



THE OFFICIAL MAGAZINE
OF THE STEEL ERECTORS
ASSOCIATION OF AMERICA

2024

CONNECTING STEEL ERECTORS, FABRICATORS AND CONTRACTORS

connector

MEDIA KIT

MAGAZINE • NEWSLETTERS • WEBSITE

Reach 5,000 Execs, Supervisors, Operations Managers.

connector



THE OFFICIAL MAGAZINE
OF THE STEEL ERECTORS
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Connector Magazine is the official publication of the Steel Erectors Association of America, covering issues relevant to owners, managers, and ironworkers.

Qualified and **Targeted** circulation to steel erectors, steel fabricators, general contractors, and related businesses, including all members of SEAA.

Primary Job Functions

- ✓ Corporate Management
- ✓ Supervisory Management
- ✓ Engineering/Estimating
- ✓ Operations

Business Breakdown

- ✓ 38% Steel Erection
- ✓ 36% Steel Fabrication
- ✓ 8% Construction Design
- ✓ 7% General Contractors
- ✓ 11% Services, Suppliers & Manufacturers



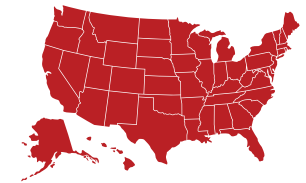
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Demographics

Reach and Engagement

PRINT MAGAZINE:

Circulation to all 50 State



EMAIL NEWSLETTERS:

41% Open Rate,
4.7% Click-Thru Rate



DIGITAL EDITION:

5:40 Average Read Time



SEAA Industry Partners Include



2024 Media Kit

Request Advertising Proposal: Chris.Harrison@seaa.net

660-287-7660

Make the most of premium packages at affordable prices.

PRINT & DIGITAL ADVERTISING RATES

Connector Magazine	1x	2x	3x	4x
Two page spread	\$4131	\$3759	\$3420	\$3112
Full page	\$1878	\$1709	\$1555	\$1415
1/2 page isle	\$1652	\$1503	\$1368	\$1245
1/2 hor/vert	\$1454	\$1323	\$1204	\$1096
1/3 page vertical	\$1280	\$1164	\$1059	\$964
1/3 page square	\$1126	\$1025	\$933	\$849
1/4 page	\$991	\$902	\$820	\$747

Add 25% at frequency rate for Inside Front, Inside Back, and Back Cover
Add 10% at frequency rate for other premium or requested placement positions

Connector eNews Banner	1x	3x	6x	
600 x 90 with hyperlink to URL				
Position 1	\$335	\$305	\$277	Association News
Position 2	\$335	\$268	\$244	Industry Reports
Position 3	\$259	\$236	\$215	Member Updates

Connector eNews Sponsored Content	1x	3x	6x
100 words or 75 words + 1 image. Up to 3 hyperlinks to URLs of your choice.			
Position 1	\$462	\$420	\$383
Position 2	\$407	\$370	\$337

Safety Flash Newsletter	1x	3x	6x
600 x 150 with hyperlink to URL. Only 1 sponsor per issue.			
Position 1	\$750	\$683	\$621

SEAA.NET WEBSITE ADS	2 Sizes to choose from. Run of site in rotation with other ads. Limited availability.
Leader Board 728 x 90	\$2900 for 12 months
Square 300 x 300	\$2900 for 12 months

Magazine Ad Sizes		
SIZE	WIDTH	HEIGHT
Two page spread with bleed	17" ×	11.125"
Trim Size: 17" × 10.875", Live area per page: 8" × 9.5"		
Two page spread no bleed	16" ×	9.5"
Live area per page: 7" × 9.5"		
Full page with bleed	8.625" ×	11.125"
Live area per page: 7.5" × 9.5"		
Full page no bleed	7" ×	9.5"
Half page horizontal	7.5" ×	4.625"
Half page vertical	3.625" ×	9.5"
Isle	4.875" ×	7.5"
1/4 page	3.625" ×	4.625"
1/3 page vertical	2.3125" ×	9.5"
1/3 page square	4.875" ×	4.625"

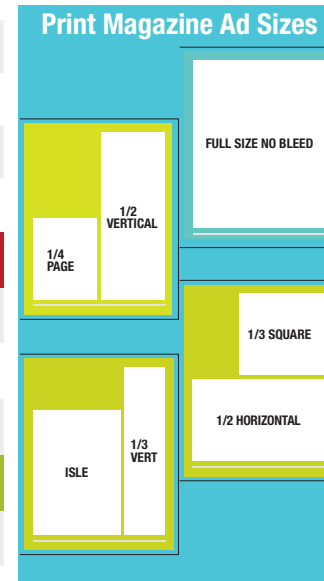
Magazine Trim Size: 8.375" × 10.875"
Full page measurements include a .125 inch bleed.

Digital Ad Sizes		
SIZE IN PIXELS	WIDTH	HEIGHT
Connector eNews Banner	600	90
Safety Flash Ad	600	150

SEAA Website Ads		
Leader Board	728	90
Square	300	300

For all digital and website ads, production size should be submitted 2X visible size.

Mechanics
File type preferred: pdf, 300 dpi File types accepted: pdf, eps, tiff, ai, jpeg
Fonts: Embed, create outlines or include with submission
Colors: All colors must be submitted in CMYK
Live Area: Keep all text and images you want included in your ad within these measurements. Any text or images outside of the listed measurements are at risk of being cut off during the printing process.



