

CHECK OUT OUR WEBSITE!!!

www.SteelMarketplace.com

# STEEL®

**MARKETPLACE**  
CONNECTING BUYERS & SELLERS IN THE FABRICATION AND METAL WORKING INDUSTRY

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**FABULOUS**

• INDUSTRIAL EQUIPMENT  
• DIECAST & CAST IRON  
• TIRE & PNEUMATICS  
• WELDING DEVICES

**Scotchman**

www.scotchman.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**RICHMOND STEEL**

**NEW PRODUCTS**

4140 CD ANNEALED FLATS, SQUARES, ROUNDS

METRIC PRECISION GROUND SHAFT  
C1045, 4140 HTSR, STLS 304

4140 PRECISION GROUND SHAFT  
(100-600 MM TO 4140 CD FLAT)  
Sizes from 3/16" dia up to 6" dia

C1045 PRECISION GROUND SHAFT  
Sizes from 3/16" dia up to 6" dia

NR ROUNDS  
1018, 1545  
4340, 4140 HTSR/ANN

C1018 COLD FINISHED BAR  
Austenitic, Duplex, Ferritic

www.richmondsteelcanada.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**MODERN TOOL LTD**

MODERNTOOL.COM

ACCURA Macroline 3015-40K, 2' x 10' Fiber Laser  
Price starting at \$419,900 CAD including installation and training.

ACCURA Macroline 3015-40K, 2' x 10' Fiber Laser  
Price starting at \$499,900 CAD including installation and training.

• Dual pulsed with auto shutter - IPG Fiber laser source  
• Precision Precision Head - Plasma Extraction  
• Up to 40' x 12' table for an additional \$10K

www.moderntool.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

IMPROVING YOUR PRODUCTIVITY IS JUST ONE PHONE CALL

**CLAMM**

www.clamm.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**RICHMOND STEEL**

**NEW PRODUCTS**

4140 CD ANNEALED FLATS, SQUARES, ROUNDS

METRIC PRECISION GROUND SHAFT  
C1045, 4140 HTSR, STLS 304

4140 PRECISION GROUND SHAFT  
(100-600 MM TO 4140 CD FLAT)  
Sizes from 3/16" dia up to 6" dia

C1045 PRECISION GROUND SHAFT  
Sizes from 3/16" dia up to 6" dia

NR ROUNDS  
1018, 1545  
4340, 4140 HTSR/ANN

C1018 COLD FINISHED BAR  
Austenitic, Duplex, Ferritic

www.richmondsteelcanada.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**CML MACHINERY INC.**

Helping your business grow for over 40 years  
84 Avenue 10th of November St. St.

**INMET TECH**

HORIZONTAL BANDSAW

www.cmlmachinery.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**AS1**

UP TO 200W - TABLE SIZES 70-500T

www.as1.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**RICHMOND STEEL**

**NEW PRODUCTS**

4140 CD ANNEALED FLATS, SQUARES, ROUNDS

METRIC PRECISION GROUND SHAFT  
C1045, 4140 HTSR, STLS 304

4140 PRECISION GROUND SHAFT  
(100-600 MM TO 4140 CD FLAT)  
Sizes from 3/16" dia up to 6" dia

C1045 PRECISION GROUND SHAFT  
Sizes from 3/16" dia up to 6" dia

NR ROUNDS  
1018, 1545  
4340, 4140 HTSR/ANN

C1018 COLD FINISHED BAR  
Austenitic, Duplex, Ferritic

www.richmondsteelcanada.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**NEBETCO**

BEYOND CANADA & USA SINCE 1978

• ALL ITEMS CAN BE CUT ON SITE  
• CAPABLE TO 400 TON CUTS & WEIGHTS  
• EXOTIC ALLOYS AVAILABLE

www.nebetco.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**MODERN TOOL LTD**

MODERNTOOL.COM

ACCURA Macroline 3015-40K, 2' x 10' Fiber Laser  
Price starting at \$419,900 CAD including installation and training.

ACCURA Macroline 3015-40K, 2' x 10' Fiber Laser  
Price starting at \$499,900 CAD including installation and training.

