

2019

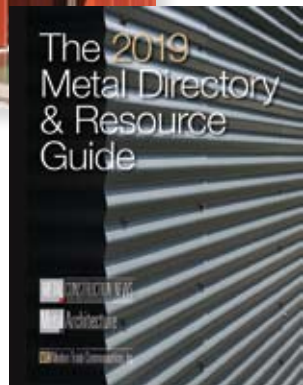
MEDIA GUIDE & EDITORIAL CALENDARS



Metal Construction News



Metal Architecture



Metal Directory & Resource Guide

Metal Construction News, *Metal Architecture* and *The Metal Directory & Resource Guide*, in addition to their respective online channels, are the industry's first choice for credible, relevant and meaningful information. As a marketer to this skyrocketing industry, you can be assured that our combined 60,000-plus readers are fully engaged, always searching and successfully finding the latest products and inspiring solutions!

- **Crystal-Clear, Targeted and Deep Market Reach:** *Metal Construction News* and *Metal Architecture* provide you with the finest integrated audiences—period! *Metal Construction News* and *Metal Architecture* are the only media outlets in the industry that provide you with the full transparency you demand, through third-party BPA audits and monthly digital traffic reports!
- **Editorial Leadership and Focus:** By being in constant contact with our readers and marketing partners, our team of editors have their fingers on the pulse of the industry. From in-depth features on labor issues, the cost of doing business, to the introduction of new products and ideas, the information we provide immediately grabs and engages the market!
- **Reader Engagement—Reader Action:** No other media outlets serving the metal construction and metal architecture market engages the market like *Metal Construction News*, *Metal Architecture* and *The Metal Directory & Resource Guide*. That is why we generated 31,159 qualified sales leads from our print solutions alone!

- ✓ **In Print**
- ✓ **Online**
- ✓ **In Person**

**Modern Trade Communications
Has You Covered**



Penetrate Key Target Demographics with Multiple Touchpoints



Since 1980, *Metal Construction News* has been the leading information source of the industry. *Metal Construction News* is read by more BPA-verified metal roofing contractors, metal roofing and side wall contractors and erectors than any other publication serving the market (see chart below).

Metal Construction News is devoted to promoting the use of metal in the commercial, residential, institutional, industrial and agricultural construction segments.

- **55 minutes**—The average time *Metal Construction News*’ readers spend reading a typical issue.
- **51,734**—*Metal Construction News*’ pass-along readership (average pass-along rate of 1.7).
- **81%**—*Metal Construction News*’ readers who have renewed or began their subscription in the past year.
- **74%**—*Metal Construction News*’ readers have been in the metal construction industry for at least 15 years.
- **96%**—*Metal Construction News*’ readers find it informative.
- **87%**—*Metal Construction News*’ readers find it relevant to their work.
- **86%**—*Metal Construction News*’ readers find it trustworthy.

Highest-Quality, Most Up-To-Date Market Reach in the Industry—Verified!

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Metal Building/General Contractors	12,577	44.0%
Metal Roofing & Sidewall Contractors	5,094	17.8%
Erectors	1,158	4.1%
Metal Framing & Drywall Contractors	430	1.5%
Suppliers	1,361	4.8%
Manufacturers	2,524	8.8%
Architectural, Engineering, Consulting	3,710	13.0%
Developers, Banks, Building Management	1,045	3.6%
Public Housing, Government Agency, Utilities	358	1.3%
Real Estate Firm, Banker, Code Official	168	0.6%
Others Allied to the Field	144	0.5%
TOTAL	28,569	100.0

(Source: BPA June 2018 Statement)

94% of *Metal Construction News*’ readers are involved with purchasing building products.

89% of *Metal Construction News*’ readers business media reading include a blend of both print and online. 11% use only print, while 1% uses online only.

99% of readers surveyed find *Metal Construction News* a useful source of information on new products and service.

