



## Online Banner Advertising for MetalCenterNews.com and eMCN

Minimum 3-month buy. Net rates.

### Banner Ads offer the most exposure for your brand.

<b>Leader Board:</b> (web only) 750 pixels wide x 80 pixels high	\$1,400/month
<b>Masthead Banner:</b> (web only) 468 pixels wide x 68 pixels high	\$1,400/month
<b>Large Square</b> (web only) 250 pixels wide x 250 pixels high	\$800/month
<b>Horizontal Square</b> (home page only) 468 pixels wide x 68 pixels high	\$550/month
<b>Horizontal Banner</b> (enews only) 468 pixels wide x 68 pixels high	\$800/month
<b>Vertical Banner:</b> (enews only) 150 pixels wide x 325 pixels high	\$700/month
<b>Medium Square</b> (enews only) 150 pixels wide x 150 pixels high	\$550/month

## MCN Digital Advertising Options

<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>	\$900/month
<b>Featured Product</b>	\$900/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. **\$3,000 (response data provided)**. Contact our Sales Staff for further information.

## MetalCenterNews.com, eMCN & MCN Digital Opportunities

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 13,000 visitors per month. Our twice monthly eMCN, averages an open rate of 28%. 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 25%.

## 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