Need Help? For technical questions, ad templates or submission of ad materials, contact:
Roger Ridpath
roger@ridpathcreative.com

Policies
Payment: All open rate ads require pre-payment. Contracted advertising will be billed as incurred and due upon receipt. Any account unpaid after 60 days will be denied further advertising insertion until account is made current or credit arrangements have been made. Unfulfilled contracts or contracts cancelled by the advertiser prior to completion and space deadline will be charged at the earned rate.
Short Rates: Advertisers will be short-rated if, within a 12-month period from date of their first insertion, they do not use the amount of space upon which their billing has been based.
Guaranteed Placement: Earned rate plus 25%. Position guaranteed only with this premium and subject to availability. Contract discounts apply only to signed consecutive monthly agreements.
Cancellations: Advertising canceled after the published closing date will be charged at earned rate to advertiser with an additional fee of up to \$150 for remake of page.
Commissions & Billing: Standard 15% commission is allowed to recognized agencies on camera-ready (pdf) display advertising. No commission on production, guaranteed placement or special charges. No agency commissions will be allowed after 60 days from billing date. Invoices are rendered on date of publication and payable upon receipt. 5% discount applies for payment with insertion order.
Contract & Copy Conditions: Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content thereof. Advertiser and its agency agree to indemnify, defend and hold harmless the publisher from any and all liability for content of advertisements printed or posted online.

Our readers trust Connector to inform, educate, promote.

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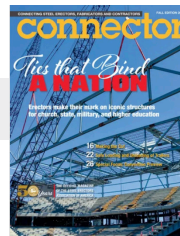
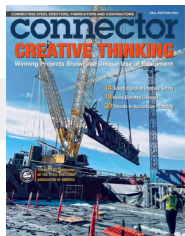
March 2024 Spring	June 2024 Summer	September 2024 Fall	December 2024 Winter
<p>Article Deadline: Feb. 2 Advertising Reservation: Feb. 26 Ad Materials Due: March 1</p> <p>Distribution AISC Steel Conference (March 20-22) SEAA Convention (April 2-5)</p> <p>Features</p> <ul style="list-style-type: none"> Member Directory Successful Craft Training Planning Management: Hiring In the Field: Lift Directors Business: Insurance 	<p>Article Deadline: May 6 Advertising Reservation: June 3 Ad Materials Due: June 7</p> <p>Distribution SEAA July Meet & Greet (Mid July)</p> <p>Features</p> <ul style="list-style-type: none"> Convention Review Project of the Year Winners Management: Work in Progress Accounting In the Field: Successful Technology Implementation Business: Work Comp 	<p>Article Deadline: Aug. 1 Advertising Reservation: Aug. 23 Ad Materials Due: Aug. 26</p> <p>Distribution TBD FabTech (Sept 11-14) SEAA Oct Meet & Greet and Dave Schulz Memorial Golf Tournament (Mid Oct)</p> <p>Features</p> <ul style="list-style-type: none"> Dave Schulz Memorial Golf Preview Project of the Year Winners Management: Decking In the Field: Rescue Training Business: Software 	<p>Article Deadline: Nov. 1 Advertising Reservation: Dec. 2 Ad Materials Due: Dec. 6</p> <p>Distribution SEAA Jan Meet & Greet (Mid Jan) TBD IMPACT (Feb. 23-23, 2025)</p> <p>Features</p> <ul style="list-style-type: none"> Member Benefits Overview Safety & Training Award Winners Management: AI in Construction In the Field: Fabrication Business: Marketing

ADVISORY COMMITTEE

Chris Legnon, Chairman	Cooper Steel
Glen Pisani, Vice Chairman	MAS Building and Bridge
John Hegarty	Bowman Steel
Michael Waltman	Group Steel Erectors
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Nick Caratelli	Nelson Stud Welding
Oliver Gleize	OTH Rigging
Nathan Bloch	SDS2
Jackson Nix	Shelby Erectors
Allie Sylvester	U-Vest Financial

2024 Newsletter & Marketing Schedule

January	February	March	April	May	June
<p>Connector eNews Content Deadline: Jan. 10 Ad Materials Due: Jan. 12 Mail Date: Jan. 17</p>	<p>Safety Flash Content Deadline: Feb. 14 Ad Materials Due: Feb. 16 Mail Date: Feb. 21</p>	<p>Connector eNews Content Deadline: Mar. 13 Ad Materials Due: Mar. 15 Mail Date: Mar. 20</p>	<p>Safety Flash Content Deadline: Apr. 17 Ad Materials Due: Apr. 19 Mail Date: Apr. 24</p>	<p>Connector eNews Content Deadline: May 15 Ad Materials Due: May 17 Mail Date: May 22</p>	<p>Safety Flash Content Deadline: June 12 Ad Materials Due: June 14 Mail Date: June 19</p>
<p>Safety Flash Content Deadline: July 17 Ad Materials Due: July 19 Mail Date: July 24</p>	<p>Safety Flash Content Deadline: Aug. 14 Ad Materials Due: Aug. 16 Mail Date: Aug. 21</p>	<p>Safety Flash Content Deadline: Sept. 11 Ad Materials Due: Sept. 13 Mail Date: Sept. 18</p>	<p>Safety Flash Content Deadline: Oct. 16 Ad Materials Due: Oct. 18 Mail Date: Oct. 23</p>	<p>Connector eNews Content Deadline: Nov. 6 Ad Materials Due: Nov. 8 Mail Date: Nov. 13</p>	<p>Safety Flash Content Deadline: Dec. 11 Ad Materials Due: Dec. 13 Mail Date: Dec. 18</p>



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Editorial Calendar

2024 Media Kit

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