

STRUCTURE[®]

MEDIA KIT + MARKETING GUIDE 2014



The leading structural engineering publication...

STRUCTURE is the only magazine with an audience comprised entirely of structural engineers...

No other publication has that credibility!

As a joint publication of the National Council of Structural Engineers Associations (NCSEA); the Structural Engineering Institute (SEI) of ASCE; and the Council of American Structural Engineers (CASE) of ACEC, STRUCTURE communicates with practicing structural engineers – every member of the leading structural engineering associations in the U.S.

National Council of Structural Engineers Associations



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



Structural Engineering Institute



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

Council of American Structural Engineers



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

C³ Ink, Publisher

a division of Copper Creek Companies, Inc.

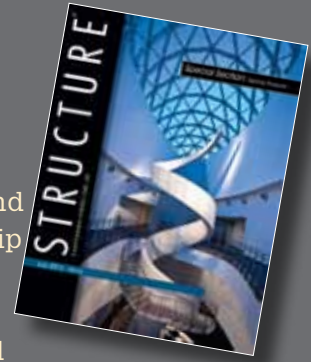


148 Vine Street
Reedsburg, WI 53959
(608) 524-1397
publisher@STRUCTUREmag.org



The magazine

STRUCTURE magazine is the practicing engineer's source for information on materials, methods, design and analysis techniques and tools, research, building construction and innovation.... The readership of STRUCTURE is actively involved in design and construction, and represents all types of structural engineering activities. STRUCTURE includes information on all construction materials (concrete, steel and wood), and all types of buildings, bridges and special unique structures.



Oversight for the magazine is through an Editorial Board comprised of industry representatives and members of the partnering associations. Every article is reviewed and approved by this Board before publication, adding enormous credibility to every issue. 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.

STRUCTURE's content is **hands-on information** that readers refer to time and again.

The website

The STRUCTURE website is a major resource for structural engineers. Every issue is posted on the STRUCTURE website for the entire issue-month as an e-book. Advertisements are click-able directly to advertiser websites. The **Annual Trade Show in Print** (TSiP) is available online for the entire year. The TSiP e-book has tremendous interactive features – hotlinks from ads, video, sample software downloads and hotlinks from advertiser listings. The STRUCTURE website enjoys over 120,000 site visits per month and exceeds 200,000 page views per month. Website banner-ads run at a rate of over 3,000 hits/month.



The posting of monthly e-book issues is a valuable source for structural engineers outside of the U.S. Engineers from the United Kingdom, Europe, South America, Asia, the Arabian Peninsula and more visit the website to read the current issue and access additional information.

The readership

Now in its 18th year, STRUCTURE is delivered to more than 30,000 structural engineers. As a joint publication of the National Council of Structural Engineers Associations (NCSEA); the Structural Engineering Institute (SEI) of ASCE; and the Council of American Structural Engineers (CASE) of ACEC, STRUCTURE communicates with practicing structural engineers — every member of the leading structural engineering associations in the US.

Add to that complimentary copies sent to detailers, fabricators and other non-engineers, and bonus copies delivered to major shows across the country, STRUCTURE's domestic **circulation is over 32,000 readers strong!**

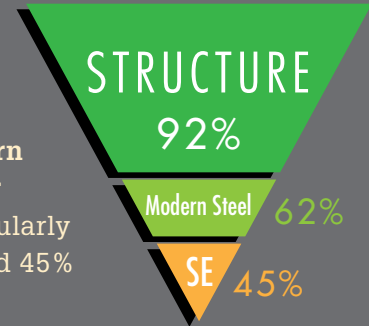
STRUCTURE's content is hands-on information that readers refer to time and again.

To support that statement, the National Council of Structural Engineers Associations (NCSEA) conducted a readership survey in July 2013. Because of the make-up of the NCSEA membership, the survey was delivered to a truly representative cross section of the structural engineering community.

