



2026 Promotional Guide

Modern
Steel Construction



••• **Smarter.
Stronger.
Steel.**



Smarter.
Stronger.
Steel.

Modern
Steel Construction

AISC's mission is simple:
Make structural steel the material of choice
by being the leader in steel-related technical
and market-building activities—and you can
help help support that mission.

By advertising in *Modern Steel Construction*
and/or sponsoring an AISC event, not only do
you gain exposure and establish your brand
within the steel construction industry, but you
also help it grow. And there are opportunities
at any budget level to do so!

Advertising

Modern Steel is directed exclusively toward professionals in the construction industry who make and influence purchasing decisions—whether they are engineers, architects, building owners, contractors, or those employed directly by the domestic steel industry, such as steel fabricators, erectors, and detailers. It provides in-depth information on the newest and best uses of structural steel, focusing on innovative and cost-effective designs and the people, products, and companies that help bring them to life. It's the perfect venue for reaching anyone and everyone who designs and builds steel structures. But it's not the only one.

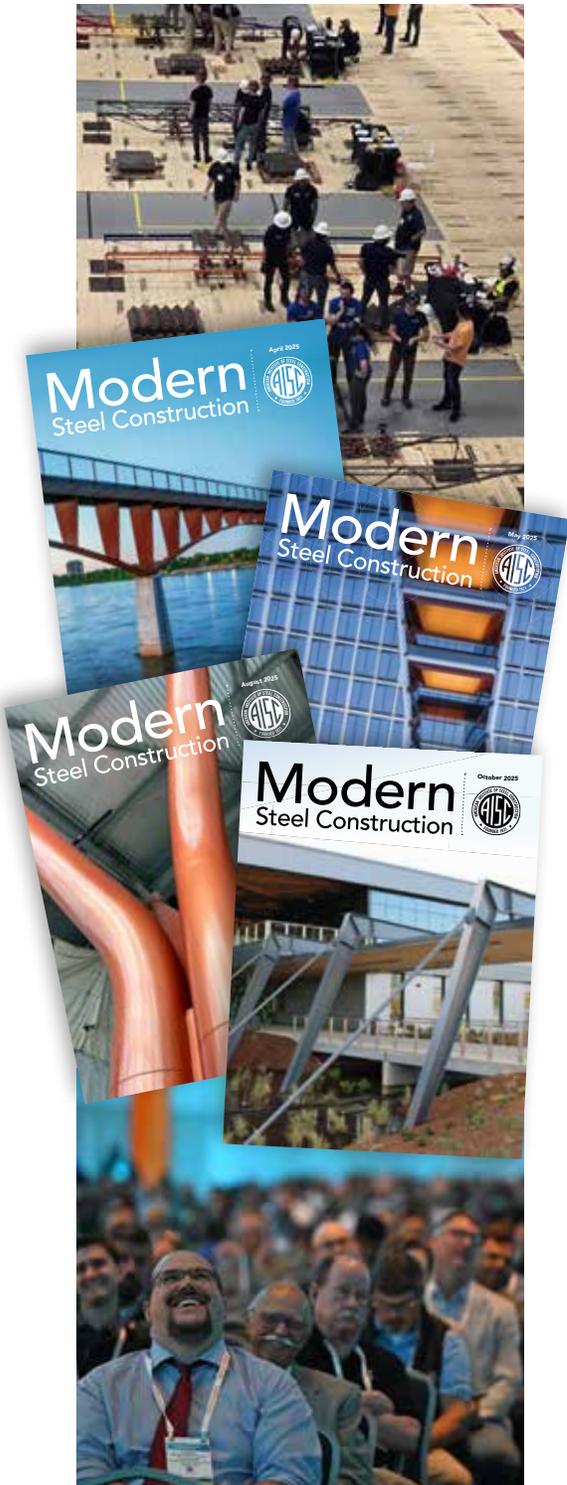
Sponsorships

AISC's programs and events reach thousands of industry participants. NASCC: The Steel Conference brings together thousands of construction professionals every year, the Student Steel Bridge Competition involves hundreds of today's college students who will become tomorrow's professionals, and other events focus on specific sectors of the steel industry. Simply put, sponsoring an AISC event is an effective way to get your message and branding in front of the right people.

