

sa

media kit



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!



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

2021 RATE CARD AND SPECIFICATIONS

Advertise and Reach 5,000+ Decision Makers

Each issue of *SA Magazine* reaches more than **5,000** 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	\$3035	\$2835	\$2640	\$3145
1/2 page island	2450	2380	2280	2575
1/2 page horizontal	2230	2125	1960	2325
1/3 page vertical or box	1960	1790	1665	1955
1/4 page	1325	1240	1060	1575
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 \$1,800 **3x** \$1,600 **6x** \$1,300

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@saiainline.org, 816-595-4838
 400 Admiral Blvd., Kansas City, MO 64106



Deadlines and topics subject to change in order to deliver quality content. Deadlines may be extended.

2021 EDITORIAL CALENDAR

January/February Issue

Topics:

APEX Council
Suspended Scaffold Council
2020 SAIA Suspended Access Project of the Year

Content Deadline:

November 6

Ad Space Reservation Deadline:

November 6

Ad Material Deadline: November

13

March/April Issue

Topics:

Industrial Council
Mast Climbing Council
2020 SAIA Mast Driven Hoists and Platforms Project of the Year
Committee Week Preview
World of Concrete Preview

Bonus Distribution:

SAIA Committee Week

Content Deadline:

January 11

Ad Space Reservation Deadline:

January 11

Ad Material Deadline:

January 15

May/June Issue

Topics:

Plank & Platform Council
Shoring Council
2020 SAIA Shoring Project of the Year
Committee Week Recap

Bonus Distributions:

Word of Concrete

Content Deadline:

March 26

Ad Space Reservation Deadline:

March 26

Ad Material Deadline:

March 31

July/August Issue

Topics:

AWP Council
Fall Protection Equipment Council
Convention Preview
2020 SAIA Innovation Award Project

Content Deadline:

May 14

Ad Space Reservation Deadline:

May 14

Ad Material Deadline:

May 18

September/October Issue

Topics:

International Council
Supported Council
2020 SAIA Supported Scaffold Project of the Year

Bonus Distributions:

SAIA Annual Convention & Expo
SWR Institute Fall Tech
A92 Annual Meeting

Content Deadline:

July 12

Ad Space Reservation Deadline:

July 12

Ad Material Deadline:

July 19

November/December Issue

Topics:

Construction Hoist Council
Permanent Installation Council
2021 SAIA Commercial Collaborative Project of the Year and Industrial Collaborative Project of the Year

Convention Recap

Content Deadline:

September 7

Ad Space Reservation Deadline:

September 7

Ad Material Deadline:

September 13

Membership Directory

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

Ad Space Reservation Deadline:

January 4, 2021

Ad Material Deadline:

January 14, 2021

Regular Columns & Departments

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

2021 Bonus Distributions:

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

2020 SAIA Committee Week - April 26-29, 2021 / Coral Gables, FL
2020 SAIA Annual Convention & Expo - August 29 - September 2, 2021 / Cleveland, OH