92% of readers take action as a result of seeing an ad in *Metal Construction News*, including:

- Visited the advertiser’s website
- Contacted the advertiser directly
- Purchased/ordered the product/service
- Recommended the product/service
- Returned the reader service card for more information

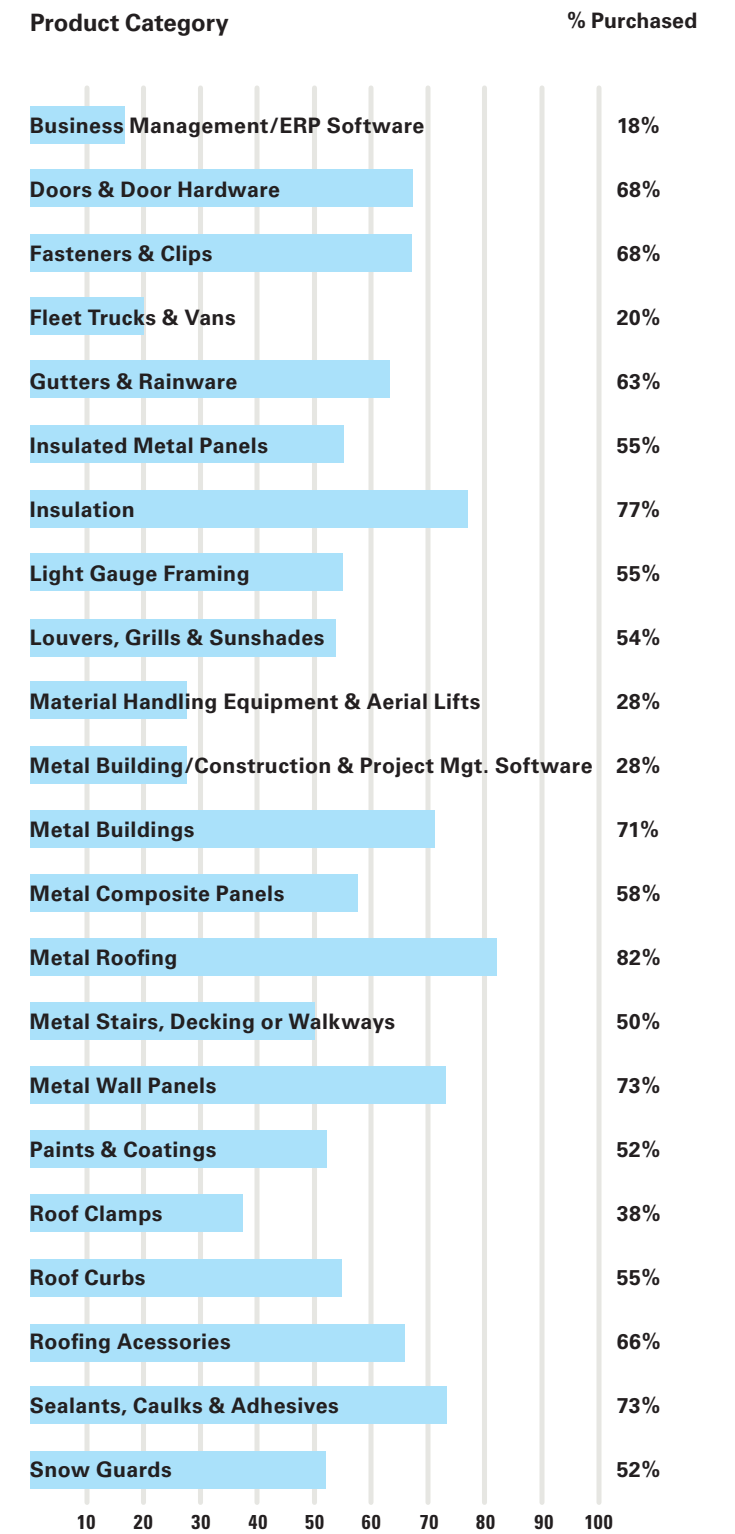
15,454 total qualified sales leads generated by *Metal Construction News* from July 2017 through June 2018. These are not impressions or click ... these are real leads with complete contact information.

79% of *Metal Construction News*’ readers said brand recognition/integrity is an important factor when making a purchasing decision.