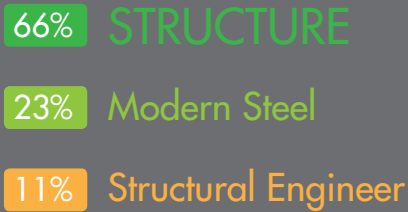
The survey asked five core questions related to what engineering magazines members receive, which ones they read regularly, which ones were most useful for their engineering needs, the quality of the magazines, and what type of editorial content was most useful.

Survey Results

Readership. Ninety-seven (97) percent of the survey respondents receive **STRUCTURE** magazine; 71% receive **Modern Steel Construction** (AISC) and 55% receive **Structural Engineer** (Zweig White). Of the respondents, 92% indicated that they regularly read **STRUCTURE**, with 62% regularly reading **Modern Steel** and 45% regularly reading **Structural Engineer**.



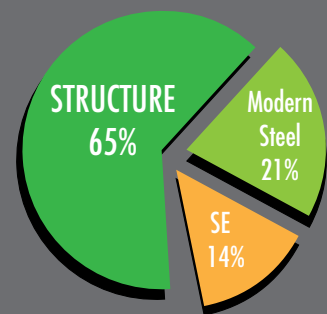
MOST USEFUL



Most Useful (for engineering needs). Overall, 66% of the readership rated **STRUCTURE** magazine as the most useful of the four publications. In comparison, **Modern Steel** was rated most useful by 23% of the respondents and **Structural Engineer** by 11%.

Quality (best overall technical and business information). Nearly two-thirds (65%) of the respondents rated **STRUCTURE** magazine as having the best overall quality. **Modern Steel** was rated second by 21% of the respondents, followed by **Structural Engineer** at 14%.

QUALITY



When asked to rank the three magazines in terms of their overall quality and value, **STRUCTURE** was again the lead publication among respondents.

Survey respondents indicated the following types of editorial content are most useful:

Technical Articles	87%
Project Articles	51%
Business Articles	30%
"Opinion" Articles	27%
Product Information	22%
Metal Working/	
Plant Production	4%

Clearly, the 2013 Readership Survey indicates that **STRUCTURE** magazine is well received by the structural engineering community. The publication is regularly read and ranks extremely well in Usefulness and Quality in comparison to other publications.

The survey was emailed to a randomly generated list of 6,235 structural engineers, selected on an nth name basis, from the NCSEA membership list. A total of 501 unique responses were collected, with an overall response rate of 8%.

Over 30,000 structural engineers will see your ad!

STRUCTURE is the leading structural engineering publication, and the only magazine with an audience comprised entirely of structural engineers — more than 95% of distribution.

No other publication has that credibility!

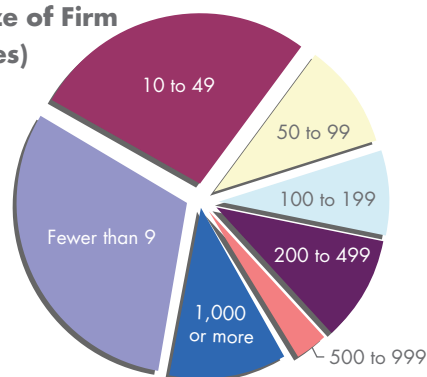
STRUCTURE magazine's **targeted market** provides you with exceptional value for your advertising dollars. No other magazine reaches more structural engineers! Your advertisement will connect with designers, constructors, project managers, business owners, detailers, fabricators... and more!

