Michigan Ave., Suite 540
Chicago, IL 60611
P: (312) 649-4600
F: (312) 649-5840
www.ncsea.com

Structural Engineering Institute



1801 Alexander Bell Drive
Reston, VA 20191-4400
P: (703) 295-6360
F: (703) 295-6099
www.seinstitute.org

Council of American Structural Engineers



1015 15th Street NW, 8th Floor
Washington D.C. 20005
P: (202) 347-7474
F: (202) 842-2436
www.acec.org/case/CASE.htm

Marketing Opportunities

e-STRUCTURE[®]

Interactive, multi-media advertising as part of the online digital version of STRUCTURE[®] magazine.

Trade Show in Print

STRUCTURE[®] magazine's definitive buyers' guide for the practicing structural engineer.

Inserts, Tip-Ins, Polybags and Advertorials

Please consult your ad representative for options.

Online Banner Advertisements

Banner ads appear on the Home, Current Issue or Archive pages of STRUCTURE's premier website. *Banner ads are reserved for print advertisers only.*

Classified Advertisements

Classified ads, professionals wanted, project assistance, etc. Includes posting on the STRUCTURE website for the issue month.

Standard Insertions

See mechanical requirements and advertising rates.

The Advertiser agrees that modifications or termination of the insertion order will result in adherence to the price that is quoted on the STRUCTURE Rate Card. An invoice will be sent upon publication of the ad in the magazine. Payment for all advertising is due upon receipt of the invoice. Accounts past due over 60 days are subject to 1½% per month service charge. Advertiser agrees to pay all costs associated with the collection of delinquent accounts.

Special Color Information:

The CMYK percentage breakdown must be provided if a particular color needs to be achieved.

All advertising is subject to STRUCTURE magazine's guidelines, a copy of which is provided with all signed contracts and/or by contacting the Publisher at publisher@STRUCTUREmag.org

Send All Advertising Materials To:

 C³ Ink
Publisher, STRUCTURE[®] magazine
148 Vine Street
Reedsburg, WI 53959
P: (608) 524-1397
F: (608) 524-4432
Email: graphics@STRUCTUREmag.org



Designed and Published by C³ Ink

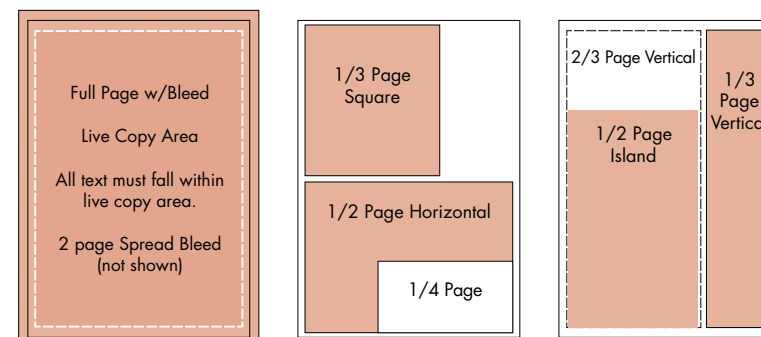
Mechanical Requirements

Publication Trim Size: Perfect Bound, 8 3/8" x 10 7/8"
Body Stock is 60# Cover is 80#, UV-Coated

Standard Unit Sizes Width x Height (in)

Spread (bleed)	17 1/4 x 11 3/8
Full Page (bleed)	8 7/8 x 11 3/8 (live copy area 7 1/2 x 10 1/4)
2/3 Page Vertical	5 x 10
1/2 Page Horizontal	7 1/2 x 4 3/4
1/2 Page Island	5 x 7 1/2
1/3 Page Square	5 x 4 3/4
1/3 Page Vertical	2 3/8 x 10
1/4 Page	5 x 3 1/2

All live copy must be kept 5/16" from trim edge top and bottom, 7/16" from trim edge left and right.



Acceptable Digital File Formats:

High resolution PDF (300 DPI or higher) with embedded links, including screen and printer fonts and graphics

Native files (Photoshop, Illustrator, InDesign)

Accepted Storage Mediums:

CD-ROM, DVD; MAC files are acceptable but all storage media must be formatted for use on a PC

FTP Site Submission:

Contact graphics@STRUCTUREmag.org for detailed information and ad submission instructions

All ads must be supplied in a digital format. Advertisers will be charged for all work required to convert supplied advertising materials to the publisher's requirements.

