### MCN's Annual Toll Processing Issue

#### January
- **AD Close:** 12/12/2019
- **Materials Due:** 12/16/2019

**Special Features**
- 2020 Outlook
  - Galvanizing Market
  - NASA Executive Roundtable
  - Exotic Alloys
  - 2019 Year in Review
  - MCN Profile
  - Business Topics
  - View from the Corner Office

**Product Focus**
- Cutting & Sawing

#### February
- **AD Close:** 1/15/2020
- **Materials Due:** 1/20/2020

**Special Features**
- MCN Directory of Toll Processors
  - Toll Processing Outlook
  - Pipe and Tube Report
  - Business Systems Software
  - Stainless Update
  - MCN Profile
  - Business Topics
  - View from the Corner Office

**Product Focus**
- Levelers, Slitters & Knives

#### March
- **AD Closing:** 2/12/2020
- **Materials Due:** 2/17/2020

**Special Features**
- MCN's Annual Copper Brass and Bronze Issue
  - Appliance Outlook
  - Medical Market
  - Risk Management
  - Business Topics - Taxes
  - View from the Corner Office

**Product Focus**
- Cutting Products

### Industry Events
- Tampa Steel Conference, Feb. 5-7, Tampa Bay
- NASPD Annual Convention, Feb. 6-8, San Diego
- **Bonus Distribution**

#### INDUSTRY EVENTS
- FMA Annual Meeting and Toll Processing Conference, March 3-5, San Antonio, Texas
- CBSA Annual Convention, March 24-26, Austin, Texas

### eMCN Issue Dates
- **January 8**
- **January 22**
- **February 5**
- **February 19**
- **March 4**
- **March 18**
Calendar

3RD QUARTER

JULY

MCN’s Annual Specialty Metals Issue
- Transportation and Logistics
- MCN’s Trucking and Logistics Directory
- Steel Success Strategies Conference Report
- Expanded and Perforated Metals
- Business Topics
- View from the Corner Office

Product Focus
Saws and Blades

Special in July

AD-Q Readership Study
FREE Market Research on all display advertisers

IT Solutions

AD CLOSING: 7/15/2020
MATERIALS DUE: 7/20/2020

Software Technology Supplement
- The Latest ERP Software
- Cloud Computing
- Automating Production
- Business Intelligence
- IoT and Data Analysis

Marketing Opportunities and Special Sections
Vendors are invited to contribute expert editorial. For more information on how to submit an article, call Editor-in-Chief Dan Markham at 630-572-0593 or email dmarkham@metalcenternews.com.

AUGUST

Fabrication and Manufacturing Issue
- Plates and Shapes
- Copper and Brass
- Tech Update
- Safety Report
- Business Topics
- View from the Corner Office

Product Focus
IMTS Exhibitor Preview

INDUSTRY EVENTS
International Manufacturing Technology Show, Sept. 14-19, Chicago
Bonus Distribution
NASPD Fall Conference, Sept. 24-26, Coeur d’Alene, Idaho
Bonus Distribution
Steel Market Update
Steel Summit, TBA, Atlanta
Aluminum USA, TBA
Titanium USA, TBA

SEPTEMBER

MCN Service Center Top 50
- Pipe and Tube Report
- Directory of Pipe and Tube Suppliers
- Sales Compensation
- MCN Profile
- Business Topics
- View from Corner Office

New in September

MCN Product News Roundup
Special Section Focused on New Products for Service Centers

Special Features

MCN’s Annual Software Technology Supplement

MCN’s Annual Service Center Top 50 Issue

eMCN ISSUE DATES
July 8
July 22

eMCN ISSUE DATES
August 5
August 19

eMCN ISSUE DATES
September 2 September 16
September 30
Advertising that Works

Advertising only works if your message is being read. So how do you know that your message will reach your desired audience? Metal Center News takes the steps necessary to make sure you have the most complete answer possible.

Start with a publication’s BPA circulation statement. Match the industry it serves to your target audience. In the case of Metal Center News, those readers are service centers. We are the only industry publication with 100 percent personal direct circulation. These are active readers who sign up to receive the magazine personally addressed to them. And they do it year after year. MCN never uses business directory lists and association rosters to boost circulation numbers. Our readers seek us out.

You can also look at 1-Year Direct Request circulation numbers for the same audience. Each year, we ask our readers to “re-qualify,” essentially an annual opportunity to renew with MCN and confirm valuable demographic information regarding their company and job. This continued interest in subscribing demonstrates the value our readers place on the editorial content of MCN. We are the only industry publication to document 1-Year Direct Request to the metals service center industry.