Metal Construction News’ readers’ most important resources when purchasing a metal product or service:


- **56%** Magazine Advertising
- **53%** Internet
- **42%** Directories/Buyers Guides
- **37%** Dealers
- **31%** Trade Shows/Exhibits

Products *Metal Construction News*’ Readers Purchase



(Source: *Metal Construction News* Readex Survey, January 2018)

AdImpact Study

Due Dates	January	February	March	Bonus Issue	April	May	June	July	August	September	October	November	December
Ad Close	12/6/18	1/3/19	2/14/19	2/28/19	3/7/19	4/4/19	5/9/19	6/6/19	7/11/19	8/8/19	9/5/19	10/3/19	11/7/19
Material Deadlines:													
Print Materials Due	12/13/18	1/10/19	2/21/19	3/7/19	3/14/19	3/21/19	5/16/19	6/13/19	7/18/19	8/15/19	9/12/19	10/10/19	11/14/19
Digital Issue/Website	12/14/18	1/5/19	2/15/19		3/15/19	4/15/19	5/15/19	6/14/19	7/15/19	8/15/19	9/13/19	10/15/19	11/15/19
Newsletter/Metalconnect	12/28/18	1/31/19	2/28/19		3/31/19	4/30/19	5/31/19	6/28/19	7/31/19	8/30/19	9/30/19	10/31/19	11/29/19
Special Features	State of the Industry RCI Convention Preview	Hydrostatic vs. Hydrokinetic Roofs Top Mistakes by Metal Roofers and How to Avoid Them	38th Annual Contractor Survey	 <p>The 2019 Metal Directory and Resource Guide</p>	IMPs and Local Ordinances	Top 100 Metal Builders	Metal Construction Hall of Fame After Use: Recycling Metal Building Products	Meal Roof Retrofits MBCEA Building of the Year Awards	Readers' Choice Product Awards METALCON Preview	Special Issue: Safety Safety in Metal Construction Today Fall Protection	Insulation Comparison Guide	Resilience and the Codes	Metal Building and Roofing Awards
Product Installation Feature	Prepare the Site for a Storm	Metal Trim Installation	Staging Materials		Everything You Need to Know about Foundation Bolts	Continuous Insulation in Steel Stud Construction	Wind Uplift Guidelines	Handling Expansion/Contraction Issues	Sound Reduction in Metal Roofs	New Technology in Safety	Customizing Metal Buildings	Scaffolding Rules	Proofing PEMB Plans
Success Story/Business Feature	Legalized Marijuana and the Job Site	Success Story	Complete Guide to Certification for Metal Building Erectors		Success Story	Managing Training Programs	Success Story	New Technology and the Bid Process	Success Story	Managing an OSHA Violation	Success Story	Design-Build vs. Negotiated Bid	Safety Programs
Know Your Products	Roof Underlayments	IMP Roof Panels	Skylights		Roof Seamers	Tapes and Sealants	Moisture Prevention	Snow Retention	Roll Forming	Metal Building Systems	Metal Tiles, Shakes and Shingles	Coil Coatings	Louvers, Sunscreens and Grills
Project Focus	Sports and Recreation	Health Care	Office and Retail		K-12 Schools	Transportation and Aviation	Federal, State, Municipal and Military	Colleges and Universities	Mixed-Use and Residential	Self Storage, Agriculture, Warehouses and Manufacturing	Museums, Libraries and Cultural Centers	Hospitality	Religious
Product Catalog	Metal Wall Panels	Metal Roofing	Light-Gauge Steel Framing		Roof Accessories, Snow Retention and Roof Clamps	Doors: Rolling, Bifold and Walkthrough	Metal Tiles, Shakes and Shingles	Fasteners and Clips	Insulation Systems and Vapor Retarders	Safety Equipment	Natural Metals	Curtainwalls	Roof Underlayments
Product Catalog	Fasteners and Clips	Roof Curbs, Vents, Hatches and Rainware	Metalforming Equipment		Metal Composite Materials	Louvers, Grilles, Sunscreens and Awnings	Coil Coatings	Skylights, Windows and Daylighting	Sealants, Tapes and Adhesives	Perforated and Expanded Metals	Insulated Metal Panels	Metal Ceiling Systems	Doors
Bonus Distribution		International Roofing Expo Nashville, Tenn. February 11-13	RCI International Convention and Trade Show Orlando, Fla. March 14-19		MBCEA/MBMA Conference Myrtle Beach, S.C. May 1-3		Western Roofing Expo Las Vegas June 9-11	Florida Roofing & Sheet Metal Expo Kissimmee, Fla. July 17-19			METALCON Pittsburgh October 16-18 Midwest Roofing Contractors Association Overland Park, Kan. October 20-22		