All ad submissions must be accompanied by a hard copy color proof.

For detailed ad specs visit the STRUCTURE[®] website www.STRUCTUREmag.org

STRUCTURE[®]

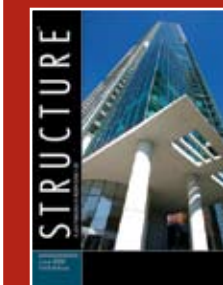
A Joint Publication of NCSEA | CASE | SEI



2009 Media Resource Kit



Advertising Information and Editorial Calendar



Advertising Sales Offices

Eastern Ad Sales
Chuck Minor
PO Box 207
Algonquin, IL 60102
P: 847-854-1666
F: 847-854-1672

Western Ad Sales
Dick Railton
41719 Niblick Road
Temecula, CA 92591
P: 951-587-2982
F: 951-587-3982

sales@STRUCTUREmag.org

2009 Editorial Calendar

2009 Advertising Rates

THEME	COVER STORY	STRUCTURAL INSIGHTS	TECHNICAL ARTICLES	AWARDS	RESOURCE GUIDE	ISSUE	SHOW/BONUS COPIES
CONCRETE	Concrete High Rises	Hollow Structural Brick	High Strength Rebar in Seismic Applications; Architectural Concrete Finishes; ASCE Blast Standard	Wood Industry Award Winner	Anchor Updates	JAN	NCSEA Winter Institute International Builders' Show
STEEL	Steel High Rises	Welded Rebar Grids	Direct Tension Indicators; Structural Uses of Stainless Steel; Architecturally Exposed Structural Steel	NCSEA Award Winner	Bridge Guide: Firms, Suppliers, Coatings & Software	FEB	World of Concrete
EASTERN U.S. CONSTRUCTION	New York Projects	Fiber Reinforced Concrete	Tower Cranes; Construction Failures; Engineered Wood Products	CASE Award Winner	Software Updates	MAR	ACI Infrastructure - Concrete Practice & Placement Wood Solutions Fair
CONCRETE	Insulating Concrete Forms	Beam Cambering Practices	Admixtures; Adhesive Anchors; Progressive Collapse	NCSEA Award Winner	Engineered Wood Products Guide	APR	ACEC Annual Conference 2009 Structures Congress AIA Conference & Expo AISC / NASCC
MASONRY	Tall Masonry Walls	Structural Glass	Simplified Design of Masonry Buildings; Façade Engineering; Wind Design	Masonry Industry Award Winner	Steel & Cold Formed Steel Guide: Suppliers, Firms, Coatings & Software	MAY	EcoBuild Conference
TALL BUILDINGS/HIGH RISE	World's Tallest Buildings	Arched Glulams	Structural Dynamics; Nonstructural Components; High-Performance Concrete	NCSEA Award Winner	Tall Buildings Guide	JUNE	International Bridge Conference
CONCRETE	Concrete Tanks	Structural Castings	Vibrations in Concrete Buildings; Pros and Cons of Pozzolans; Effective Shear Walls	Pre-Cast Industry Award Winner	Pre-Cast Concrete Guide	JULY	Visit www.STRUCTUREmag.org for upcoming events and shows
LIGHT FRAME BUILDINGS	Sustainable Design	Vehicle Barriers	Impact of 2006 & 2009 IBC; Seismic Light Frame Design; Perforated Shear Walls	NCSEA Award Winner	Software Guide	AUG	Visit www.STRUCTUREmag.org for upcoming events and shows
WESTERN U.S. CONSTRUCTION	Las Vegas Projects	Fiberglass Framing	SCC Retrofits; Structural Forensics; Base Isolation Systems	SEI Award Winner	Anchor Guide	SEPT	PCI Conference & Expo
STRUCTURE® magazine's "Trade Show in Print"...a definitive buyers' guide for the practicing structural engineer							
BRIDGES	Unusual Bridges	Building Information Modeling	Accelerated Bridge Construction; Long-Term Bridge Program; Aircraft Bridges	NCSEA Award Winner	No Guide Currently Scheduled	OCT	NCSEA Annual Conference ACEC Fall Conference
STEEL	Airport Terminals	Post-Tensioned Concrete	Tank Design; Seismic Design; Stadiums and Arenas	Steel Industry Award Winner	Software Updates	NOV	ACI Spirit of Concrete ASCE Annual Conference Greenbuild International Conference & Expo
SOILS & FOUNDATIONS	Deep Foundations	Coating Systems	Seismic Soil-Structure Interaction; Tunnels; Demolition Techniques	2009 NCSEA Project Awards Announcement	Earth Retention Structures Guide	DEC	EcoBuild Conference

10% premium for ROP preferred positions

STRUCTURE'S rates are on a per issue basis for a 12-month period. All rates are **NET**.

