

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.

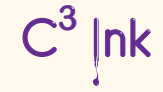
The Advertiser agrees that modifications or termination of the insertion order will result in adherence to the price that is quoted on the STRUCTURE Rate Card. An invoice will be sent upon publication of the ad in the magazine. Payment for all advertising is due upon receipt of the invoice. Accounts past due over 60 days are subject to 1 1/2% 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

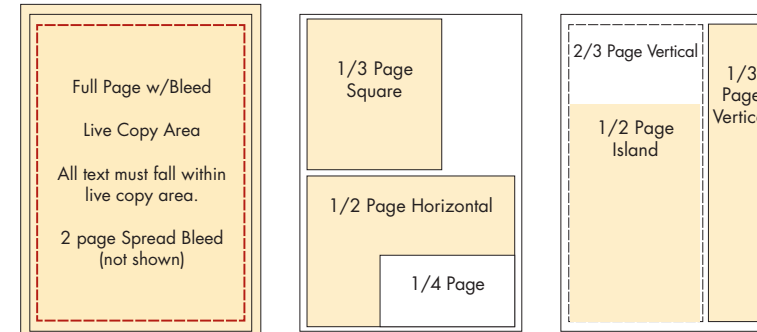
Mechanical Requirements

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.

Materials are due on the 5th of the month prior to the issue month. We recommend a color correct hard copy proof of your advertisement, due at our offices by the material deadline. In lieu of a hard copy proof, you will be asked to approve an electronic proof.

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

STRUCTURE[®]

2012 MEDIA RESOURCE KIT

A Joint Publication of NCSEA | CASE | SEI

Advertising Information
and Editorial Calendar

2012 Editorial Calendar

2012 Advertising Rates

THEME	COVER STORY	STRUCTURAL INSIGHTS	TECHNICAL ARTICLES	AWARDS	RESOURCE GUIDE	ISSUE	SHOW/BONUS COPIES	SPECIAL SECTIONS/ ADVERTORIALS
CONCRETE	Lightweight Aggregate	Energy Codes	Progressive Collapse; Crack Control in Slabs-on-Grade; 2012 IBC; Demolition	NCSEA Award Winner	Anchor Updates	JAN	World of Concrete	Foundations
STEEL	Renovation and Retrofit	FRP Strengthening in Concrete	CFS Connections; Castellated Steel Beams; Engineered Wood; Stages & Rigging	NCSEA Award Winner	Bridge Guide: Firms, Suppliers, Coatings & Software	FEB	NCSEA Winter Institute International Builders' Show	
SEISMIC	Earthquake Aftermath	Cold Formed Steel Design	Non-structural Elements; Tsunami Loadings; Shake Table Testing	NCSEA Award Winner	Software Updates	MAR	ACI Spring Convention Structures Congress	
CONCRETE	Airports	Complex Protective Coatings for Steel	Simplified Design of Concrete Buildings; Corrosion Resistant Reinforcement; Openings in Concrete Slabs; Historical Reinforcement	NCSEA Award Winner	Engineered Wood Products Guide	APR	ACEC Annual Convention AISC/NASCC	
MASONRY	Seismic Retrofit of Masonry Walls	Eccentrically Braced Steel Frames	Masonry Infills; AAC Masonry; Adhered Veneers; Shoring & Scaffolding	NCSEA Award Winner	Steel & Cold-Formed Steel Guide	MAY	AIA Conference & Expo	Steel Products and Software
TALL BUILDINGS/ HIGH RISE	Structural Glass	Masonry Cement in Seismic Zones	Framing Systems; Façade Systems; Foundation Systems; Moving Structures	NCSEA Award Winner	Tall Buildings Guide	JUNE	International Bridge Conference®	
WIND	Designing for Extreme Events	Bridge Preservation	Wind Loads per ASCE 7-10; Wind Effects on Tall Buildings; Tornado Damage Assessments; Storm Shelter Design	NCSEA Award Winner	No Guide Currently Scheduled	JULY	Visit www.STRUCTUREmag.org for upcoming events and shows	Seismic
STEEL	Buckling Restrained Bracing	Building Information Modeling	CFS Shear Walls; Column Base Plates and Anchor Bolts; Evolution of Steel Deck	NCSEA Award Winner	Software Guide	AUG	Visit www.STRUCTUREmag.org for upcoming events and shows	Software
CONCRETE	Tilt-Up	Construction Quality Management	ACI 318 Reorganization; Simplifying Appendix D; Concrete Repair; Stability of Rebar Cages	SEI Award Winner	Anchor Guide	SEPT	PCI Annual Convention and Bridge Conference	NCSEA Conference and Show Issue
STRUCTURE® magazine's Trade Show in Print™...a definitive buyers' guide for the practicing structural engineer								
BRIDGES	Monumental Spans	Apps for Structural Engineers	Bridge Type Selection Criteria; Bridge Fabrication Quality; Expansion Joints; Floating Bridges	NCSEA Award Winner	Seismic Guide	OCT	NCSEA Annual Conference ACEC Fall Conference; ACI Fall Convention; ASCE Annual Conference	Cement Manufacturers
STEEL	Critical Facilities	Electronic Documents	Steel Plate Shear Walls; Historical Steel Materials; Structural Grading of Wood	NCSEA Award Winner	Software Updates	NOV	Greenbuild International Conference & Expo	
SOILS & FOUNDATIONS	Earth Retention	Fire Protection	Underpinning; Soil-Structure Interaction; Geofam Applications	2012 NCSEA Project Awards Announcement	Earth Retention Structures Guide	DEC	EcoBuild Conference	

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

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

Covers (4-Color)		Classified Ads
Inside		1 column-inch – \$210
Front/Back	Back	2 column-inch – \$375
1x	\$4,675	\$5,625
6x	\$4,100	\$5,095
12x	\$3,750	\$4,990
10% premium for ROP preferred positions		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, 2011 issue)
 Domestic: 33,395 (unduplicated); Breakdown of Structural Engineers, by State:

AL.....413	FL.....1,450	LA.....446	NE.....241	OK.....456	VT.....88
AK.....147	GA.....654	ME.....193	NV.....245	OR.....728	VA.....967
AZ.....460	HI.....347	MD.....585	NH.....207	PA.....1,284	WA.....1,508
AR.....166	ID.....193	MA.....779	NJ.....815	RI.....84	WV.....93
CA.....5,190	IL.....1,554	MI.....627	NM.....188	SC.....392	WI.....472
CO.....847	IN.....406	MN.....552	NY.....1,876	SD.....44	WY.....53
CT.....452	IA.....214	MS.....129	NC.....639	TN.....592	
DE.....60	KS.....432	MO.....624	ND.....26	TX.....2,177	
DC.....63	KY.....192	MT.....136	OH.....834	UT.....448	

Structural Engineers: 31,768; Detailers, Fabricators, Erectors, Other: 1,627

Sign up for Resource Guides Online!
 All 2012 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 1440 Riverwood Drive 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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sales@STRUCTUREmag.org