Employees Involved in Engineering, Design and Construction:

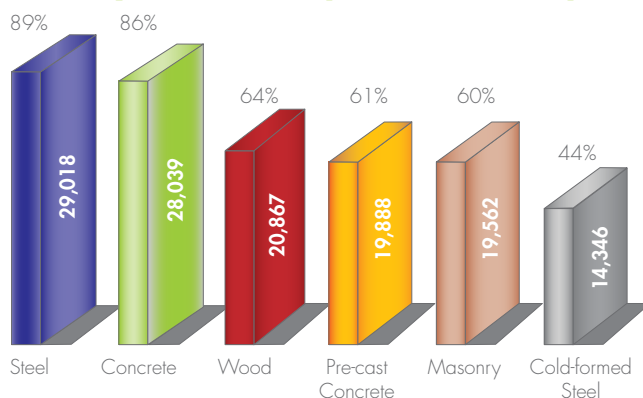
Firm Size by Number of Employees

Fewer than 9	31%
10 to 49	27%
50 to 99	10%
100 to 199	8%
200 to 499	10%
500 to 999	3%
1,000 or more	11%

Readers by Size of Firm (# of employees)



Primary Materials Specified on Projects:



STRUCTURE... the obvious choice!

If you want structural engineers to know about your products or services, STRUCTURE magazine is the vehicle for you.

No other magazine reaches more structural engineers!

Circulation Data (based on Aug, 2013 issue)

Domestic: 32,604 (unduplicated); Breakdown of Structural Engineers, by State:

AL..... 382	DC..... 68	KS..... 461	MS..... 134	NY..... 1,940	SC..... 368	WV..... 105
AK..... 155	FL..... 1,621	KY..... 179	MO..... 604	NC..... 610	SD..... 55	WI..... 521
AZ..... 448	GA..... 593	LA..... 437	MT..... 153	ND..... 42	TN..... 432	WY..... 50
AR..... 133	HI..... 328	ME..... 220	NE..... 228	OH..... 803	TX..... 2,216	
CA..... 5,250	ID..... 174	MD..... 563	NV..... 190	OK..... 519	UT..... 547	
CO..... 806	IL..... 1,477	MA..... 792	NH..... 92	OR..... 611	VT..... 82	
CT..... 439	IN..... 381	MI..... 582	NJ..... 750	PA..... 1,163	VA..... 786	
DE..... 54	IA..... 170	MN..... 515	NM..... 138	RI..... 93	WA..... 1,406	

Structural Engineers: 30,866; Detailers, Fabricators, Erectors, Other: 1,738

Ask your sales representative for our "By the Numbers" handout that provides a detailed review of the interests of our readers, including distribution estimates.