Read on for pricing, our editorial calendar, and more information on how to promote your company, its offerings, and its people via advertising in *Modern Steel*. And turn to pages 11 and 12 for details on sponsorship opportunities, including advertising discounts for sponsors. You can also visit aisc.org/sponsorships.

New Promotional Opportunities for 2026

We've added a few new avenues for you to reach our readership in 2026! These include custom *Modern Steel*-branded email blasts, advertising in AISC's Weekly Bulletin, and advertorials! In addition, we've simplified our advertising rates and kept them the same as—and, in some cases, lower than—2025.



OUR CONTENT

Written by and for the steel industry, *Modern Steel* works to improve and expand the footprint of American fabricated structural steel. While many of our feature articles focus on specific building and bridge projects, we also highlight ideas that are relevant to the steel industry and AISC's mission.

These include trend pieces, technical articles, roundtable discussions, and product- and facility-related write-ups. In addition to feature stories, every issue includes multiple regular sections:



Steel Interchange provides answers to technical questions sent to AISC's Steel Solutions Center.



Steel Quiz tests readers' design and technical know-how.



SteelWise provides practical technical information that readers can use right away.



Field Notes is a podcast column featuring conversations with people from all corners of the structural steel industry with interesting stories to tell.



Business Issues discusses steel industry and construction trends and offers business and management advice for the office, shop, or project site.



New Products features a collection of products from across the structural steel industry—from coatings to jobsite tools to design and detailing software to fabrication equipment.



News & Events keeps readers in tune with AISC activities and announcements and provides a glimpse of what's going on in the world of structural steel.



Marketplace & Employment lists steel industry opportunities.

Product, Technology, and Facility Focuses

Our product and technology coverage extends beyond the New Products section and encompasses facility tours or detailed articles about an industry-related product, software, or service type (e.g., welding products, fabrication machinery, safety equipment, or design software). This includes articles on technologies that are new to the industry as well as articles—sometimes in a roundtable format featuring multiple vendors—offering practical advice for a specific type of product or service (e.g., best practices for progressive-dip galvanizing jobs). Contact Patrick Engel to submit releases and images of new and updated products for consideration in the New Products section or if you have a product-related article idea!

Special Coverage

Popular recurring coverage includes:

- The February through April issues will feature previews of interesting NASCC: The Steel Conference sessions, and April will include the full list of exhibitors. (If you're interested in exhibiting, contact Renae Gurthet at renae@gurthetmedia.com.)
- May focuses on the AISC IDEAS Awards program, celebrating the synergy between structural steel and architecture. For specifics about entering, visit aisc.org/ideas.
- August features AISC's annual Student Steel Bridge Competition.
- November highlights the winners of AISC's Steel Design Student Competition, as well as AISC's annual scholarship winners.
- December's What's Cool in Steel section presents a compendium of fun, typically smaller, steel projects, as well as other "cool" people or goings-on in our industry.
- And in even-numbered years—like this one!—the NSBA Prize Bridge Awards program recognizes the best of the steel bridge world. For details, visit aisc.org/prizebridge.

EDITORIAL CALENDAR

In addition to our regular monthly columns and feature articles on steel projects and other topics, every issue of *Modern Steel* focuses on products and technologies that are integral to the structural steel industry. Note that specific products and technologies can appear in multiple issues; the topics listed here simply denote special focuses in the form of facility tours, New Products sections, technical articles, and Q&A "roundtable" articles.

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To submit editorial or news content, contact Patrick Engel. You can find author guidelines at aisc.org/getpublished.