Advertising Effectiveness

And we’re not stopping there. In 2018, MCN launched its first advertiser survey in the July issue, where we polled readers of the magazine on their impressions of the advertisements that appeared in that month’s magazine. The survey provided valuable information to the advertisers on the effectiveness of their ad. This survey will become an annual feature, so our advertisers can continue to get more out of their ad dollars with MCN than in any other trade publication.

85% of all respondents reported having purchase involvement in one or more categories.

93% of all respondents reported having taken one or more actions during the past year as a result of advertisements and/or articles in METAL CENTER NEWS.

Whether delivered in print, online or via email, along with our must-read editorial aimed solely at the North American service center market, your ad message is assured to reach the industry’s leading decision makers month after month.

100% Direct Request Circulation - 15,400

100% The most trusted and credible qualification source is direct request from an individual who wants to receive the magazine.

*Source: BPA June 2019

Sequential Circulation

MCN Readers report each issue passed along to 3 or more colleagues, resulting in

More than 50,000 Readers Monthly.

*Source: Harvey Research 2019

METAL CENTER NEWS ... THE ONLY INDUSTRY PUBLICATION THAT DOCUMENTS 1-YEAR DIRECT REQUEST CIRCULATION TO THE METALS SERVICE CENTER INDUSTRY. AND THAT’S THE AUDIENCE YOU WANT TO REACH WITH YOUR ADVERTISING MESSAGE.
MCN E-Media Options on MetalCenterNews.com and eMCN

Contact our Sales Staff for further information.

Email blasts directly to industry decision-makers.

Banner Ads offer the most exposure for your brand.

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 online resources specifically targeting distributors and processors of steel, aluminum and copper products, as well as toll processors.

Our website, MetalCenterNews.com, averages 11,000 visitors per month. Our twice monthly email newsletter, eMCN, averages an impressive open rate of 22% and a click rate of 18%.

Online Banner Advertising Opportunities on MetalCenterNews.com and eMCN

Banner Ads offer the most exposure for your brand.


<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rate (Monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader Board</td>
<td>(web only) 750 pixels x 80 pixels</td>
<td>$1,250/month</td>
</tr>
<tr>
<td>Masthead Banner</td>
<td>(web only) 468 pixels x 68 pixels</td>
<td>$1,250/month</td>
</tr>
<tr>
<td>Large Square</td>
<td>(web only) 250 pixels x 250 pixels</td>
<td>$700/month</td>
</tr>
<tr>
<td>Horizontal Banner</td>
<td>(web/enews) 468 pixels x 68 pixels</td>
<td>$700/month</td>
</tr>
<tr>
<td>Vertical Banner</td>
<td>(enews only) 150 pixels x 325 pixels</td>
<td>$600/month</td>
</tr>
<tr>
<td>Medium Square</td>
<td>(enews only) 150 pixels x 150 pixels</td>
<td>$450/month</td>
</tr>
</tbody>
</table>

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’ email, have seen open rates up to 20% and click rates as high as 10%.

MCN DIGITAL Advertising Opportunities:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate (Monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landing Page, Full</td>
<td>$1,000/month</td>
</tr>
<tr>
<td>Landing Page, Full</td>
<td>$2,500/month</td>
</tr>
<tr>
<td>Other Page, Full</td>
<td>$2,500/month</td>
</tr>
<tr>
<td>Featured Video of the Month</td>
<td>$1,000/month</td>
</tr>
<tr>
<td>Featured Product</td>
<td>$1,000/month</td>
</tr>
</tbody>
</table>

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 size
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

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. $3,000 (response data provided). Contact our Sales Staff for further information.
Banner Ads offer the most exposure for your brand. Whether delivered in print, online or via email, along with our must-read editorial content of MCN, our advertisements assure your message will reach the industry’s leading decision makers month after month.

In the case of Metal Center News, those readers are determined to be service centers. We are the only industry publication targeting distributors and processors of steel, aluminum and copper. As Metal Center News Magazine is the only publication dedicated to the metals service center industry, we are the only source is direct request circulation numbers. Our readers seek us out. They do it year after year. MCN never uses business reply cards.