2014 Editorial Calendar

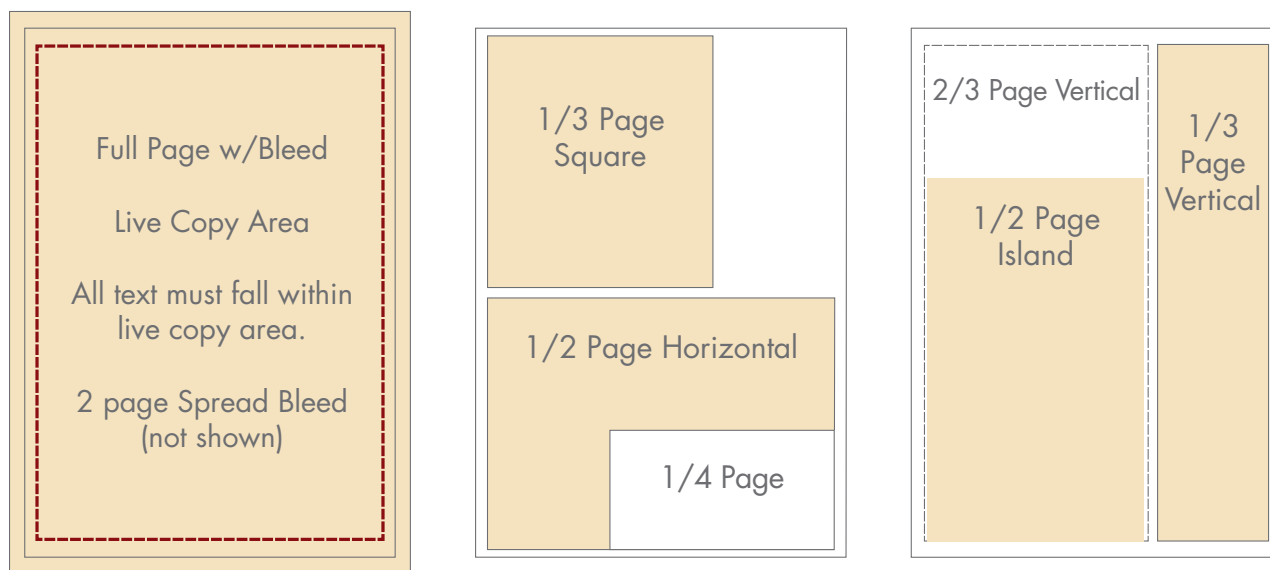
ISSUE	THEME	COVER STORY	TECHNICAL ARTICLES	STRUCTURAL INSIGHTS
JAN	CONCRETE	Health Care Facilities	Self Consolidating Concrete; Special Wall Finishes; Impacts of Cement Substitutes	Hollow Structural Sections
FEB	STEEL/COLD-FORMED STEEL	Cable Structures	Blast Resistant Construction; Long Span Steel Deck; CFS Header Design	High Strength Concrete
MAR	SEISMIC	Seismic Retrofit	Shake Table Testing; Wood Shear Walls; Practical Nonlinear Analysis	Electronic Submittals
APR	CONCRETE	Architectural Precast	Formwork; High Strength Rebar; Rubber Aggregate Concrete	BIM & CFS
MAY	MASONRY	Prestressed Masonry	Multi-wythe Wall Renovation; Rebar Development Length; Timber Connections	Structural Health Monitoring
JUNE	TALL BUILDINGS/HIGH RISE	West Coast Skyscrapers	Structural System Variation by Height; Design Considerations for Elevators; Super Tall Buildings	Carbon Fiber Reinforcement
JULY	WIND	Petrochemical Facilities	Diaphragm Design; Turbine Towers; Components and Cladding	Fire Engineering
AUG	STEEL/COLD-FORMED STEEL	Staggered Truss Framing	Connecting to Existing Steel; Steel Deck Attachment; Panelized CFS Construction	Post Installed Anchors
SEPT	CONCRETE	Tilt Up	Concrete Repair Standards; Rapid Cycle Construction; Underwater Concreting	Steel Plate Shear Walls
OCT	STRUCTURE® magazine's Trade Show in Print			
	BRIDGES	Accelerated Bridge Construction	Modifying Historic Bridges; Bridge Forensics; Construction Loading	Sustainable Design
NOV	STEEL/COLD-FORMED STEEL	Aircraft Hangars	Frame Stability; Specifying CFS Trusses; IBC vs IRC for Wood	Rebar Protective Coatings
DEC	SOILS & FOUNDATIONS	Underground Constructions	Slabs on Grade; Water Stops & Waterproofing; Complex Grouting Applications	Cloud Computing

AWARDS	SHOW/BONUS COPIES	SPECIAL SECTIONS/ ADVERTORIALS	RESOURCE GUIDE
NCSEA Award Winner	World of Concrete	Foundations	Anchor Updates
NCSEA Award Winner	International Builders Show		Bridge Guide: <i>Firms, Suppliers, Coatings & Software</i>
NCSEA Award Winner	Winter Leadership ACI Spring Convention AISC/NASCC	Steel/CFS Products	Software Updates
NCSEA Award Winner	Structures Congress ACEC Annual Convention		Engineered Wood Products Guide
NCSEA Award Winner	Visit <u>www.STRUCTUREmag.org</u> for upcoming events and shows		Steel & Cold-Formed Steel Guide
NCSEA Award Winner	AIA Conference & Expo International Bridge Conference	Tall Building	Tall Buildings Guide
NCSEA Award Winner	Visit <u>www.STRUCTUREmag.org</u> for upcoming events and shows	Seismic/Wind	Concrete Products Guide
SEI Award Winner	Visit <u>www.STRUCTUREmag.org</u> for upcoming events and shows	Software	Software Guide
NCSEA Award Winner	PCI Annual Convention and Bridge Conference NCSEA Annual Conference	NCSEA Conference and Show Issue	Anchor Guide