Covers (4-Color)		
	Inside Front/Back	Back
1x	\$4,675	\$5,625
6x	\$4,100	\$5,095
12x	\$3,750	\$4,990

Trade Show in Print

A comprehensive buyers' resource for structural engineers.

Anchors
Bridge Resources
Concrete
Foundations
Masonry
Retaining Walls
Steel
Cold Formed Steel
Software
Wood Products
Engineering Firms and Design/Construction Firms

1 x Rate	b&w	2 Color	4 Color
Spread	\$4,305	\$6,185	\$7,195
Full Page	\$2,670	\$2,890	\$4,140
2/3 Page	\$2,135	\$2,395	\$3,755
1/2 Island	\$1,890	\$2,135	\$3,165
1/2 Horiz.	\$1,380	\$1,660	\$2,835
1/3 Page	\$1,200	\$1,445	\$2,470
1/4 Page	\$ 960	\$1,145	\$1,430
6 x Rate	b&w	2 Color	4 Color
Spread	\$3,920	\$5,755	\$6,385
Full Page	\$2,365	\$2,640	\$3,755
2/3 Page	\$1,870	\$2,115	\$3,495
1/2 Island	\$1,705	\$2,020	\$2,930
1/2 Horiz.	\$1,285	\$1,545	\$2,640
1/3 Page	\$1,065	\$1,325	\$2,280
1/4 Page	\$ 865	\$1,030	\$1,295
12 x Rate	b&w	2 Color	4 Color
Spread	\$3,585	\$5,385	\$6,195
Full Page	\$2,205	\$2,450	\$3,495
2/3 Page	\$1,860	\$2,075	\$3,130
1/2 Island	\$1,650	\$1,830	\$2,690
1/2 Horiz.	\$1,200	\$1,445	\$2,470
1/3 Page	\$1,040	\$1,190	\$2,165
1/4 Page	\$ 820	\$ 980	\$1,230

PMS ads billed at 4-color rate + \$250

In general, sales close on the 1st of the month prior to the issue month. Materials are due on the 5th of the month prior to the issue month.

Classified Ads

1 column-inch - \$210
2 column-inch - \$375
3 column-inch - \$525
with Logo - add \$40

Online Banner Advertisements

Home Page - \$600/mo
Current Issue Page - \$500/mo
Archive Page - \$400/mo

Inserts, Tip-Ins, Polybags and Advertorials

Please contact your ad representative for special pricing.

Circulation Data (based on July, 2008 issue)

Domestic: 31,453 (unduplicated); Breakdown of Structural Engineers, by State:

AL.....293	FL.....1,448	LA.....429	NE.....209	OK.....362	VT.....92
AK.....91	GA.....631	ME.....203	NV.....248	OR.....742	VA.....724
AZ.....530	HI.....237	MD.....572	NH.....229	PA.....1,174	WA.....1,382
AR.....133	ID.....207	MA.....697	NJ.....779	RI.....91	WV.....110
CA.....6,541	IL.....1,316	MI.....524	NM.....181	SC.....358	WI.....392
CO.....769	IN.....400	MN.....413	NY.....1,514	SD.....46	WY.....31
CT.....390	IA.....210	MS.....116	NC.....581	TN.....522	
DE.....63	KS.....383	MO.....599	ND.....33	TX.....1,977	
DC.....71	KY.....194	MT.....102	OH.....685	UT.....410	

Structural Engineers: 30,434; Detailers, Fabricators, Erectors, Other: 1,019

Sign up for Resource Guides Online!

All 2009 Guides reservation forms are available at www.STRUCTUREmag.org/guides.aspx
Reserve your space today!

Circulation Data

e-STRUCTURE®

New for 2009! Interactive, multi-media advertising with STRUCTURE magazine's digital publication including sound, animation, podcasts, video and hotlinks.

sales@STRUCTUREmag.org