

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, business practice and sustainability; 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

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

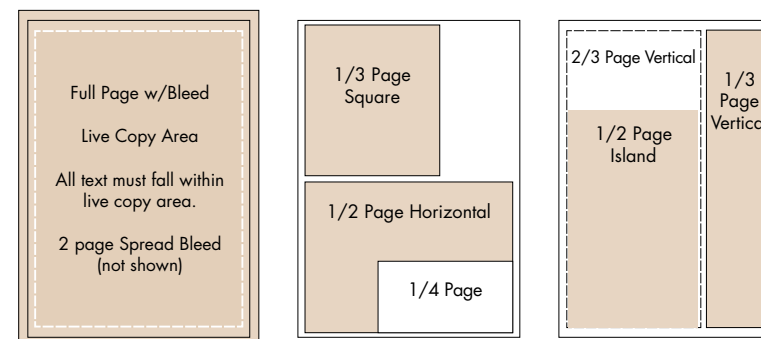
Mechanical Requirements

Publication Trim Size: 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[®]

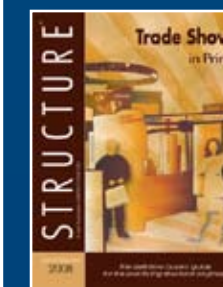
A Joint Publication of NCSEA | CASE | SEI



2010 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

2010 Editorial Calendar

2010 Advertising Rates

THEME	COVER STORY	STRUCTURAL INSIGHTS	TECHNICAL ARTICLES	AWARDS	RESOURCE GUIDE	ISSUE	SHOW/BONUS COPIES
CONCRETE	High Strength Concrete	Active Dampers	Corrosion Resistant Reinforcement; Cold Weather Concreting; PT Slabs on Grade	Wood Industry Award Winner	Anchor Updates	JAN	International Builders' Show
STEEL	Steel Plate Shear Walls	Soil/Cement Slurry	Column Base Plates; Connection Design Responsibility; Steel Bridges	NCSEA Award Winner	Bridge Guide: Firms, Suppliers, Coatings & Software	FEB	World of Concrete
MULTIHAZARD DESIGN	Chicago Construction	Digital Construction Documents	Seismic Design of Non-structural Elements; Wind-borne Debris Resistance; Moisture Protection	CASE Award Winner	Software Updates	MAR	NCSEA Winter Institute ACI Spring 2010 Convention
CONCRETE	Precast Concrete	Steel Art	Post-Installed Anchors; "Green" Mix Designs; Concrete Deterioration and Repair	NCSEA Award Winner	Engineered Wood Products Guide	APR	ACEC Annual Convention
MASONRY	Ancient Masonry	Pushover Analysis	Masonry Manufacturing; Overseas Masonry; Strength Design of Masonry	Masonry Industry Award Winner	Steel & Cold-Formed Steel Guide	MAY	2010 Structures Congress AISC / NASCC PCI Annual Convention and Bridge Conference
TALL BUILDINGS/ HIGH RISE	Earthquake Resistant Skyscrapers	Carbon Fiber Composites	Multistory Wood Frame Structures; Performance Based Design; Tall Building Foundations	NCSEA Award Winner	Tall Buildings Guide	JUNE	AIA Conference & Expo International Bridge Conference
CONCRETE	Tilt-Up Concrete	Curved Steel	High Strength Rebar; ACI 318 Appendix D; Hot Weather Concreting	Pre-Cast Industry Award Winner	Pre-Cast Concrete Guide	JULY	Visit www.STRUCTUREmag.org for upcoming events and shows
LIGHT FRAME BUILDINGS	Multistory Cold-Formed Steel Buildings	HSS Connections	CFS Moment Frames; Aluminum Construction; IBC 2009 Wood Provisions	NCSEA Award Winner	Software Guide	AUG	Visit www.STRUCTUREmag.org for upcoming events and shows
CONSTRUCTION	Infrastructure Investment	Building Information Modeling	Building and Bridge Repair and Retrofit; Forensic Engineering; Structure Demolition	SEI Award Winner	Anchor Guide	SEPT	NCSEA Annual Conference
STRUCTURE® magazine's "Trade Show in Print"...a definitive buyers' guide for the practicing structural engineer							
BRIDGES	Pedestrian Bridges	Seismic Retrofits	Long Span Bridges; Movable Bridges; Railroad Bridges	NCSEA Award Winner	No Guide Currently Scheduled	OCT	ACEC Fall Conference ACI Fall 2010 Convention ASCE Annual Conference
STEEL	Steel Parking Structures	Building Codes	Protective Coatings; Integrating Hot-Rolled and Cold-Formed Construction; High Strength Steel	Steel Industry Award Winner	Software Updates	NOV	Greenbuild International Conference & Expo
SOILS & FOUNDATIONS	Water Tunnels	Sustainable Design	Lateral Spread in Bridge Foundations; Helical Foundations; Soil Nails	2010 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 Aug, 2009 issue)

Domestic: 31,971 (unduplicated); Breakdown of Structural Engineers, by State:

AL.....440	FL.....1,483	LA.....462	NE.....235	OK.....357	VT.....1092
AK.....94	GA.....707	ME.....219	NV.....226	OR.....760	VA.....724
AZ.....509	HI.....247	MD.....532	NH.....211	PA.....1,192	WA.....1,558
AR.....146	ID.....218	MA.....719	NJ.....763	RI.....107	
CA.....6,874	IL.....1,365	MI.....519	NM.....247	SC.....493	WV.....97
CO.....795	IN.....376	MN.....412	NY.....1,673	SD.....49	WI.....388
CT.....438	IA.....205	MS.....118	NC.....597	TN.....589	WY.....30
DE.....55	KS.....403	MO.....625	ND.....34	TX.....2,020	
DC.....74	KY.....205	MT.....97	OH.....710	UT.....472	

Structural Engineers: 30,952; Detailers, Fabricators, Erectors, Other: 1,019

Sign up for Resource Guides Online!

All 2010 Guides reservation forms are available at www.STRUCTUREmag.org/guides.aspx
Reserve your space today!

Circulation Data

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
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