...a definitive buyers' guide for the practicing structural engineer

NCSEA Award Winner	ACEC Fall Conference ASCE Annual Conference		Seismic/Wind Guide
NCSEA Award Winner	Greenbuild International Conference & Expo		Software Updates
2014 NCSEA Project Awards Announcement	EcoBuild Conference		Earth Retention Structures Guide

Magazine ad sizes



Ad 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.

Website ad sizes

Horizontal Banner

Width = 728 pixels
Height = 90 pixels

Rectangle Ad

Width = 300 pixels
Height = 250 pixels

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:

For detailed information and ad submission instructions, contact graphics@STRUCTUREmag.org.

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.

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.

2014 Advertising Rates

Covers (4-Color)

	Inside Front/Back	Back
1x	\$4,825	\$5,795
6x	\$4,225	\$5,250
12x	\$3,865	\$5,140

10% premium for ROP preferred positions

Inserts, Tip-Ins, Polybags and Advertorials

Please contact your ad
representative for special pricing.

Classified Ads

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

STRUCTURE website

home page banner ads – \$900 per month
rectangle ads – \$900 per month

www.STRUCTUREmag.org

Send All Advertising Materials To: C³ Ink

Publisher, STRUCTURE® magazine

148 Vine Street
Reedsburg, WI 53959

(608) 524-1397

graphics@STRUCTUREmag.org

Reserve Your Space

Advertising Sales Offices

Chuck Minor, *Eastern Ad Sales*
847-854-1666

Dick Railton, *Western Ad Sales*
951-587-2982

or email: sales@STRUCTUREmag.org

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

<u>1 x Rate</u>	<u>b&w</u>	<u>2 Color</u>	<u>4 Color</u>
Spread	\$4,425	\$6,375	\$7,415
Full Page	\$2,750	\$2,975	\$4,265
2/3 Page	\$2,200	\$2,470	\$3,870
1/2 Island	\$1,950	\$2,200	\$3,260
1/2 Horiz.	\$1,425	\$1,710	\$2,920
1/3 Page	\$1,240	\$1,490	\$2,545
1/4 Page	\$ 990	\$1,180	\$1,475

<u>6 x Rate</u>	<u>b&w</u>	<u>2 Color</u>	<u>4 Color</u>
Spread	\$4,040	\$5,930	\$6,580
Full Page	\$2,435	\$2,720	\$3,870
2/3 Page	\$1,925	\$2,180	\$3,600
1/2 Island	\$1,800	\$2,080	\$3,020
1/2 Horiz.	\$1,325	\$1,590	\$2,720
1/3 Page	\$1,100	\$1,365	\$2,350
1/4 Page	\$ 890	\$1,060	\$1,335

<u>12 x Rate</u>	<u>b&w</u>	<u>2 Color</u>	<u>4 Color</u>
Spread	\$3,695	\$5,545	\$6,385
Full Page	\$2,275	\$2,525	\$3,600
2/3 Page	\$1,920	\$2,140	\$3,225
1/2 Island	\$1,700	\$1,885	\$2,775
1/2 Horiz.	\$1,240	\$1,490	\$2,545
1/3 Page	\$1,075	\$1,230	\$2,230
1/4 Page	\$ 845	\$1,010	\$1,270

Orders 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. 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.

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.

Annual Trade Show in Print

The definitive buyers' resource for practicing structural engineers...

The only comprehensive resource guide targeted to the structural engineering community. The guide includes products and services important to structural engineers in design, construction and specification. Major categories are subdivided into specialty subcategories. Contact information is readily available for use in connecting with vendors.

The Trade Show in Print is delivered to over 30,000 practicing structural engineers. And, the annual guide is posted on the STRUCTURE magazine website for an entire year.