Special Supplements	Fasteners Guide	Retrofit Guide
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Additional Information

Note: Topics subject to change

Profit Building	Industry business icon, George Hedley, provides deep knowledge on best practices, sales and marketing strategies and other tips for business improvement.
Industry Perspective	Updates and insights from associations and industry players on what is happening that will affect contractor readers.
Guest Column	Industry leaders weigh in on the issues facing the metal construction industry.
Project Features	Every month MCN will feature an in-depth profile of a building.
News and Events	Reporting on the latest news, personnel moves and events affecting the metal construction industry.
New Products	Every month MCN will feature new products as they debut in the marketplace.
Product Catalogs	A survey of metal building products by category.
Snapshot	An inspiring shot of a great metal project.

Architects depend on *Metal Architecture* to deliver the information and inspiration that only we can deliver. *Metal Architecture* is the dominant information source for the use of metal in building design and specification, focusing on commercial, institutional and residential design.

DEDICATED READERS

- **91%**—*Metal Architecture*'s readers prefer to receive their information in printed format.
- **74%**—*Metal Architecture*'s readers who spend a half-hour or more on a typical issue.
- **49,507**—*Metal Architecture*'s pass-along readership (pass-along rate of 1.8).
- **1.3 years**—The average time *Metal Architecture*'s readers retain their issues.
- **80.4%**—*Metal Architecture* readers who renewed or began their subscription in the past year.
- **94%**—*Metal Architecture*'s readers find it informative.
- **84%**—*Metal Architecture*'s readers find it relevant to their work.
- **81%**—*Metal Architecture*'s readers find it trustworthy.

Metal Architecture Delivers the Targeted, High-Quality Audience You Demand

CLASSIFICATION BY PROFESSION	TOTAL QUALIFIED	PERCENT OF TOTAL
Registered Architects	11,406	45.4%
Architectural Interns	357	1.4%
Engineers/Building Designers/Residential Designers	2,550	10.2%
Construction Specifiers in A&E Firms	796	3.2%
MFR./Supplier of Architectural Systems or Products	2,202	8.8%
Construction Manager/Architect Coordinator	1,468	5.8%
Developer/Building Owner	1,761	7.0%
Real Estate Firm, Banker, Code Official	403	1.6%
Public Housing, Government Agency, Utilities	154	0.6%
Architectural Architects	4,014	16.0%
Total	25,061	100.0%

(Source: BPA June 2018 Statement)

90% of *Metal Architecture*'s readers are involved in specifying metal building products.

90% of *Metal Architecture*'s readers' business media reading includes a blend of both print and online. 9% use only print, while 1% uses only online.

93% of readers take action as a result of seeing an ad in *Metal Architecture*, including:

- Visited the advertiser's website
- Contacted the advertiser directly
- Specified the advertised product
- Recommended the product/service
- Used *Metal Architecture*'s reader service program