Modern Steel Construction

JANUARY 2026

Ad Space Reservation: 11.17.25

Ad Material Due Date: 11.21.25

- S** Composite Construction
- P** Engineering Software

FEBRUARY 2026

Ad Space Reservation: 12.15.25

Ad Material Due Date: 12.19.25

- S** NASCC Session Previews
- P** Joist and Deck

MARCH 2026

Ad Space Reservation: 1.12.26

Ad Material Due Date: 1.16.26

- S** NASCC Session Previews
- P** Robotic Equipment

APRIL 2026

Ad Space Reservation: 2.9.26

Ad Material Due Date: 2.13.26

- S** NASCC Session Previews
- S** NASCC Exhibitors List
- P** Exhibitor Highlights

MAY 2026

Ad Space Reservation: 3.9.26

Ad Material Due Date: 3.13.26

- S** AISC IDEAS Awards
- P** Jobsite and Safety Tools
- P** Erector/Jobsite Topics

JUNE 2026

Ad Space Reservation: 4.13.26

Ad Material Due Date: 4.17.26

- S** Data Centers
- S** Curved Steel
- P** Bolts and Fasteners
- P** Castings

JULY 2026

Ad Space Reservation: 5.11.26

Ad Material Due Date: 5.15.26

- S** Prize Bridge Awards
- P** Bridge Products

AUGUST 2026

Ad Space Reservation: 6.8.26

Ad Material Due Date: 6.12.26

- S** Student Steel Bridge Competition
- P** Welding Equipment

SEPTEMBER 2026

Ad Space Reservation: 7.13.26

Ad Material Due Date: 7.17.26

- S** Education
- S** Exposed Steel
- P** Coatings

OCTOBER 2026

Ad Space Reservation: 8.10.26

Ad Material Due Date: 8.14.26

- S** Sustainability
- P** Fabrication Equipment
- P** Fabrication Software

NOVEMBER 2026

Ad Space Reservation: 9.14.26

Ad Material Due Date: 9.18.26

- S** Steel Design Student Competition
- S** Scholarship Winners
- P** Material Handling

DECEMBER 2026

Ad Space Reservation: 10.12.26

Ad Material Due Date: 10.16.26

- S** Artificial Intelligence
- S** What's Cool in Steel
- P** HSS topics

S – special focus **P** – product focus

OUR READERS ARE YOUR CUSTOMERS



Modern Steel is the premier magazine for the people who work on steel buildings and bridges. It reaches more than 100,000 design and construction professionals who have a direct influence on specifying the products, services, and software that are featured in our editorial content and advertisements and used on a daily basis to bring steel projects to life.

Total print circulation
(September 2025):

56,500

Pass-along rate:

2

Total monthly print audience: **113,000**

First Look e-newsletter average monthly audience:

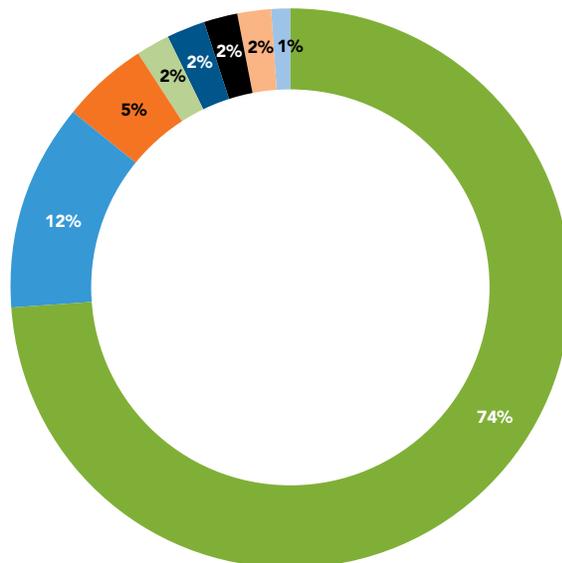
100,000

Total annual website visits:

528,000

Demographics

- Engineers
- Fabricators
- Architects
- Detailers
- Erectors
- Mills/Product Manufacturers/Others
- Educators/Students
- GCs/CMs/Owners/Code Officials/Inspectors



Percentage of readers who directly specify products and services:

Bolts/Fasteners	82%
Hollow Structural Sections	79%
Metal Deck	72%
Galvanizing/Paint/Coatings	70%
Joists	62%
Bearing Pads/Plates/Surfaces	53%
Welding Products	44%
AISC Certification	42%
Seismic Products	37%
Bending-Rolling Services	18%
Fire Protection	16%
Vibration-Related Equipment	16%
Castings	11%
Service Centers	4%

Readers could select more than one category.