Your best option for exposure to targeted buyers. Get your product or service in the guide today!

Categories

Anchor

Anchor Bolts
Concrete Anchors
Facade Anchors
General Hardware & Ties
Geotechnical Anchors
Masonry Anchors
Post-Tensioning
Reinforcing Anchors
Utility Anchors

Bridge Resources

Coatings
Engineering & Design
Construction Firms
Suppliers

Concrete

Additives
Lightweight Concrete
Post-Tensioning
Precast Concrete
Reinforcement Products

Foundations

Specialty Contractors
Suppliers

Masonry

Moisture Management
Suppliers

Retaining Walls

Specialty Contractors
Suppliers

Seismic/Wind

Buckling Restrained Brace
Engineered Products
Software

Steel/Cold Formed Steel

Coatings
Software
Suppliers

Software

Accounting Software
BIM
Bridges
Building Components
CAD
Concrete
Foundations/Retaining Walls
General Packages/Suites
Light Gage Steel
Masonry
Project Software
Steel
Wood

Wood Products

Connectors
Engineered Lumber
I-Joists
Siding/Rimboard/Panels



2014 Ad Sizes and Rates

Preferred Positions - \$4,900

	B/W	2-Color	4-Color
Full page w/bleed* (8 7/8" x 11 3/8") max.	\$2,750	\$2,975	\$4,265
1/2 page horizontal* (7 1/2" x 4 3/4")	\$1,425	\$1,710	\$2,920

Advertisers in the annual Trade Show in Print receive a free 1/2-page ad with the purchase of a 1/2-page ad, or a free full-page ad with the purchase of a full-page ad.

* Publisher will provide detailed ad specifications

Marketing Opportunities

STANDARD INSERTIONS

See mechanical requirements and advertising rates.

INSERTS, TIP-INS, POLYBAGS AND ADVERTORIALS

Please consult your ad representative for options.

REGIONAL DISTRIBUTION

Many times, advertisers are interested in reaching customers on a regional basis for regional product rollouts and more. STRUCTURE can include inserts and other special advertising pieces on a state-by-state basis. There is no requirement that the states be contiguous. (*Note: regional distribution is not available for in-issue printed ads.*)

ANNUAL TRADE SHOW IN PRINT

CLASSIFIED ADVERTISEMENTS

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

ONLINE BANNER ADVERTISEMENTS

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

PROJECT ARTICLES AND INSIGHTS

STRUCTURE encourages advertisers to work with their clients in creating articles that can highlight products or services. Project articles that describe engineering details, features, unusual circumstances, etc. can include discussions on products/services that were used to accomplish the project. The InSights column is available for articles discussing industry issues and trends. Contact the Publisher (**publisher@STRUCTUREmag.org**) for assistance. (*All articles are reviewed prior to publication; no article is guaranteed to be published. Advertorials are accepted only as a paid article.*)

NCSEA CONFERENCE ISSUE

The NCSEA Conference issue includes a prominent section on conference details, including agendas, general conference information, and exhibit hall and vendor details. This issue is distributed to all conference attendees as the official Conference Program.

CONFERENCE ISSUES

The STRUCTURE Editorial Calendar indicates distributions at conferences during the publication year. Advertisers should consider including conference information like booth numbers, conference sales, etc. on issue advertisements. Or, consider special conference ads and inserts.

ELECTRONIC FEATURES

All advertisements are included in the online e-magazine and Annual Trade Show in Print posting. Each advertisement is linked to the advertiser's designated website. For an additional fee, videos and other electronic features can be added to online advertisements.

All Resource Guides and Updates Submittal Forms for the 2013/2014 Editorial Calendars are now available on the website. Submit your FREE listings!
www.STRUCTUREmag.org.

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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A Joint Publication of NCSEA | CASE | SEI

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1440 Riverwood Drive, Algonquin, IL 60102

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41719 Niblick Road, Temecula, CA 92591

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