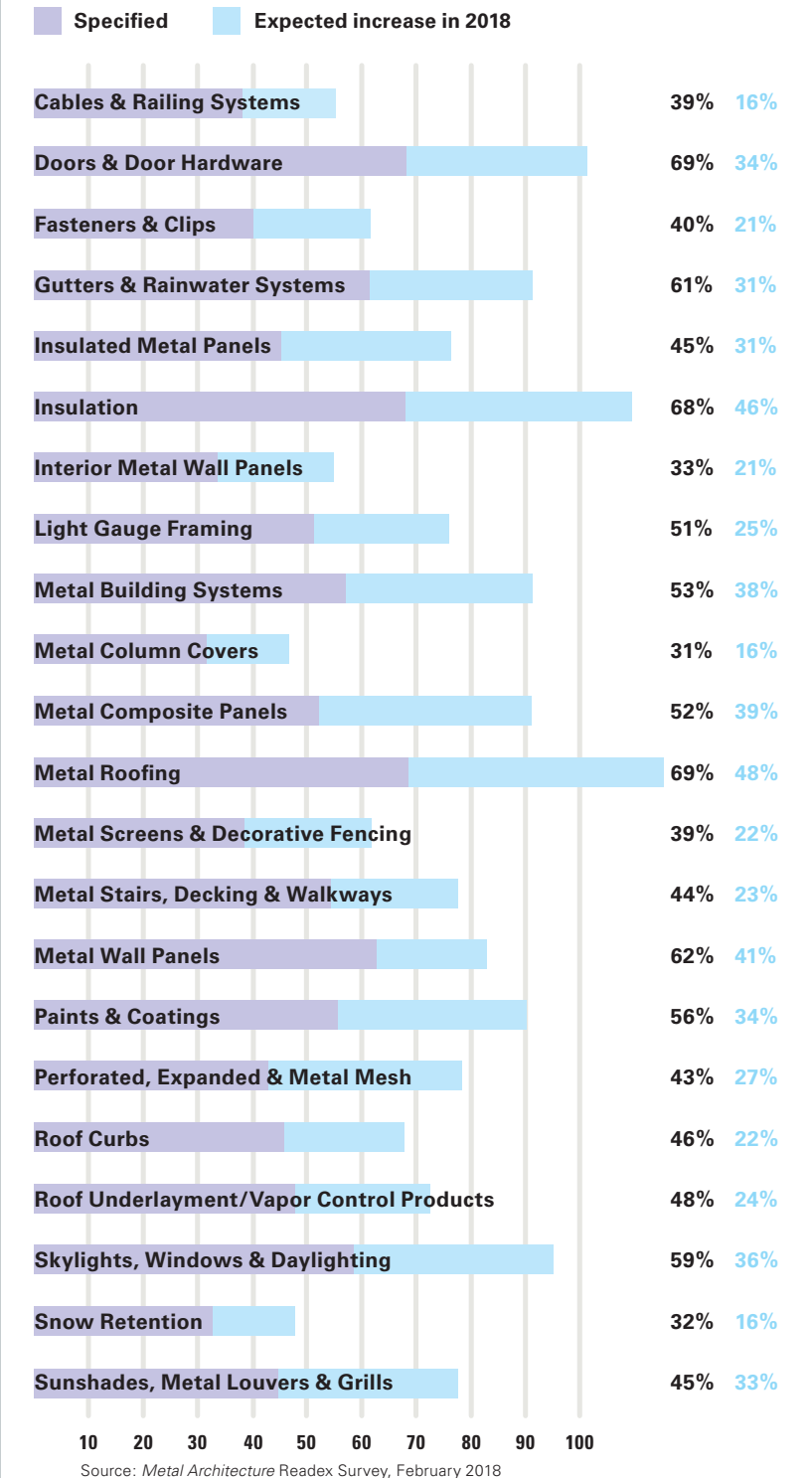
77% of *Metal Architecture*'s readers plan on specifying more metal products.

9,561 total qualified sales leads generated by *Metal Architecture* from July 2017 to June 2018. These are real sales leads with complete contact information.

88% of *Metal Architecture*'s readers feel advertising plays a somewhat, to very important role in their specifying decisions.

95% of *Metal Architecture*'s readers feel brand recognition and reputation plays a somewhat, to very important role in the specifying process.