The most trusted and relevant circulation is direct request. Metal Center News Magazine is the only publication to document 1-Year Direct Request Circulation to the Metals Service Center Industry. We are the only industry publication to document 1-Year Direct Request Circulation to the Metals Service Center Industry.

The survey provided valuable information to the advertisers on the impressions of the advertisements that appeared in that month’s magazine. The survey also provided valuable information to the advertisers on the impressions of the advertisements that appeared in that month’s magazine. The survey also provided valuable information to the advertisers on the impressions of the advertisements that appeared in that month’s magazine.

In 2018, MCN launched its first advertiser survey in the July issue, and we’re not stopping there. In 2018, MCN launched its first advertiser survey in the July issue, and we’re not stopping there.

See your regional sales manager for rates and availability.

Production Specifications

Page Trim Size: 7-7/8" x 10-3/4" (7.875" x 10.75")
Method of Printing: Body and covers—web offset.
Type of Binding: Saddle stitch bound—jogs to head.

Advertising Unit Sizes Non-bleed

<table>
<thead>
<tr>
<th>Space</th>
<th>Width x Depth</th>
<th>Bleed Ads* Trim Size Width x Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>6.875&quot; x 9.75&quot;</td>
<td>7.875&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.5&quot; x 9.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 island</td>
<td>4.5&quot; x 7.5&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>6.875&quot; x 4.875'</td>
<td></td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>3.375&quot; x 9.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 square</td>
<td>4.5&quot; x 4.875&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>6.875&quot; x 3.125&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2.125&quot; x 9.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.375&quot; x 4.875'</td>
<td></td>
</tr>
<tr>
<td>1/6 page</td>
<td>2.125&quot; x 4.875'</td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>2.125&quot; x 3.75&quot;</td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>14.75&quot; x 9.75&quot;</td>
<td>15.75&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>1/2 page spread</td>
<td>14.75&quot; x 4.875'</td>
<td>15.75&quot; x 5.375'</td>
</tr>
<tr>
<td>1/3 page spread</td>
<td>14.75&quot; x 3.125&quot;</td>
<td>15.75&quot; x 3.625'</td>
</tr>
</tbody>
</table>

*ALL BLEED ADS need to add 1/8" (.125") bleed beyond trim size on all sides that trim. (Blue area)

ALL ADS: SAFETY—keep essential matter 3/16" (.1875") in from trim size (inside dotted lines).

**EXAMPLE FULL PAGE BLEED AD**

- Bleed size: 8.125" x 11"
- Trim size: 7.875" x 10.75"
- Safe area 7.5" x 10.375"

Furnished inserts and digital ad specifications

**Preferred File Format:** Acrobat PDF/X-1a.2001.

*Please use this industry standard when submitting your ads.*

**Resolution:** When creating your ad, please make sure that all images placed in your ad are 300 dpi at 100% size for the best reproduction. Lower dpi images such as 72 dpi will result in preflight errors and less than ideal print quality.

**Color:** Please make sure that all .eps files placed in your ad are CMYK format, with all fonts converted to outlines and that the .eps file contains no Pantone or spot colors. Please make sure that all photos placed in your ad are also CMYK format, not rgb or another format.

**Ad Size:** Please make sure that the ad you create is the correct size that you purchased. See production specifications above.

Crop marks for full page ads should be at trim size. Fractional ads should be set up exactly to sizes published in media kit or as posted on web site. Bleed ads should extend beyond trim crop marks by 1/8". Allow a safety of 3/16" in from the trim for live matter on bleed ads.

**Material Submission:** FTP site: www.hightail.com

Enter Ads@metalcenternews.com and upload the file you want to send.

*Please include ad designer’s name and contact information when uploading files.*

**Proofs Accepted:** Ads requiring a color match on press should provide an acceptable high-end color proof, such as a Kodak Approval, Iris, Matchprint, or similar quality proof.

**Contact:** Please include the name, phone number and address of the creator of the ad.

**Production Contacts/Mailing:**

Send all contracts, insertion orders and advertising materials to:

**Metal Center News**

Cindy Lockman, Production Manager

1010 Jorie Blvd., Suite 44, Oak Brook, IL 60523

630-571-1067 or FAX: 630-572-0689

Ads@metalcenternews.com

**Furnished Inserts:** All inserts are noncancellable.

Inserts furnished by advertiser should be complete and ready for binding. Before ordering printing, advertiser should check with publisher to determine quantity, mechanical requirements, paper specs, and shipping instructions. MCN can print your inserts as well; contact your regional sales manager for options.