



2024

MEDIA KIT

Showcase Your Business Solutions to Key
Engineering Decision-Makers

A close-up, angled view of several skyscrapers in the Chicago skyline, including the Willis Tower. The buildings are illuminated with warm lights, and the sky is a deep blue with some clouds. This image is located in the bottom right corner of the cover, partially overlapping the dark blue background.

**SALES
MARKETING
GENERATION
ADVERTISING
CONVERSION**

CONTENT

- About ACEC
- *Engineering, Inc.*
- Digital Advertising
- Retargeting
- Engineering Influence Podcast
- ACEC Events

Unlocking Success Together

Elevate your brand by partnering with ACEC, the right connection between your innovative products/services and top-tier engineering firms. Maximize your reach by advertising, exhibiting, or becoming a sponsor – positioning your solution directly in front of decision-makers at leading ENR 500 companies and dynamic medium and small firms nationwide.

Here's what ACEC can do for your company:

1. **Tailored Advertising Solutions:** Our team is dedicated to understanding your unique goals and creating customized advertising strategies that resonate with your target audience.
2. **Transparent Communication:** Open and transparent communication is the cornerstone of any successful partnership. We are committed to keeping you informed at every stage of the advertising process, providing regular updates and insights to help optimize campaign performance.
3. **Measurable Results:** We understand the importance of ROI. Our analytics and reporting tools will allow you to track the success of your campaigns, enabling data-driven decision-making on your investment.
4. **Dedicated Support:** Our team is here to support you every step of the way. Whether you have questions, need assistance, or want to explore new opportunities, we're just an email or a phone call away.

ACEC looks forward to creating a successful brand campaign for your products and services. Call us today to discuss the options best suited for you.

If you have any questions or if there's anything we can assist you with, please do not hesitate to reach out.

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AMERICAN COUNCIL OF ENGINEERING COMPANIES

The American Council of Engineering Companies is the business voice of America's engineering and design services industry.

Who are ACEC's 5,500 Members?

- 84% are ENR500 Design Firms
- ACEC member firms generate more than \$200 billion in private and public works annually
- 98% specify products for transportation, water, wastewater, and building/industrial projects
- 74% use outside consultants to purchase their insurance products
- 55% budget \$150,000 or more to spend on new hardware and software annually
- 66% outsource the majority of their human resources function

ENGINEERING, INC.

Print and Digital Editions

Engineering Inc. is the nation's pre-eminent magazine covering the business of engineering and the recipient of numerous national and international awards for content and design. *Engineering Inc.* reaches nearly 45,000 top business and political decision makers, delivering in-depth coverage of engineering business management and the industry topics that directly impact companies' bottom lines.

Your ad will be seen by CEOs, Chairmen, Presidents, and other C-level administrators representing the top national and global engineering firms — including 84% of the ENR500—all key buyers of engineering services.



Engineering, Inc. is the go-to source of information for top practitioners in the private sector, government—both domestic and internationally—as well as state and local governments.

Your ad will be viewed by government agencies including the U.S. Army Corps of Engineers, EPA, the Department of Commerce, and the Department of Energy, as well as key buyers for engineering services.

Editorial Calendar/Production Schedule

Contact: Erin Wander | ewander@acec.org | 440-281-0464

ENGINEERING, INC.

Digital Edition



Engineering, Inc. is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues, and click on ads to be redirected to the advertiser's website. Extend your print advertising investment with the unique enhancement options on our digital platform.

Call to Action Ad Banner - \$2,000

Add a text or GIF icon on top of your ad that can be linked to a URL, video, or case study.

Call to Action Pop-Up - \$1,800

Add a call-to-action icon to the bottom of your ad that when clicked can lead to more content, launch a URL, an image light-box, or video.

Video - \$1,500

A video can be displayed in a light-box when a reader clicks on your ad.

Pulsing Ad Link - \$750

Grab the reader's attention when you pulse a URL.

Animated Effect - \$500

Animation will make your ad stand out and catch the reader's attention.

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DIGITAL ADVERTISING

Last Word

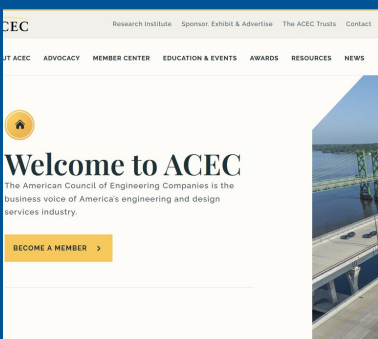
Last Word is ACEC's weekly e-newsletter and blog with current industry trends, governmental updates, and engineering knowledge. Sent out every Friday to more than **31,500** CEOs, CFOs, COOs, and engineering professionals.