Product Categories Specified



AdImpact Study

Due Dates	January	February	March	Bonus Issue	April	May	June	July	August	September	October	November	December
Ad Close	12/6/18	1/10/19	2/7/19	2/28/19	3/14/19	4/11/19	5/16/19	6/13/19	7/18/19	8/15/19	9/12/19	10/10/19	11/14/19
Materials Deadlines:													
Print Materials Due	12/13/18	1/17/19	2/14/19	3/7/19	3/21/19	4/18/19	5/23/19	6/20/19	7/25/19	8/22/19	9/19/19	10/17/19	11/21/19
Digital Issue/Website	12/14/18	1/5/19	2/15/19		3/15/19	4/15/19	5/15/19	6/14/19	7/15/19	8/15/19	9/13/19	10/15/19	11/15/19
Newsletter/Metalconnect	12/28/18	1/31/19	2/28/19		3/31/19	4/30/19	5/31/19	6/28/19	7/31/19	8/30/19	9/30/19	10/31/19	11/29/19
Special Features	State of the Industry	MCA Chairman's Awards High Concept Roofs	33rd Annual Architects Survey	<p>The 2019 Metal Directory and Resource Guide</p>	Readers' Choice Product Awards Metal Design Trend: Health Care Projects	Coatings, Texture and Color AIA Show Preview	Trends in Natural Metals	<i>Metal Architecture</i> Design Awards	Adaptive Reuse Metal Design Trend: Education Projects	Metal in Residential Design METALCON Show Planner	Designing Curved Metal Walls and Roofs Greenbuild Show Planner	WELL Building Trends Roundup of Declare and Red List Products	Daylighting Metal Design Trend: Libraries
Case Studies	Rolling and Bifold Doors	Vapor Retarders	Natural Metals		Metal Composites Materials	Batten Seam Roofing	Coil Coatings	Metal Mesh/Metal Fabric	Roof Underlayments	Insulated Metal Panels	Windows, Skylights and Daylighting	Metal Ceilings	Insulation
Creative Metal Applications/Green Scene	Green Scene	Creative Metal Applications	Green Scene		Creative Metal Applications	Green Scene	Creative Metal Applications	Green Scene	Creative Metal Applications	Green Scene	Creative Metal Applications	Green Scene	Creative Metal Applications
Market Feature	Federal, State, Municipal and Military	K-12 Schools	Sports and Recreation		Residential	Retail	Museums, Libraries and Cultural Centers	Hospitality	Health Care	Colleges and Universities	Religious	Office and Mixed Use	Transportation and Aviation
Product Catalog	Roof Accessories and Snow Retention	HVLS Fans	Curtainwalls		Insulation Systems and Vapor Retarders	Metal Wall Panels	Perforated and Expanded Metals	Insulated Metal Panels	Storefront Systems and Walkthrough Doors	Rolling and Bifold Doors	Metal Composite Materials	Solar and Photovoltaics	Natural Metals
Product Catalog	Louvers, Grilles, Sunshades and Awnings	Coatings, Paints and Finishes	Metal Ceiling Systems		Skylights, Windows and Daylighting	Metal Roofing	Roof Accessories and Snow Retention	Light-Gauge Framing	Metal Tiles, Shakes and Shingles	Coatings, Paints and Finishes	Roof Underlayments	Gutters, Rainware, Ridge Caps and Trim	Metal Soffit Panels
Bonus Distribution		International Roofing Expo Nashville, Tenn. February 11-13					AIA Conference on Architecture Las Vegas June 6-8				METALCON Pittsburgh October 16-18 Construct Long Beach, Calif. October 2019	ABX Architecture Boston Expo Boston November 6-7 Greenbuild Expo Atlanta November 20-22	

Special Supplements	Interiors	Design Book
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Note: Topics subject to change

Additional Information

Constructive Insights	Tools and techniques for architects looking to gain an advantage in this demanding industry.
Guest Column	Industry leaders weigh in on the issues facing the metal construction industry.
My Best Use of Metal	A reader-contributed column that looks at the creative and unique ways architects are using metal building products.
Building Profile	Profile of a building that includes design elements, performance, details, unique use of metals, etc.
News and Events	Reporting on the latest news, personnel moves and events affecting the metal construction industry.
New Products	Every month <i>Metal Architecture</i> will feature new products as they debut in the marketplace.
Product Catalogs	A survey of metal building products by category.
Top Honors	Mini-profiles of award-winning projects.



December Special Issue Design Book 2019

Metal building products are driving dynamic changes in architecture and giving designers new tools. The results are seen monthly in *Metal Architecture*, and we capture the most sophisticated use of metal building products in our annual Design Book.



THE 2019 METAL DIRECTORY & RESOURCE GUIDE



The 2019 *Metal Directory & Resource Guide* is the key component to any successful marketing campaign. *The Metal Directory & Resource Guide* is used by readers from both *Metal Construction News* and *Metal Architecture*, providing your marketing message with unequalled year-long exposure when your customers are searching for products and services!

- Delivered to and used by over 55,000 contractors and specifiers
- Online and mobile version gives your marketing message even deeper penetration

Here's what *Metal Construction News* and *Metal Architecture* readers say:

- 96.6% find the *Metal Directory & Resource Guide* useful in the specifying and purchasing process.
- 93.6% find the Directory helps improve the efficiency of the specification and purchasing process.
- 70.0% use the Directory often to find metal building products and services.