Percentage of readers who directly influence purchasing decisions:

Engineering Software	82%
Detailing Software	30%
Safety Equipment	19%
Jobsite Tools	18%
Fabrication Equipment/Software	16%
Erection Equipment	9%

Readers could select more than one category.

Readers find these publications useful to their work:

Modern Steel Construction	94%
Structure	76%
Civil + Structural Engineer	66%
Civil Engineering	45%
Engineering News-Record	44%
Building Design + Construction	34%
Buildings	29%
The Fabricator	26%
Informed Infrastructure	23%
Architectural Record	16%
Architect	14%
The Architect's Newspaper	11%

Connect on Social Media



Percentages on this page are from our most recent subscriber survey.

PRINT ADVERTISING



Print sticks with you! Studies show a consistently high recall rate for print advertisements. And it isn't just print anymore!

Think of it as print-plus, as all *Modern Steel* print ads live on in perpetuity in the electronic versions of the magazine (PDF and Digital Edition), and ads in the Digital Edition includes live links. In addition, including a QR code in your print ad allows you to easily track leads/clicks and allows you to point readers exactly where you want them to go on your site.

And combining print and digital advertising creates a holistic branding experience across multiple venues. *Modern Steel* offers competitive advertising rates to fit any program budget and give you targeted exposure to the steel design and construction world.

DISPLAY RATES

Frequency Rate/Ad Size	1x-5x	6x-12x
Spread	\$9,000	\$7,500
Full Page	\$6,200	\$4,500
Full Page – Premium Positions*	\$7,000	\$5,000
½ Horizontal or Island	\$4,000	\$3,000
⅓ Vertical or Square	\$3,000	\$2,000

Insertions must occur during the 2025 calendar year for these rates.

*Premium positions include: inside front cover, opposite inside front cover, opposite table of contents, inside back cover, and the back cover.

MARKETPLACE RATES (b&w only)

Frequency Rate/Ad Size	1x-5x	6x-12x
Single (3¼ × 1½ in.)	\$700	\$400
Double (3¼ × 3 in.)	\$900	\$500
Triple (3¼ × 4½ in.)	\$1,100	\$700

Black-and-white company logos may appear in ads for an additional \$50 charge per insertion.

All rates are in U.S. dollars, per issue, per insertion. Advertisers are responsible for payment. Terms are net 30 days. If invoices are not paid within 60 days, a service charge of 2% of the entire bill, per month, may be assessed. Payments not received within 60 days may result in loss of AISC membership.

Gatefolds, Inserts, etc.

Special rates apply for supplied inserts, tip-ins, gatefolds, etc. Prices available upon request.

AISC Member Discount

AISC full and associate members receive a 20% discount on gross billing. There is no discount for AISC professional members.

Issuance Dates

Modern Steel is published 12 times a year and mails within the last week of the previous month. For example, the January issue is usually mailed the last week of December.

Cancellations

Ads cannot be cancelled after the closing dates published on the editorial calendar. Advertisers who fail to fulfill a frequency contract will be short-rated to reflect actual frequency rate earned.

Receipt of Materials

Current ad materials will run at the publisher's discretion if new materials are not received by the material submission deadline published on the editorial calendar. Submit materials online at aisc.org/admaterials, or send them to Geoff Weisenberger at weisenberger@aisc.org.

Print and Digital Packages

Looking for the best of both worlds (print and digital)? Contact Geoff Weisenberger at weisenberger@aisc.org to request a proposal that maximizes the reach of your messaging and brand.

Use of AISC Logos in Ads

AISC member advertisers are advised to check the Members area of the AISC website at www.aisc.org for up-to-date logos and guidelines. For questions about logo usage, contact Kristin Hall, Director of Graphic Design: hall@aisc.org.

