

# ENGINEERING INC.

www.acec.org

MAY/JUNE 2011

THE AWARD-WINNING BUSINESS MAGAZINE

## 2012 Media Kit

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**The premier publication for  
reaching engineering industry  
decision makers!**

Published in print and electronically and  
distributed to 43,000 management titles.



Contact Nina Goldman to build your business!

(202) 682-4325 [ngoldman@acec.org](mailto:ngoldman@acec.org)



AMERICAN COUNCIL OF ENGINEERING COMPANIES

Dear Prospective Advertiser,

As you plan your 2012 marketing budget, consider advertising with ACEC as your primary channel to reach over 43,000 key engineering executives and decision-makers.

**ACEC offers unparalleled access to top-level engineering industry executives, whether you choose to advertise in our flagship *Engineering Inc.* magazine, in our award winning newsletter *Last Word*, on [www.acec.org](http://www.acec.org) or on-site at our national events.**

***Engineering Inc.* magazine is in a class all its own. No other BPA-audited publication reaches top-level executives, holding titles such as Principal, CEO and President.** In addition, the award-winning, bi-monthly publication is also sent to public and private sector organization executives, members of Congress and DOT officials.

2012 magazine highlights include a roundtable on the 2012 election with Capitol Hill legislators and engineering firm government affairs leaders, Secretary of State Hillary Clinton on the opportunities and challenges in the international marketplace, and Felix Rohatyn on alternative transportation funding.

This kit also contains marketing opportunities beyond the scope of our magazine, like **sponsorships** and **online presence**, because as a marketing executive, we know you are trying to reach your customers from multiple modalities. Online you can place button ads right on our homepage. Our emailed newsletter, *Last Word*, offers top banner space, as well as custom banners, starting at just \$1,000 for a full month of placement.

For more information and to further discuss your marketing objectives and opportunities with *Engineering Inc.* and ACEC, call me today.

Sincerely,

A handwritten signature in blue ink that reads "Nina Goldman". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Nina Goldman  
Director, Sales and MO Services  
[ngoldman@acec.org](mailto:ngoldman@acec.org)  
(202) 682-4325

Please visit our advertising page [www.acec.org/directories/advertise](http://www.acec.org/directories/advertise).

## Circulation Highlights

Every year, hundreds of billions of public/private dollars are spent on projects involving ACEC member firms. *Engineering Inc.'s* BPA audited circulation reflects a broad spectrum of engineering services with a majority of firms engaged in multiple disciplines and services, including design-build.

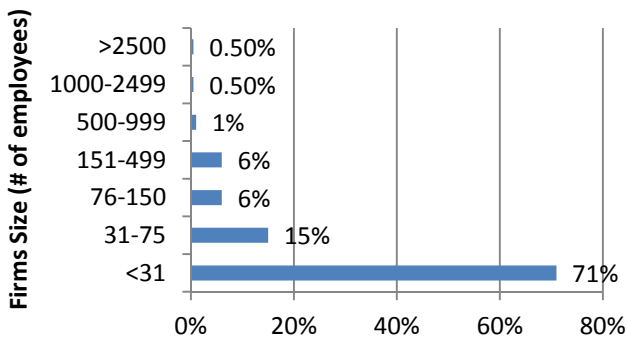
*Engineering Inc.* reaches **over 34,000 top management decision-makers** – the principals who manage over 5,100 of the nation's largest engineering firms for productivity and profitability. It also is delivered to **3,000 key government officials** at federal, state, county, and municipal levels who are major buyers of engineering services in key market segments including transportation, energy, water supply, wastewater, environmental, buildings/structures, geotechnical, and more.

Whether by print or electronic distribution, **advertisers in *Engineering, Inc.* reach 100 percent management titles** ensuring that you reach decision-makers with purchasing authority.