DIRECT MAIL MARKETING MAIL-BACK POSTCARDS

The Industry's Highly-Effective, Low-Cost Marketing Solution

- Your ad will appear on perforated card stock in the front portion of both *Metal Construction News* and *Metal Architecture* (nearly 60,000 qualified readers), with the magazine opening to your ad.
- Just 6.5-cents per contact.
- Exclusive Exposure-Just two positions available each month.
- Fast Direct Response: Receive qualified sales leads with full contact information within days.



WEBSITES

Our websites enhance and expand our readers' engagement and industry knowledge, while providing marketers with the unequalled online exposure they need.

Your online marketing message will be seen by the thousands of contractors and architects who, on a daily basis, visit metalconstructionnews.com, metalarchitecture.com and themetaldirectory.com to find the latest news of the industry, quick product searches, calendar of events, and a review of the current issues—all making for the best online advertising environment.

Call your representative for up-to-date analytics.

Website Advertising Rates:

- Leaderboard (728 X 90): \$4,500/quarter
- Skyscraper (300 X 250): \$4,000/quarter
- Skyscraper (300 X 100): \$3,500/quarter



METAL CONSTRUCTION NEWS AND METAL ARCHITECTURE MONTHLY NEWSLETTERS

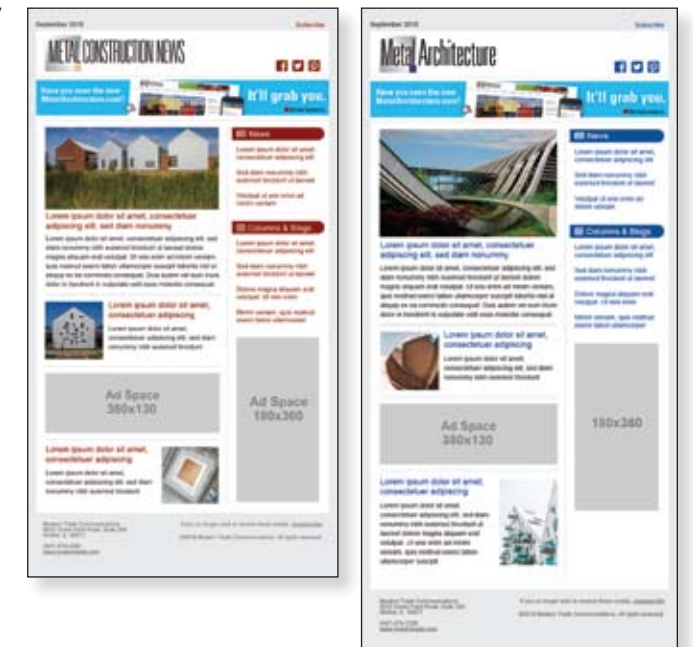
Our newsletters provide the essential information the industry turns to for the latest updates on industry news, case studies and much more.

Our newsletters provide our advertisers with proven audience engagement:

- Average Delivered:
 - Metal Construction News*: 18,470
 - Metal Architecture*: 17,412
- Average Open Rate:
 - Metal Construction News*: 16.66%
 - Metal Architecture*: 17.81%

Newsletter Advertising Rates:

- Leaderboard (640 X 100): \$3,000/month
- Skyscraper (180 X 360): \$3,000/month
- Banner ad: (380 X 130): \$3,500/month



METALCONNECT—THE INDUSTRY’S TOP SALES LEADS GENERATOR

Metalconnect is the proven sales lead generator for the metal architecture and metal construction industry. Metalconnect’s sole purpose is to bring buyers and sellers together quickly, and it’s where the industry’s top decision makers turn to first for the products and services information they need.

Your Product Showcase ad on the homepage of Metalconnect will provide the exposure and instant sales leads—leads with the prospects’ names, titles, addresses, email, addresses and phone numbers—everything you need for effective follow-up and sales!

Product Showcase Ad (160x360): \$3,000



DIGITAL EDITIONS

Metal Construction News’ and *Metal Architecture*’s digital editions and mobile apps not only provide your print ad with added, unlimited distribution, they also offer outstanding marketing opportunities.

- Digital edition announcement sponsorships available
- Digital blow-in cards
- Video capabilities
- Detailed user analytics

Contact your representative for information on how to take full advantage of our digital marketing opportunities.

