



Last year's debut SIA section was a great success.

ENR's SIA section provides scaffolding suppliers an ideal opportunity to promote their company's products and services to over 250,000 construction pros at contractor, owner and engineering firms who read **ENR** each week.

ENR's SIA section educates **ENR's** readers about the scaffold and access industry's best practices, safety standards, new products and technology.

It also covers the role the SIA plays in developing safety training programs to provide the construction industry safe and affordable scaffolding and access solutions to meet construction challenges in building and infrastructure projects.

This year's section will cover a wide range of relevant topics for the AEC&O professionals who read **ENR** each week including:

- » SIA News and Activities
- » ANSI/SIA A92 Standards
- » SIA Training and Education Programs
- » Accredited Training Institute
- » SIA/OSHA Guidelines
- » Insurance Issues
- » Scaffolding Products & Applications

Advertiser Bonus: Section advertisers can earn additional space for:

Project Case Studies, Product Spotlights or Company Profiles.

Full-page advertisers will receive a half-page article within the section.

Half-page advertisers will receive a one-third page project, product or company profile.

Call for details.

Your ad will reach over 250,000 construction professional from ENR's

circulation of over 65,000 paid subscribers who pay on average \$69 per year to subscribe to **ENR** Plus, the **ENR/SIA** Scaffolding special ad section will appear on **enr.com** for a full year in Zinio digital magazine format.

For more information, please contact your account manager at:

<http://www.enr.com/aboutus/contact/sales.asp> or

Al D'Alessandro, Director, Special Publications,

914-219-5070 phone, email: al_dalessandro@mcgraw-hill.com

Special Discount Rates for SIA Member firms in this special ad section:

The SIA has negotiated a steep discount of over **50% off ENR's** regular rates for all their members to advertise in **ENR/SIA's** Scaffolding special ad section in the May 24 issue of **ENR**.

Full page \$7,948

Half page \$4,582

Third-page \$3,570

Sixth-page \$1,938