CURRENT
LOGOS



AISC
CERTIFIED
FABRICATOR
& ERECTOR

AISC
ASSOCIATE

AISC
DETAILER

OBSOLETE
LOGOS



AISC
CERTIFIED
FABRICATOR
& ERECTOR

AISC
ASSOCIATE

AISC
DETAILER

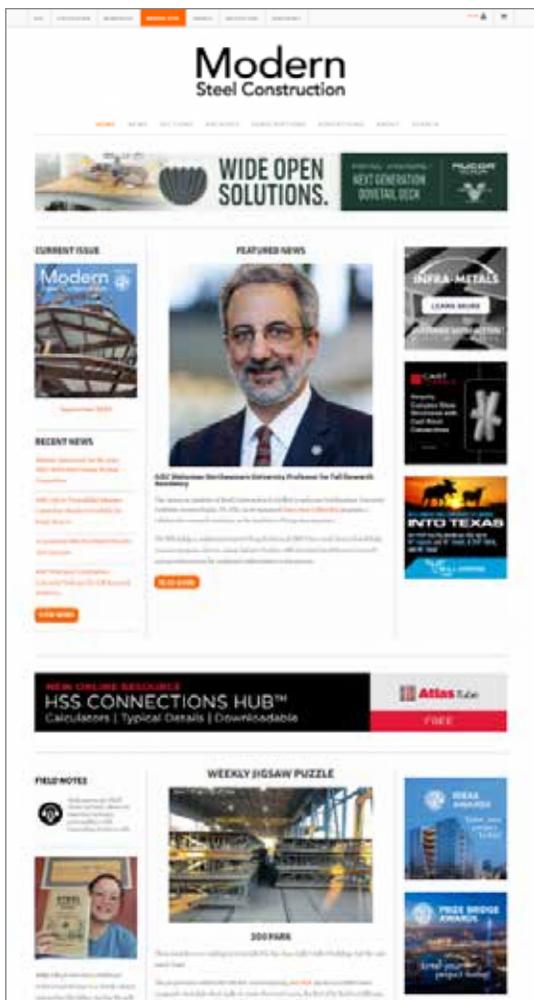
WEBSITE ADVERTISING



Modern Steel's website—www.modernsteel.com—receives thousands of visitors per month and offers multiple advertising locations and types.

On their own or coupled with print advertising, digital banner ads are a great way to reach an ever-increasing online audience—and they offer quick access to advertiser websites.

In addition to easy access to the current issue, www.modernsteel.com features regular news items, popular articles and links, the jigsaw puzzle, the entire archive of Field Notes podcast recordings, online-exclusive Project Extras content, and the entire archive of *Modern Steel* issues dating back to the 1960s.



Online Banner Ads

The below rates are per month of exposure. AISC full and associate members receive a 20% discount for digital ads.

Digital Bundle

Advertisers who purchase a half-page or larger ad in any issue of *Modern Steel* are eligible for an additional 25% discount (after the 20% member discount is applied, as appropriate) on a website banner ad and/or in the First Look e-newsletter (see the next page) in the same month, as space permits.

MONTHLY RATES

Location	Frequency Rate/ Ad Size	1x-5x	6x-12x
Homepage	Top Leaderboard	\$2,300	\$1,800
	2nd/3rd Leaderboards	\$2,000	\$1,500
	Tall	\$1,800	\$1,500
	Square	\$1,500	\$1,200

Run-of-Site Locations

Included in base rate.
Ads appear in Resources, Steel Interchange, SteelWise, and Field Notes pages.

ONLINE SIZES (width by height, in pixels)

Size	Homepage	Run-of-Site	Mobile
Square	300x300	300x300	300x150
Tall	300x600	300x300	300x150
Leaderboard	1200x150	300x300	300x150

Digital Ad Specifications

- PNG or JPG file format
- RGB color format
- **Multiple artwork sizes are required** to accommodate spacing constraints on interior pages and so that the ad is viewable on mobile devices. If appropriately sized artwork is not supplied, we will create a text-based graphic at our discretion that will display on mobile devices.

E-NEWSLETTER ADVERTISING

First Look is *Modern Steel's* monthly e-newsletter that announces the publication of—and includes links to a handful of highlighted articles in—each issue. It offers up to five leaderboard advertisements per edition and is emailed to roughly 100,000 readers every month.

MONTHLY RATES

	1x–5x	6x–12x
Banner Ad	\$1,800	\$1,400

Rates are per month of exposure. AISC full and associate members receive a 20% discount for digital ads.

