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# 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 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. Minimum 3-month buy. Net rates.**

<b>Leader Board:</b> (web only)	750 pixels wide x 80 pixels high	\$1,250/month
<b>Masthead Banner:</b> (web only)	468 pixels wide x 68 pixels high	\$1,250/month
<b>Large Square:</b> (web only)	250 pixels wide x 250 pixels high	\$700/month
<b>Horizontal Banner:</b> (web/enews)	468 pixels wide x 68 pixels high	\$700/month
<b>Vertical Banner:</b> (enews only)	150 pixels wide x 325 pixels high	\$600/month
<b>Medium Square:</b> (enews only)	150 pixels wide x 150 pixels high	\$450/month

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:

<b>Landing Page, Full:</b> (current print advertiser)	\$1,000/month
<b>Landing Page, Full:</b> (non-print advertiser)	\$2,500/month
<b>Other Page, Full:</b>	\$2,500/month
<b>Featured Video of the Month:</b>	\$1,000/month
<b>Featured Product:</b>	\$1,000/month

### Submission Guidelines:

- Material Submission:** FTP site: [www.hightail.com](http://www.hightail.com)  
Enter [Ads@metalcenternews.com](mailto:Ads@metalcenternews.com) and upload the file you want to send.
- 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.
- Please include a contact email and URL with all submissions
- To submit material or for more information, contact **Cindy Lockman**, Production Manager  
[Ads@metalcenternews.com](mailto: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.