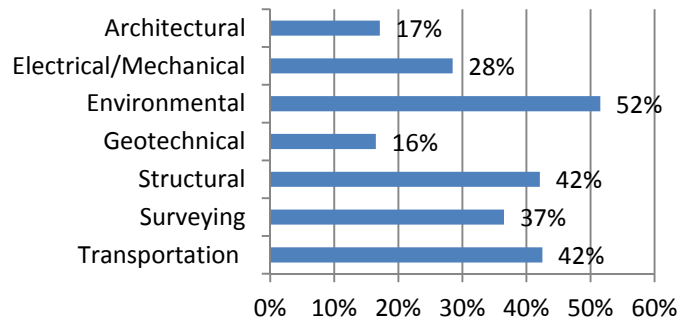
## ACEC Demographics

Over 92% of ACEC member firms partner with other engineering firms, architects, surveyors, and contractors regularly!

### Member Firms by Size



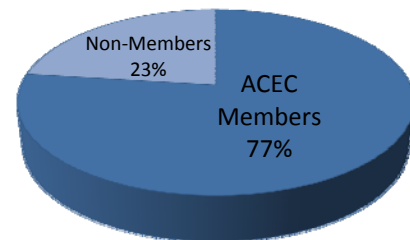
### Member Firms by Discipline



The average ACEC member firm employs 58 people and generates over \$5.5 million in annual revenue.

The largest ACEC members are at the top of the ENR Top 500 Design Firms rankings with revenue in the 100s of millions.

### ENR 500 Penetration Rate



*Engineering Inc.* is sent to ACEC member firm employees with the following roles in their firm:



CEO  
CFO  
COO

President  
Principal  
Senior Manager

Librarian  
Executive Vice President  
Life Fellows and Life Members

# 2012 Editorial Highlights

*Engineering Inc.* focuses on the vital issues effecting engineering firms today. In addition, each issue reports on the latest cutting-edge business management topics, technology trends, news and analysis, and must-read interviews with the nation's leading political and industry leaders.

Issue  Space, Art Deadlines 	Feature Interview or Story	Specials, Supplements, Bonus Distribution	Multi-Project Feature	Market Watch	Technology/IT	Risk Management Column	Business Management/ Development	Professional Development/ HR
<b>Jan/Feb</b> 11/25, 12/2	Roundtable: 2012 Election, Economic Outlook with Legislators and Member Government Affairs Leaders			2012 Construction Market Outlook		Liability Insurance Carriers Survey Results	Fulfilling the Promise of Natural Gas	
<b>Mar/Apr</b> 1/27, 2/3	Felix Rohatyn, former National Democratic Advisor on Alternative Transportation Funding and the Infrastructure Bank	Senior Executives Institute: Where are they Now?; Convention Distribution	Power Generation: Energy Distribution Systems	Wind Power Projects		ACEC Business Insurance Trust Column	The Future of Surveying	
<b>May/June</b> 3/23, 3/30	Top Billed Annual Convention Speaker, or EEA Winning Project	Engineering Excellence Award Winning Projects; Annual Convention Wrap-up		Which States are Growing?	New Innovations in Project Communication		Changes in Federal Procurement & Compliance	Ten Steps to Writing a Successful Proposal
<b>July/Aug</b> 5/18, 5/25	Hillary Clinton, Secretary of State on Opportunities & Challenges in International Marketplace	CEO Profile	Educational Facilities	Recession—Proof? Education Facility Construction		Professional Liability Insurance Survey of Members	New Challenges in Ownership Transition	
<b>Sept/Oct</b> 7/20, 7/27	2012 Presidential Election and Industry Issues Preview	Conference Distribution	Environmental Restoration	Growing Market: Small Nuclear Reactors	<i>Effective Management Support: IT Products and Services</i>	How Financial Reform Affects your Bottom Line	New Sustainability Ratings Tool	ACEC Retirement Trust Column
<b>Nov/Dec</b> 9/21, 11/28	Small Firm Challenges in a Rapidly Changing Industry	CEO Profile; Fall Conference Wrap-Up		Opportunities in the Growing Hybrid Electric Car Market	Cloud Computing Impact on IT			Holistic Project Management

This schedule is subject to change at any time. Please contact Nina Goldman [ngoldman@acec.org](mailto:ngoldman@acec.org) with any questions.