Submit RGB ads in PNG or JPG file format. Ads must be 600x83 (width by height) or the same ratio.

AISC Weekly Bulletin Email Advertisements

AISC's Weekly Bulletin reaches more than 100,000 people—and you can, too! Distributed every Wednesday, the Bulletin announces news about AISC initiatives, events, and more. It's a great opportunity to promote your message and branding to tens of thousands of steel design and construction professionals—with the potential for even more, as each Bulletin is easily forwarded.

BULLETIN RATES

	2x/month	4x/month
Leaderboard Ad	\$1,500	\$2,500

Limit of three leaderboard ads per Weekly Bulletin. AISC full and associate members receive a 20% discount for digital ads.

Submit RGB ads in PNG or JPG file format, plus a link. Ads must be 600x83 (width by height) or the same ratio. Materials are due the Monday of the week the Bulletin will run.

September 2025

Modern Steel Construction **FIRST LOOK**

The September issue of *Modern Steel Construction* showcases a rare usage of steel: A high school building used structural steel slabs at grade to work around the region's persistent soil problems. This issue also features a big win for steel reuse: steel removed during the first phase of a football stadium renovation found a place in the second phase. Plus, go inside a structural engineering lab built to learn about everything it aims to produce and see how a moment frame design saved money on a hospital project.

Why Steel Floors Were the Answer to Troublesome Foundation Performance

Structural steel floor slabs at grade successfully worked around geological challenges in western New Mexico that have frequently compromised traditional flooring systems.

[Read More](#)

SUGAR STEEL
FOR THE SWEETEST DEAL
CALL SUGAR STEEL [Learn More](#)

How Football Stadium Steel Found a Second Life

A steel reuse project pulled beams from Georgia Tech's football stadium renovation and used them in a new athletic facility on campus.

[Read More](#)

NEW ONLINE RESOURCE
HSS CONNECTIONS HUB™
Calculators | Typical Details | Downloadable [FREE](#)

A Look Inside a Structural Engineering Lab

Visit the University of Arkansas' structural engineering lab for an inside look at its research capabilities and an appreciation for its other crucial mission: producing successful students.

[Read More](#)

SIMPSON Strong-Tie Bolt ahead with **QuickFrames** [See Products](#)

How a Steel Moment Frame Design Unlocked Cost

OTHER PRINT AND DIGITAL OPPORTUNITIES



Field Notes Podcast

Field Notes is our engaging monthly podcast focusing on interesting folks from the design and construction industry. An abbreviated transcript of each podcast appears in the print magazine. Each episode is posted at www.modernsteel.com, is available via iTunes, and is featured in the First Look e-newsletter.

Sponsorships for Field Notes include a “sponsored by” notation (with a company website and logo) in the print version and at www.modernsteel.com, as well as a mention from the host at the beginning and end of each episode.

Sponsorships are available at \$1,000 a month (for a minimum of three months) and \$10,000 for the full year.

Modern Steel-Branded Email Blasts

Want to get your message out to *Modern Steel's* subscription list (or a portion of that list, tailored to your specific audience) via our brand? Try one of our custom email blasts, sent from *Modern Steel* and including the *Modern Steel* logo. They're a great way to point our readers (and your customers!) to your products/services, white papers, case studies, events, or videos—wherever or however you'd like them to engage with your company.

BRANDED EMAIL RATES

	Rate	Member
Full List (100,000 email addresses)	\$6,000	\$4,800
Customized List (30,000 email addresses)	\$4,000	\$3,200

What we'd need from you: An image (JPG or PNG—no animated files, please), a link, and copy (up to 250 words). *Modern Steel* will review any and all email blast content in advance to ensure that it aligns with AISC's messaging and standards. We'll also provide a lead report with click totals; or you can provide a trackable link.

Blasts to our full email list are limited to three per month on a first-come, first-served basis and will be scheduled for the first, second, and third Tuesday of each month. Materials are due two weeks in advance of the designated blast date. Blasts to a customized list are limited to three per month and can be scheduled according to your needs, though not on days when the AISC Weekly Bulletin, *Modern Steel* First Look e-newsletter, or other scheduled *Modern Steel*-branded blasts are sent out.