MODERN TRADE COMMUNICATIONS’ WEBINAR PROGRAM

Modern Trade Communications’ Webinar Program provides a powerful and unique way to promote your brand to active architects, while generating pre-qualified sales leads of webinar attendees.

- Turn-Key Sponsor
- Turn-Key Multiple Sponsors
- Supplied Webinar



Metal Construction News/Metal Architecture (gross rates)

	1x	6x	12x	24X	30x
Tabloid Page Trim: 10.375 X 13 Live: 9.875 X 12.5 Bleed: 10.625 X 13.25	\$8,000	\$7,600	\$7,200	\$6,975	\$6,800
2/3 Page Vertical Trim: 6.75 X 13 Live: 6.5 X 12.5 Bleed: 6.875 X 13.25	\$7,200	\$6,850	\$6,500	\$6,275	\$5,975
1/2 Page Horizontal Trim: 10.375 X 6.25 Live: 9.875 X 5.75 Bleed: 10.625 X 6.5	\$5,200	\$4,950	\$4,700	\$4,475	\$4,250
1/2 Page Vertical Trim: 5 X 13 Live: 4.5 X 12.5 Bleed: 5.25 X 13.25	\$5,200	\$4,950	\$4,700	\$4,475	\$4,250
1/3 Page Square Trim: 6.75 X 6.25 Live: 6 X 5.75 Bleed: 6.875 X 6.375	\$3,600	\$3,250	\$3,225	\$3,075	\$2,950
1/3 Page Vertical Trim: 3.625 X 13 Live: 3.375 X 12.5 Bleed: 3.75 X 13.25	\$3,600	\$3,250	\$3,225	\$3,075	\$2,950
2/9 Page Horizontal Trim: NA Live: 6 X 3.75 Bleed: NA	\$2,400	\$2,275	\$2,150	\$2,050	\$1,950
2/9 Page Vertical Trim: NA Live: 2.875 X 7.75 Bleed: NA	\$2,400	\$2,275	\$2,150	\$2,050	\$1,950
1/9 Page Trim: NA Live: 2.875 X 3.75 Bleed: NA	\$1,600	\$1,520	\$1,440	\$1,395	\$1,360
Full Page Spread Trim: 20.75 X 13 Live: 20.25 X 12.5 Bleed: 21 X 13.25	\$12,800	\$12,160	\$11,520	\$11,160	\$10,880
1/2 Page Spread Trim: 20.75 X 6.5 Live: 20.25 X 6.25 Bleed: 21 X 6.625	\$8,320	\$7,920	\$7,520	\$7,160	\$6,800

Premium Positions
 Outside Back Cover: +15%
 Inside Front Cover: +15%
 Inside Back Cover: +10%
 Center Spread: Earned Rate +10%
 Other Special Positions: +10%

MECHANICAL SPECIFICATIONS

Preferred Material

PDF files distilled to publisher’s specifications. Call our Production Manager at 847.674.2200 x 28.

Dimensions

Page size trimmed 10 3/8” x 13”: 3 columns per page, each column is approximately 17.5 picas wide. Many sizes and shapes of advertising units are available. Please call publisher in advance if unusual makeup is desired.

Printing Process & Specifications

- Printing Method: offset-web
- Binding Method: saddle stitched
- Colors Available: standard, matches, metallics and 4-color process

Media Accepted

- MAC is preferred, PC is accepted
- It is preferred that ads be submitted via email, if file(s) are larger than 10 MB, please call for FTP information

Programs Accepted

- PDF files 300 ppi CMYK
- The distillation file can be provided to advertisers/agencies upon request.
- All PDF files will be checked in a preflight program.
- If we are alerted of an error in your PDF you will be contacted and asked to submit a corrected version.
- PDF files should be in CMYK (no RGB).
- Spot colors are accepted if you are scheduled to run a 2-color or 5+ color ad.
- Please embed all fonts and picture files.
- Only 300 dpi or higher will be accepted.

Classified Advertising Rates

Classified advertising rates are \$150 per column inch for Black & White and \$190 per column inch for 4-color. Up to a total of 5 column inches per page and are non-commissionable. Use display rates for ads over 5 column inches. Includes placement on the *Metal Construction News* and/or *Metal Architecture* websites. Non-standard size rates are available.

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