# 2012 Engineering Inc. Advertising Rates

4-Color Advertising Rates			
Size	1x	3x	6x
Full Page	\$5,525	\$5,200	\$4,975
2/3 Page	\$4,750	\$4,450	\$4,275
1/2 Page	\$4,075	\$3,825	\$3,650
1/3 Page	\$3,350	\$3,150	\$3,000
1/4 Page	\$2,675	\$2,500	\$2,400
1/6 Page	\$2,275	\$2,125	\$2,025

Premium Position Rates			
Special Positions	1x	3x	6x
NXTBook Sponsorship	\$5,000	\$4,500	\$4,000
Hotlink in NXTBook mag	\$250	\$250	\$250
Inside Front Cover	\$5,875	\$5,525	\$5,275
Inside Back Cover	\$6,400	\$6,000	\$5,750
Back Cover	\$6,400	\$6,000	\$5,750
2- Page Spread	\$9,950	\$9,350	\$8,950

Looking for maximum exposure? Try a cover position or a two page spread. For an online presence, don't miss sponsoring our digital issue, sent to 34,000 readers. This sponsorship includes a flash ad and your message will be on the first thing readers see when they open our digital magazine!

## Ad Size Specifications

Black & White Advertising Rates			
Size	1x	3x	6x
Full Page	\$4,175	\$3,925	\$3,750
2/3 Page	\$3,575	\$3,350	\$3,200
1/2 Page	\$3,200	\$3,000	\$2,875
1/3 Page	\$2,425	\$2,275	\$2,175
1/4 Page	\$1,850	\$1,725	\$1,650
1/6 Page	\$1,475	\$1,375	\$1,325

Ad Size	Width	Height
2-Page Spread	15 5/8"	10"
2-Page Spread Bleed	17 1/4"	11 3/8"
Full Page	7 3/8"	9 3/4"
Full Page Bleed	8 3/4"	11 1/4"
2/3 Page	4 3/4"	9 3/4"
1/2 Page Island	4 3/4"	7"
1/2 Page Horizontal	7 3/8"	4 5/8"
1/2 Page Vertical	3 1/2"	9 3/4"
1/3 Page Square	4 3/4"	4 5/8"
1/3 Page Vertical	2 1/4"	9 3/4"
1/4 Page Vertical	3 1/2"	4 5/8"
1/6 Page Vertical	2 1/4"	4 5/8"
1/6 Page Horizontal	4 3/4"	2 1/4"
Magazine Trim Size: 8 3/8" X 10 7/8"		
Binding Method: Stapled		
Color: AAAA/ABP; Matched; 4c Process (AAAA/MPA)		

# Electronic Newsletter Advertising

- Reach 43,000 engineering firm readers *every single week*
- Electronic ad space is available in Last Word, ACEC's award-winning e-newsletter
- Custom Banner placement available in monthly increments

Multi-month placements offer great savings!

Custom Banner Ads in body of newsletter	
Six locations available	
160 wide x 160 high	
12 months	\$9,000
6 months	\$5,000
3 months	\$2,750
1 month	\$1,000



# Website Advertising

Make an impact at [www.acec.org](http://www.acec.org)

ACEC's official website provides you with a unique opportunity to build your brand, promote your products and services and grow your business!

Reach a large and powerful audience on the ACEC website!

- 30,000 unique visitors monthly
- 425,000 page views monthly
- 26 minutes per visit

## Pricing

12 months:	\$7,500
6 months:	\$4,100
3 months:	\$2,250

The screenshot shows the ACEC website homepage with the following sections:

- Header:** ACEC logo, tagline "Advocacy. Access. Education.", navigation links (About ACEC, Advocacy, Education, Conferences, Store, Membership, Get Involved, Resources), search bar, and social media icons.
- Main Content Area:**
  - Hero Section:** "Hear from Top CEOs ACEC 2011 Fall Conference" with photos of four CEOs: Jacob CEO, AMEC Bank & Environment, CEM CEO, and Robert & Lucy.
  - Issues:** "Repeal of the 5 Percent Mandate", "Six-Year Federal Highway Reauthorization", "Small Business Size Standards".
  - Headlines:** "House Leaders Now Open to Increased Transportation Funding", "New Job in New York Utilizes Design Firm", "ACEC Calls on Senate to Substantially Increase Water Infrastructure Funding".
  - Videos and Commentary:** "ACEC Chairman Terry Gammeter calls for repeal of the 5 percent lobbying mandate at a press conference in Dallas", "ACEC President Dave Richmond speaks out against the Professional Service Tax at a summit hosted by Texas Governor Josh Guogovian at Ball & Beaton headquarters".
  - Upcoming Events:** "Essentials of A/E Financial Management and Firm Valuation", "2011 Fall Conference".
  - Quick Links:** Job Board, Insurance and Retirement Funds, State Member Organizations, Discount Programs, Membership Directory.
- Advertising Partners:** "Free Course Catalog Online PDH Download Now" and "NJIT ONLINE MASTERS IN CIVIL ENGINEERING".
- Footer:** Navigation menu with links to About ACEC, Advocacy, Education, Conferences, Membership, Get Involved, Resources, and various sub-sections like Committees, Engineering Excellence Awards, and Member Account Programs.

6 custom tile spaces available

All advertisements are sized at 149x149 pixels

Your ad could be here!

Contact Nina Goldman today to reserve your space on [www.acec.org](http://www.acec.org)!  
[ngoldman@acec.org](mailto:ngoldman@acec.org)  
(202) 682-4325

# Event Sponsorships

Make a huge impact and network face-to-face with ACEC's event sponsorships. Opportunities are available at both the Annual Convention each spring and the Fall Conference each autumn.

Sponsorships offer you the opportunity to network face to face with these key decision makers and really showcase your company to a powerful audience. Package amenities vary, but all include exhibit space. Check out the packages below!

## Premier Sponsor \$50,000 *Exclusive!*

- \* Exhibit booth in a prime location
- \* Exclusive sponsor rights to one major convention event or item (Opening Reception, Keynote Speaker, Luncheon)
- \* Logo printed on conference gift
- \* Pre and post conference mailing list of attendees
- \* Logo on all conference promotions, mailings, emails and in house advertising
- \* Logo on all outside advertising to promote the conference
- \* Logo on front cover of on-site conference program
- \* Exclusive signage
- \* Insert in attendee gift bags (must be pre-approved)
- \* Right to make a promotion offer to attendees (free/discounted product, coupon)
- \* Right to create or host a pre-approved event or activity on site
- \* Full page Conference Compendium ad
- \* 10 full registrations