• Dual pulsed with auto shutter - IPG Fiber laser source  
• Precision Precision Head - Plasma Extraction  
• Up to 40' x 12' table for an additional \$10K

www.moderntool.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

Specialists in New & Used High Quality Metal Fabricating Equipment

Introducing our **NEW** arrivals

**ERBEND** Folding Machines

**FERRIC** Front Return Shears

QUALITY - SERVICE - VALUE

www.fermachinery.com

www.SteelMarketplace.com

**STEEL** MARKETPLACE

**RICHMOND STEEL**

**NEW PRODUCTS**

4140 CD ANNEALED FLATS, SQUARES, ROUNDS

METRIC PRECISION GROUND SHAFT  
C1045, 4140 HTSR, STLS 304

4140 PRECISION GROUND SHAFT  
(100-600 MM TO 4140 CD FLAT)  
Sizes from 3/16" dia up to 6" dia

C1045 PRECISION GROUND SHAFT  
Sizes from 3/16" dia up to 6" dia

NR ROUNDS  
1018, 1545  
4340, 4140 HTSR/ANN

C1018 COLD FINISHED BAR  
Austenitic, Duplex, Ferritic

www.richmondsteelcanada.com

2021 MEDIA INFORMATION PACKAGE



**2021 MONTHLY ADVERTISING RATES**  
**Effective January 1, 2021**

SIZE	RATE PER ISSUE:			COLOUR CHARGES
	1 ISSUE	4 ISSUE RATE	12 ISSUE RATE	
Full Page	\$980.00/issue	\$950.00/issue	\$895.00/issue	\$175.00/issue
1/2 Page	\$775.00/issue	\$745.00/issue	\$695.00/issue	\$150.00/issue
1/3 Page	\$650.00/issue	\$600.00/issue	\$550.00/issue	\$125.00/issue
1/4 Page	\$475.00/issue	\$450.00/issue	\$425.00/issue	\$100.00/issue

Special Positions: Front Cover - \$1,295 (Includes Colour & Setup)  
 Back Cover - Full Page Rate + 20%  
 Preferred Positioning - Regular Rate + 10%

**COLOUR IS FULL PROCESS COLOUR (CMYK)**

Charges for colour will be added to the regular monthly rates.

TYPICAL SETUP CHARGES**	SET UP CHARGES	
<p>**The setup charge is a one time charge applied only when Steel Marketplace initially designs an ad. This charge will be applied to the invoice in the month that the ad first run.</p> <p>Charges for modifying or updating existing ads are based on a minimum charge of \$75.00, this is only a minimum charge the actual charge may be higher depending on the amount of work necessary to modify an ad.</p> <p>The above mentioned charges do not apply when the artwork - which meets our specifications - is provided.</p>	Full Page	\$225.00
	1/2 Page	\$185.00
	1/3 Page	\$160.00
	1/4 Page	\$135.00

All Prices are subject to change without notice. **H.S.T. Extra**

# STEEL

## MARKETPLACE

CONNECTING BUYERS & SELLERS IN THE FABRICATION AND METAL INDUSTRY

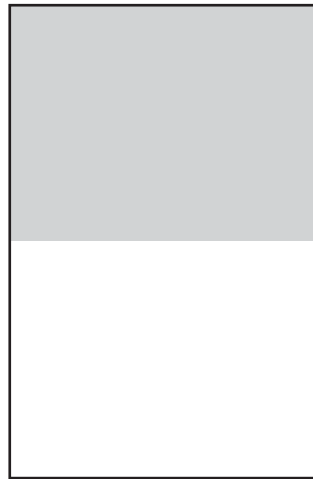
### 2021 MONTHLY ADVERTISING RATES

Effective January 1, 2021

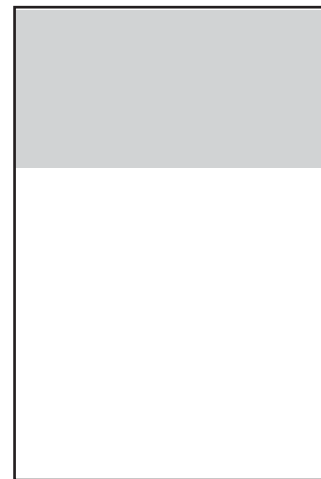
#### Ad Specifications



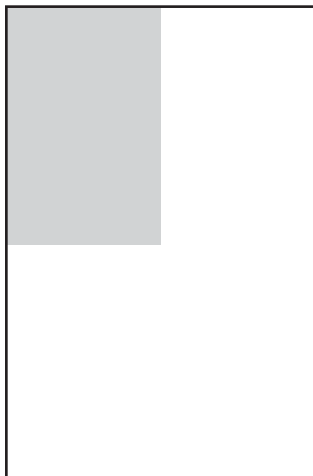
**FULL PAGE**  
6.25" x 9.75"  
(159mm x 248mm)