The Weekly Digest

The Weekly Digest provides information about upcoming programs, events, and job opportunities. Sent out every Monday to more than **37,500** member firm employees.

ACEC Website

The ACEC website is the source for the nation's engineering firms. Our website provides resources and covers topics ranging from business trends and practices to advocacy issues. More than **95,000** monthly visitors including 46% new visitors to the website.



DIGITAL ADVERTISING

Pricing

Last Word

Banner Ad - \$2,500 per month (660 x 250 pixels)

Square Banner Ad - \$1,200 per month (300x250 pixels)

Sponsored Content - \$750 per month (100 words plus company logo)

The Weekly Digest

Banner Ad - \$2,500 per month (660 x 250 pixels)

Square Banner Ad - \$1,200 per month Bonus add-on (300 x 250 pixels)

Sponsored Content - \$750 per month (100 words plus company logo)

ACEC Website

Square Banner Ad - \$3,200 per month

RETARGETING

ACEC's audience becomes your audience with retargeting. Gain exclusive direct access to our website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online. Retargeting keeps your brand top-of-mind by providing sustained visibility over weeks, making it perfect for brand awareness that nurtures leads before, during, and after your marketing campaign initiatives.

How ReTargeting Works



CHOOSE YOUR REACH & DURATION

Package	Price	Duration	# of Impressions
First Impression	\$2,000	3-4 Weeks	25,000
Strong	\$3,000	5-8 Weeks	50,000
Ultimate	\$5,000	10-12 Weeks	100,000

ENGINEERING INFLUENCE PODCAST



Dive into the heartbeat of the business of engineering with the leading podcast tailored for America's dynamic engineering and design industry. Brought to you by ACEC, the Engineering Influence Podcast offers insights into the industry's hot topics from influencers and innovators.

Key Features:

- Comprehensive Industry Focus: Delve deep into the core of the engineering business.
- Multichannel Distribution: Reach a wide audience on platforms such as Apple, Podbean, TuneIn, Stitcher, Spotify, YouTube, and Google Podcasts.
- Visual Impact: Engage with our vibrant community on YouTube, complementing the auditory experience.

Explore diverse avenues to elevate your brand and establish thought leadership with our exclusive sponsorship options:

Monthly Feature on Engineering Influence:

- Showcase your brand with a compelling 30-second ad at the beginning of the podcast.
- Gain visibility as your logo takes center stage on the podcast page accompanied by a direct link to your designated URL.
- Extend your reach beyond the sponsorship month, as the podcast lives on various channels indefinitely.
- Create your own podcast content and showcase your company's leadership in the AEC industry.

Annual Sponsorship of a Specialized Podcast Series:

- Immerse your brand in a year-long partnership with ACEC's weekly podcasts, delving into Private Markets and Government Affairs updates.
- Present a 30-second ad before each weekly podcast, capturing the attention of our engaged audience.
- Elevate your brand presence with prominent logo placement on our website, reinforcing your commitment throughout the year.
- Create your own podcast content and showcase your company's leadership in the AEC industry.

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ACEC EVENTS



Annual Convention & Legislative Summit

The ACEC Annual Conventions & Legislative Summit occurs in Washington D.C. every spring with attendees participating in educational sessions, congressional appointments, and networking events. Exhibit and sponsorship opportunities are available to reach top decision-makers from member firms.

Fall Conference

ACEC's signature business-focused event occurs in a different city each year and provides tailored education sessions, major networking events, forums, roundtables, and ACEC/PAC fundraising events. Exhibit and sponsorship opportunities are available to reach top decision-makers from member firms.

Forums

The HR, IT, Finance, and Business Development and Marketing Forums take place each September. Attendees hold leadership positions within HR, IT, and finance departments of engineering firms. Sponsorships are available for specific forums including Welcome Reception and Registration opportunities.

Coalitions

The ACEC Coalitions meet in late Winter. Support these high-level, small group discussions by sponsoring your own panel, thought leader discussion, or a discipline specific roundtable at the event. Coalitions center around engineering disciplines such as Mechanical and Electrical, Design, Structural, Surveyors, and Land Development. Event sponsorships are available.

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ACEC

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LET'S WORK TOGETHER

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www.acec.org/sponsor-exhibit-advertise/