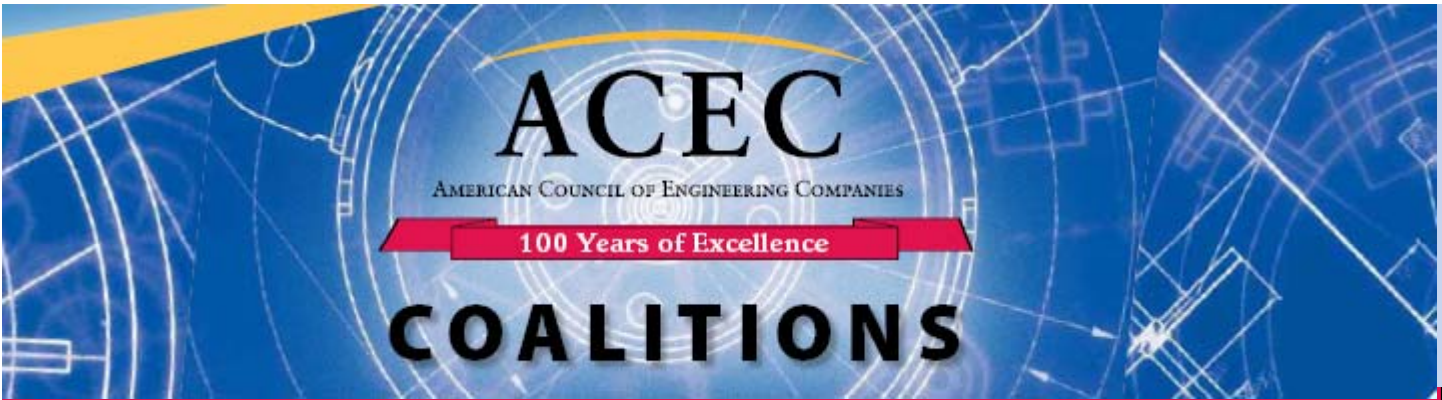
## Sponsor \$25,000

- \* Exhibit booth
- \* Exclusive rights to one major convention event or item (Opening Reception, Keynote Speaker, Luncheon)
- \* Pre and post conference mailing list of attendees
- \* Full page Conference Compendium ad
- \* Logo on all conference promotions, mailings, and emails
- \* Logo in on-site conference program
- \* Logo on all Sponsor signage at conference
- \* 5 full registrations

## Supporter \$15,000

- \* Exhibit booth
- \* Exclusive rights to one minor convention event or item (breakfasts, breaks in exhibit hall)
- \* Pre and post conference mailing list of attendees
- \* Logo on all conference promotions, mailings, and emails
- \* Logo in on-site conference program
- \* Logo on Conference Supporter signage on-site
- \* 2 full registrations





**ACEC'S COALITIONS PROVIDE A HOME FOR COMMUNITIES OF PRACTICE ACROSS THE ENGINEERING INDUSTRY.**

ACEC's Coalitions provide homes for the diverse size and specialty spectrum of ACEC members. The Coalitions provide resources for information-sharing, best practices, and networking.

- CAMEE**      *Council of Mechanical and Electrical Engineers*
- CASE**      *Council of American Structural Engineers*
- COPS**      *Council of Professional Surveyors*
- LDC**        *Land Development Coalition*
- SFC**        *Small Firm Council*

The Coalitions offer your company a unique opportunity to be involved with ACEC's most active and engaged areas' of practice.

By sponsoring the Coalitions, you gain access to a network of business owners, project managers, entrepreneurs, industry innovators – all **engineers dedicated to promoting best business practices** in their field.

# ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES

100 Years of Excellence

## COALITIONS

### SPONSORSHIP OPPORTUNITIES

#### PINNACLE SPONSORSHIP

\$5000

- Full membership benefits in all 5 Coalitions
- Serve on any committee, except Executive
- Logo on Coalition Homepage and all 5 Coalition sites
- An article in the Coalition's newsletter *Coalition Quarterly*
- 24/7 access to the "Members Only" section of Coalition Websites
- Sponsor with signage of the Coalition Meet-and-Greet
- Attendance at ALL Coalition events, including conference sessions, CASE Convocations and the SFC Winter Meeting



#### PARTNER SPONSORSHIP

\$2500

- Coalition membership, excluding serving on committees
- 24/7 Access to the "Members Only" section of Coalition Websites
- Logo on Coalition Homepage and all 5 Coalition sites

#### MEET-AND-GREET SPONSORSHIP

\$1500

- Sponsor of Fall Conference and Annual Convention Coalition Meet-and-Greet
- Signage at Meet-and-Greet

#### MEMBER SPONSORSHIP

\$1000

- For existing Coalition members, sponsor the Coalition of your choosing!
- Logo on that Coalitions website
- Complimentary sponsorship of Coalition Meet-and-Greet
- Signage at ACEC Conferences and Conventions

#### FALL CONFERENCE SPECIAL!

Become a sponsor before November 30<sup>th</sup> and receive 5% off any package.

Interested? **CONTACT US!**

EMAIL TO: **Heather Talbert** [htalbert@acec.org](mailto:htalbert@acec.org) OR **Kerri L. McGovern** [kmcgovern@acec.org](mailto:kmcgovern@acec.org)

Or just GIVE US A RING: Phone: 202.682.4377