



MCN E-Media Options

MetalCenterNews.com, eMCN & MCN Digital

Just as Metal Center News Magazine is the only publication dedicated exclusively to the metals service center industry, MetalCenterNews.com, eMCN and MCN Digital are the only on-line resources specifically targeting distributors and processors of steel, aluminum and copper products, as well as toll processors.

Our website, MetalCenterNews.com, gets nearly 8,000 visitors per month. Our twice monthly email newsletter, eMCN, averages an impressive open rate of 25% and more than 900 clicks.

Online Banner Advertising Opportunities on MetalCenterNews.com and eMCN

Banner Ads offer the most exposure for your brand. Minimum 3-month buy.

Leader Board (Homepage Only):	750 pixels wide x 80 pixels high.	\$1,000/month
Masthead Banner (All pages):	468 pixels wide x 68 pixels high.	\$1,000/month
Horizontal Banner:	468 pixels wide x 68 pixels high.	\$600/month
Vertical Banner:	150 pixels wide x 325 pixels high.	\$500/month
Large Square: (eMCN only)	225 pixels wide x 225 pixels high.	\$600/month
Medium Square:	150 pixels wide x 150 pixels high.	\$350/month

Custom eBlasts

Have a new product or program and you want to get the word out right away? Send your exclusive message with these single-company-sponsored email blasts directly to industry decision-makers. **\$2,500 (response data provided).** Contact our Sales Staff for further information.

MCN Digital, an online reading experience that looks just like the monthly print edition, has achieved similar open and click rates. Custom eBlasts, delivering sponsored ad messages directly to readers' desktops, have seen open rates up to 20 percent and click rates up to nearly 10 percent.

Metal Center News is no longer just a print publication. Let us help you use the latest electronic media to communicate with your customers.

MCN DIGITAL Advertising Opportunities:

Landing Page, Full:	(current print advertiser)	\$1,000/month
Landing Page, Full:	(non-print advertiser)	\$2,500/month
Other Page, Full:		\$2,500/month

Submission Guidelines:

- 1. Material Submission:** FTP site: www.hightail.com
Enter Ads@metalcenternews.com and upload the file you want to send.
- 2. For optimum quality, files should be submitted in the following formats:**
 - **Banners:** gif or jpg format (animated gifs accepted) 80KB max file size
 - **eBlasts:** HTML or Image file: 547 width x 768 height (gif/jpg), 180KB max file.
- 3. Please include a contact email and URL with all submissions**
- 4. To submit material or for more information, contact Cindy Lockman, Production Manager**
Ads@metalcenternews.com or 630-571-1067