

2019

scaffold & access magazine

sa

media kit



SAIA

SCAFFOLD & ACCESS
INDUSTRY ASSOCIATION

scaffold & access magazine



SAIA SCAFFOLD & ACCESS INDUSTRY ASSOCIATION

Scaffold & Access Magazine (SA Magazine) is the official voice of the Scaffold & Access Industry Association (SAIA), the preeminent association promoting safety within the scaffold and access industry.

SAIA elevates the standards of practice in the scaffold and access profession by educating members on safety issues, better business practices and innovative solutions to difficult challenges.

SA Magazine is read by:

- General & specialty contractors
- Engineers
- Erectors
- Safety professionals
- Construction & design specialist
- Rental companies
- Facility managers
- Staging companies
- Manufacturers

Advertising in SA Magazine supports the life-saving work of SAIA while getting your message in front of buyers. If you have a product that will solve a scaffold or access problem, SA Magazine readers want to know about it!



SEPTEMBER/OCTOBER 2018
scaffold & access magazine



INDUSTRIAL MARKET OUTLOOK PROMISING

OUR READERS...

86%

Recommended purchasing a product advertised in SA Magazine

87%

SA Magazine readers contacted advertisers

76%

Pass SA Magazine along to other staff members

69%

Purchased a product advertised in SA Magazine

89%

Visited an advertiser's website

2019 RATE CARD AND SPECIFICATIONS

Advertise and Reach 6,000+ Decision Makers

Each issue of *SA Magazine* reaches more than **6,000** readers in more than 20 countries. *SA Magazine* publishes six issues (print & digital) each year, plus an annual *Membership Directory*. Each ad in the print edition is also in the digital edition and will include a link to your website.

SA Magazine accepts approved inserts. Looking to do something unique? Let's talk!

Scaffold & Access Magazine delivers buyers when they are looking for solutions.

SA Magazine delivers both technical and boots-on-the-ground solutions to issues that impact our readers. Because *SA Magazine* is a resource that is saved and passed around to others, **your advertising dollars go further.**

Ad Material Requirements

Preferred:

- Adobe Acrobat PDF – file pdf exported as PDFX/1-A 2001 format or Press Quality format

SA will also accept:

- Adobe Illustrator EPS: All converted to CMYK; outline paths for all text; all imported images must be embedded
- Adobe Photoshop TIF: All converted to CMYK, 300 dpi, TIF format, flattened

File drop: www.robstan.com/filedrop

Advertising Rates

Print	1X	3X	6X	DIRECTORY
Full page	\$2890	\$2700	\$2515	\$2995
1/2 page island	2335	2265	2170	2450
1/2 page horizontal	2121	2025	1870	2215
1/3 page vertical or box	1865	1705	1585	1860
1/4 page	1260	1180	1006	1498
SAIA Members Receive 10% Discount				
Premium Positions	Additional Fee			
Inside Front Cover	+15%			
Inside Back Cover	+15%			
Back Cover	+30%			
Other Special Pages	+10%			
SA Connection	Per Issue			
140px x 140px Ad	\$500			

Ad Sizes

Trim size 8.125" x 10.875"

Bleed size 8.375" x 11.125"

Live/Safe area 7.75" x 10.45"

Print

Full Page 8.125" x 10.875"

1/2 Island 4.625" x 7.25"

1/2 Page Horizontal 7" x 4.875"

1/3 Page Vertical 3.375" x 10"

1/3 Page Box 4.625" x 4.875"

1/4 Page 3.375" x 4.875"

Inserts 8.125" x 10.875" max

Call for pricing

Digital Edition

Digital Magazine Sponsorship
1x \$1,400 **3x** 1,200 **4x** \$1,000

Your message remains on the screen the entire time the digital edition is open. Yep, it is up the entire time. You read that right. Reserve today!

This 200px x 600px ad runs to the left of the magazine and can include up to three links.

Digital Enhancements

Add animation, audio or video to your digital ad.
\$500 per ad per issue

Flash Animation Specs:

1275 x 650 full page / .swf <500kb
Links embedded into the animation must link to the new target (target= "_blank")

Video Specs:

Link to a Youtube video

Audio Specs:

wave or MP3 file



To advertise please contact:

Kelly Coleman, Director of Marketing and Sales

kellyc@saiaonline.org, 816-595-4838

400 Admiral Blvd., Kansas City, MO 64106

2019 EDITORIAL CALENDAR

January/February Issue

Topics:
Plank & Platform Council
Shoring Council
SAIA Shoring Project of the Year

Bonus Distributions:
World of Concrete
SWRI Institute Winter Tech

Content Deadline:
November 19

Ad Space Reservation Deadline:
November 26

Ad Material Deadline: December 3

March/April Issue

Topics:
Regulatory and Review Council
Suspended Scaffold Council
SAIA Suspended Access
Project of the Year
Committee Week Preview

Bonus Distribution:
SAIA Committee Week

Content Deadline:
January 21

Ad Space Reservation Deadline:
January 28

Ad Material Deadline:
February 4

Membership Directory

Listings of SAIA member companies that manufacture, sell, rent, erect or service products/equipment used in the scaffold & access industry.

May/June Issue

Topics:
APEX Council
Mast Climbing Council
SAIA Mast Driven Hoists and Platforms Project of the Year
Committee Week Recap

Content Deadline:
March 19

Ad Space Reservation Deadline:
March 29

Ad Material Deadline:
April 5

July/August Issue

Topics:
International Council
Supported Council
SAIA Suspended Access
Project of the Year
Convention Preview

Content Deadline:
May 20

Ad Space Reservation Deadline:
May 24

Ad Material Deadline:
May 29

September/October Issue

Topics:
Construction Hoist Council
Permanent Installation Council
Industrial Council

Bonus Distributions:
SAIA Annual Convention
SWRI Fall Tech
A92 Annual Meeting
ICUEE

Content Deadline:
July 15

Ad Space Reservation Deadline:
July 22

Ad Material Deadline:
July 29

November/December Issue

Topics:
Aerial Work Platform Council
Fall Protection Equipment Council
World of Concrete Preview
SAIA AWP Project of the Year
Convention Recap

Content Deadline:
September 16

Ad Space Reservation Deadline:
September 23

Ad Material Deadline:
September 30

Regular Columns & Departments

Technically Speaking
As We Travel
Safety Scorecard
Business Bites
Industry News
SAIA Training & Events
Litigation News
In the Field
Trend Spot
Business & Development

2019 Bonus Distributions:

World of Concrete, SAIA Committee Week, SAIA Annual Convention & Expo, SWRI, ICUEE, A92, A11 and all regional meetings

2019 SAIA Committee Week - April 29-May 2, 2019 / Portland, OR
2019 SAIA Annual Convention & Expo - September 23-26, 2019 / New Orleans, LA