**1/2 PAGE**  
6.25" x 4.875"  
(159mm x 124mm)



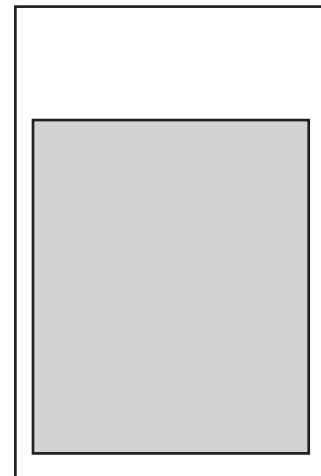
**1/3 PAGE**  
6.25" x 3.25"  
(159mm x 83mm)



**1/4 PAGE  
VERTICAL**  
3.0625" x 4.875"  
(78mm x 124mm)

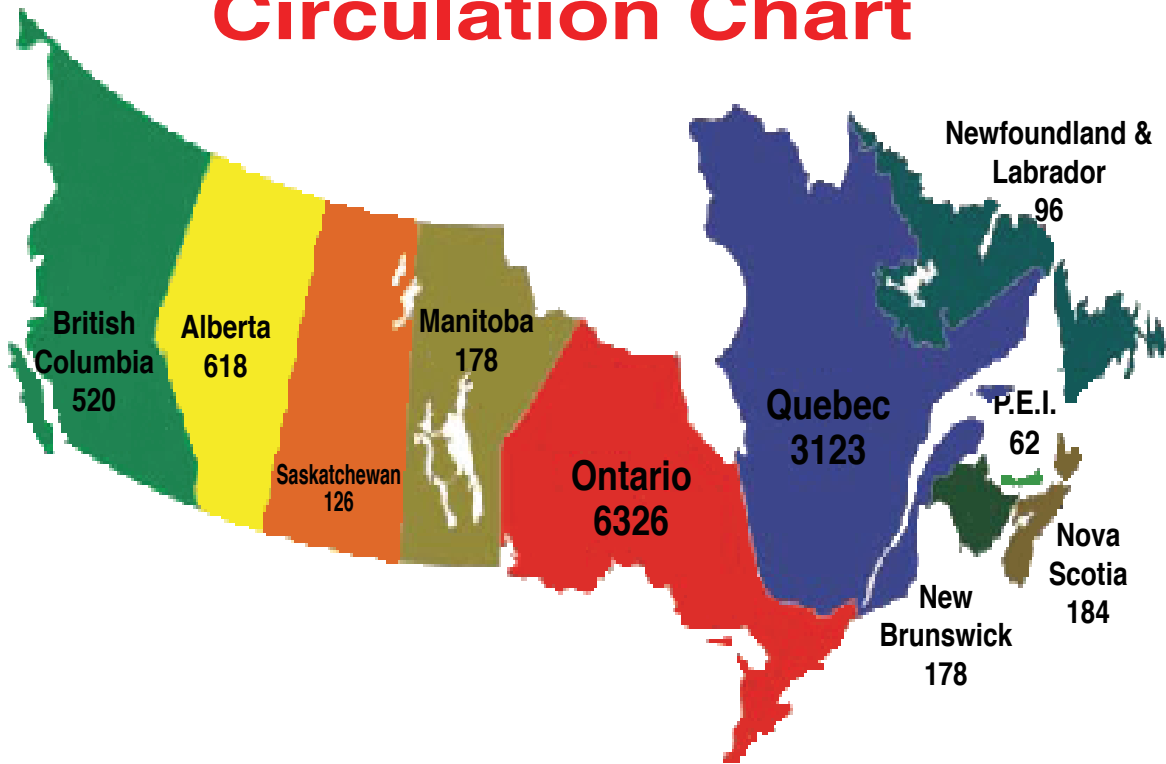












**1/4 PAGE  
HORIZONTAL**  
6.25" x 2.5"  
(159mm x 64mm)



**FRONT COVER**  
6.25" x 7.625"  
(159mm x 193mm)

## Circulation Chart



	Ontario	-	6326		Nova Scotia	-	170
	Quebec	-	3123		New Brunswick	-	171
	Alberta	-	618		Saskatchewan	-	133
	British Columbia	-	520		Newfoundland	-	94
	Manitoba	-	178		Prince Edward Island	-	