Advertorials

Modern Steel now offers the opportunity to include advertorials up to four pages long—one per issue. Each page must be clearly marked as an advertorial, and all advertorial content is subject to review prior to publication. Pricing for advertorials is the one-time rate for the first page and 25% less for each additional page.

Other Opportunities

If you have ideas or suggestions for other *Modern Steel* print/digital advertising or AISC sponsorship opportunities, contact Geoff Weisenberger. And for a list of AISC sponsorships, see pages 11 and 12 of this guide.



PRODUCTION SPECIFICATIONS

Modern Steel Construction

File Format

DO NOT INCLUDE CROP MARKS OR OTHER PRINTER'S MARKS WHEN CREATING YOUR PDF FILES.



- **PDF files** in CMYK format (high-resolution or press-quality PDF files with all fonts embedded). A full-size JPG or PNG image of the ad in CMYK format at 300 dots per inch is also acceptable. **We cannot accommodate ads with spot colors (PMS inks).**
- Native InDesign, Photoshop, Illustrator, Word, or PowerPoint formats will not be accepted.

Publication Specs

Body Stock	45-lb gloss text with post-consumer content
Cover	80-lb gloss text
Binding	perfect bound
Trim Size	8.125 in. x 10.875 in.

Submit your ad properly!

- Check your file formats.
- Gather your information.
- Submit materials online at aisc.org/admaterials.

Questions?

Contact Geoff Weisenberger for help!



ADVERTISING SALES

Geoff Weisenberger
130 E Randolph St Ste 2000
Chicago, IL 60601
weisenberger@aisc.org
312.493.7694

Print

Artwork Sizes

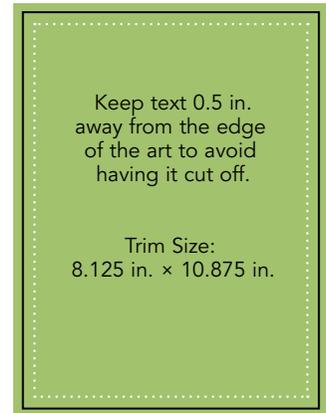
FULL PAGE

8.375 in. x 11.125 in.

SPREAD

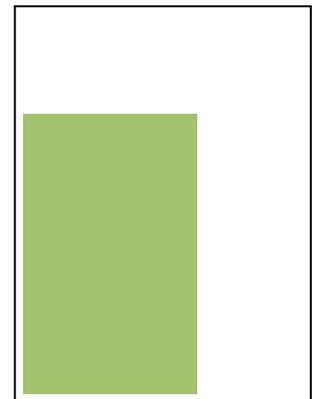
not pictured

16.5 in. x 11.125 in.



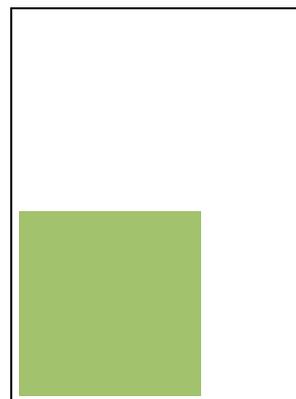
1/2 HORIZONTAL

7.1251 in. x 5 in.



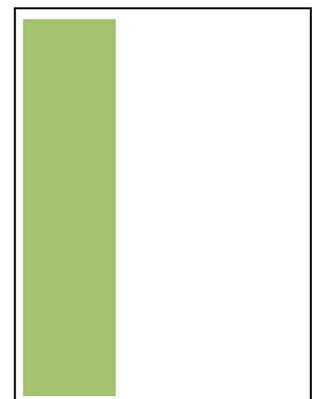
1/2 ISLAND

4.75 in. x 7.5 in.



1/3 SQUARE

4.75 in. x 5 in.



1/3 VERTICAL

2.5 in. x 10.125 in.



SPONSORSHIPS

Want to be part of a win-win situation? Sponsor an AISC event or initiative!

Doing so provides exposure and recognition for your company's brand and products/services while also helping to support and promote AISC and the entire steel supply chain, from ironworkers to steel detailers to fabrication shop personnel to structural engineers and others—all of whom use our various sponsors' offerings on a daily basis. Sponsorship also supports the next generation of steel industry employees (such as recent graduates and participants in AISC's Student Steel Bridge Competition), giving them a head start in their careers and helping to familiarize them with the tools they'll use in their work.

AISC's wide range of sponsorship opportunities is listed below. Contact Geoff Weisenberger (weisenberger@aisc.org) for more information.



Note that any sponsorship amount spent on the Elevate Reception and/or the NSBA Reception is applied to your overall sponsorship level at The Steel Conference. Also, companies that signed up for an exclusive sponsorship the previous year are offered the first right of refusal for that sponsorship the following year.

NASCC: The Steel Conference

Looking for an easy and affordable way to boost your presence among our annual conference's attendees—a number that reached nearly 7,000 in 2024 and 2025? Become an NASCC: The Steel Conference sponsor! In addition to promoting your products, you'll help us increase your reach, because sponsorships help AISC keep registration costs affordable so more people can participate in the conference. In addition to general conference sponsorships—which start at \$2,500—we also offer sponsorship opportunities for multiple specific events at the conference:

ELEVATE RECEPTION

The Elevate Reception is the place to be following The Steel Conference's Wednesday night Welcome Reception! It celebrates the many ways our industry is working to affirm access, equity, and belonging and build a more inclusive environment going forward. This networking reception provides a space for allies across all avenues of the steel industry to celebrate workplace diversity and inclusion and share resources for continued progress. It attracted hundreds of attendees in 2025, and we're expecting the event's biggest turnout yet in 2026!

NSBA RECEPTION

Taking place the Tuesday evening preceding the The Steel Conference, the NSBA Reception brings together hundreds of attendees from the Tuesday afternoon World Steel Bridge Symposium (WSBS) workshop. Sponsoring this event gives you exposure to the best and brightest in the steel bridge world.

The Steel Conference takes place April 22–24, 2026, in Atlanta. You can view the entire list of the above-mentioned opportunities, benefits, and pricing at aisc.org/nascc/sponsorship. For exhibitor inquiries, contact Renae Gurthet at renae@gurthetmedia.com.

Additional sponsorship opportunities are listed on the next page. >>

SPONSORSHIPS

Student Steel Bridge Competition

For more than 30 years, the Student Steel Bridge Competition (SSBC) has been one of AISC's most visible, educational, and impactful programs for college students. And you can help it keep growing!

As a sponsor, your support has a direct impact on the success of the SSBC and covers costs that are critical to each event, such as standardized equipment, SSBC team travel and host school stipends from AISC, travel support for the Rules Committee, award plaques, and more.

For a list of levels, benefits, and pricing (ranging from \$2,500 to \$20,000), visit aisc.org/ssbc.



Continuing Education Webinars

AISC's Continuing Education Department offers at least two live webinars every year that are available for sponsorship. Sponsors receive promotion in advance of a webinar and can also submit a one-minute video that will run at the beginning of the webinar; the speaker will also provide thanks. Sponsorships are available on a one-per-webinar basis for \$5,000 each.

Other Opportunities

If you have an idea for another sponsorship opportunity, we'd love to hear it!

Advertising Discounts for Sponsors

Want some more incentive to sponsor? Starting in 2025, your generous support will result in discounted or free advertising in *Modern Steel Construction* based on the total sponsorship amount spent:

- \$5,000 You receive \$500 off one *Modern Steel* print display ad of any size in 2025
- \$10,000 You receive an additional 50% off one *Modern Steel* print display ad of any size (not including gatefolds) in 2025
- \$25,000 You receive one free full-page print display ad in 2025
- \$50,000 You receive one free two-page spread or two free full-page print display ads in 2025
- \$100,000 You receive two free two-page spreads or four free full-page print display ads in 2025



Questions? Contact Geoff Weisenberger for help!
312.493.7694 | weisenberger@aisc.org



Smarter. Stronger. Steel.

American Institute of Steel Construction
312.670.2400 | www.aisc.org