**Monthly Email List - 2955**

**Mailed monthly through Canada Post**



## **2021 Print Date Schedule:**

<b><u>Issue</u></b>	<b><u>Material Closing Dates</u></b>	<b><u>Print Date</u></b>
January 2021	December 19 & 20, 2020	Between Christmas & New Years
February	January 24 & 25	January 30
March	February 21 & 22	February 27
April	March 25 & 26	March 29
May	April 23 & 24	April 30
June	May 23 & 24	May 30
July	June 25 & 26	June 28
August	July 24 & 25	July 30
September	August 22 & 23	August 30
October	September 23 & 24	September 30
November	October 24 & 25	October 30
December	November 21 & 22	November 29
January 2022	December 17 & 18	Between Christmas & New Years





## Effective January 2020

Steel Marketplace is fully set-up to receive electronic advertising files via E-Mail, FTP, or by disk, in either Macintosh or PC platforms, MAC format is preferred. Note PC User: We will accept properly prepared EPS and/or PDF files that require no modifications.

The following is a list of procedures, software and hardware that we support. Steel Marketplace will not be liable for any errors and/or omissions resulting from incorrect advertising materials received from outside sources, which do not meet these specifications. We will attempt to ensure trouble free output but the liability rests with the supplier of the advertising materials.

### Electronic Material Deadlines

Steel Marketplace must receive your electronic advertising materials, no later than 4 days prior to the magazine output. If for any reason the material cannot meet this deadline, you must contact Steel Marketplace to let them know or regular monthly charges will be applied.

### Preparing Files

To avoid reproduction problems, please follow the policies indicated below:

- Include all printer and screen fonts and supporting graphics with your file. If fonts are not included, Steel Marketplace will attempt to match the missing fonts.
- Ensure all colours are set to process separation/CMYK printing. Knockouts and colour trapping are the responsibility of the advertiser.
- Confirm that the file is prepared to the size which has been booked.
- Please note, all black and white ads are still processed as CMYK.
- Placed image reduction of more than 20% are not recommended.
- Ensure all images are in either TIFF, or EPS format. When saving a file in EPS format, in the EPS option window, select Macintosh (8 bit/pixel). Preview the Binary Encoding. Do not use JPEG compression of any kind. Leave all other options unchecked. When saving a file in TIFF format, set the Byte Order to Macintosh. Do not use LZW Compression.

### Software/Hardware Compatibility

Steel Marketplace is a Macintosh OSX computer environment and is equipped to receive files in the following software formats (Able to also work in lower software versions as well).

- Adobe Indesign CS 5 or newer, (save as a PDF or JPEG)
- Adobe Photoshop CS (saved a Binary EPS or uncompressed TIFF, PDF)
- Adobe Illustrator CS (saved as an Illustrator EPS with fonts outlined, or as AI)
- Adobe Acrobat Professional PDF files.
- Place able EPS (with fonts outlined or text exported as curves)

### Delivery Procedures

Please follow these steps for ad delivery:

- If multiple files are transmitted or sent on disk, clearly indicate the file names with publishing dates.
- Inform Steel Marketplace of the time and method of transmission, so that we know where and when to expect the files.
- Fax and/or Email a hard copy of the advertisement(s) to Steel Marketplace.

#### Sending Ads Via FTP or Email

Before uploading your ad, please compress all the necessary files into a single archive using file compression software, such as Stuffit™ or Flightcheck®. The filename should not contain any slashes (/ or \), spaces, question marks (?) or ampersands (&). Limit filenames to 28 characters. You may also save the ad material as a ZIP file and save it to DropStuff.

E-Mail Address: [info@steelmarketplace.com](mailto:info@steelmarketplace.com) or [colin@steelmarketplace.com](mailto:colin@steelmarketplace.com)



**PUBLISHED MONTHLY & DISTRIBUTED TO  
12,000+ READERS ACROSS CANADA**

**12 - 111 FOURTH AVE., SUITE #351  
ST. CATHARINES, ON L2S 3P5**

**Toll Free: 1-800-263-1440**

**PH: 905-685-4766**

**E-Mail: [colin@steelmarketplace.com](mailto:colin@steelmarketplace.com)**

**Cell: 905-328-2662**

**[www.steelmarketplace.com](http://www.steelmarketplace.com)**