



AMERICAN COUNCIL OF ENGINEERING COMPANIES



2020 MEDIA KIT

*Reaching the Full Spectrum of
Engineering Industry Decision Makers!*

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WHO WE ARE

WE WORK WITH THE DECISION MAKERS IN EACH FIRM. SHOULDN'T YOU?

The American Council of Engineering Companies (ACEC) roots date back more than 100 years.

Today ACEC is a large federation of 52 state and regional councils representing the great range of America's engineering Industry.

ACEC members include more than 5,300 firms representing more than 500,000 engineers, architects, land surveyors and other specialists. ACEC member firms are responsible for more than \$200 billion of private and public work annually.

ACEC's primary mission is to strengthen the business environment for our member firms through government advocacy, political action, and business education.

"The consistent high quality in ACEC publications has resulted in their winning more awards than any other association in our national media contests."

—Jill Martineau Cornish

PRINT ADVERTISING



WIND TESTED

Engineering, Inc.
AWARD-WINNING
BUSINESS MAGAZINE



CIRCULATION HIGHLIGHTS

Engineering Inc. is the nation's preeminent magazine covering the business of engineering. The recipient of numerous national and international awards for content and design. *Engineering Inc.* reaches nearly 45,000 top business and political decision makers, both spectrum of engineering business management and the industry issues that affect the bottom lines.

AWARDS

- The best International Association Publication, sponsored by the International Federation of Consulting Engineers (FIDIC) in 2019
- Platinum Award for the best in category for 2019 Jan/Feb issue in an international corporate publication competition.
- Eddie Award for best business-to-business magazine in 2018
- Ozzie Award for best business-to-business Cover Design in 2018

01. YOUR FIRM'S AD

will be seen by CEOs, Chairmen, Presidents and other C-level administrators representing the top engineering firms throughout the nation and the world—including 84 percent of the ENR500—all key buyers of engineering

02. PUBLIC MARKET

Your firm's ad will be seen by more than 3,000 top government officials including Members of Congress, federal agencies and administrators, U.S. Army Corps of Engineers, EPA, Department of Commerce, Department of Energy, the General Services Administration, Federal Aviation Administration and many others. Your ad will also be seen by state and local government officials including each Governor's office and state Departments of Transportation along with local public municipalities.

03. PRIVATE MARKET

Your firm's ad will also be seen by thousands of top practitioners in the private sectors built environment such as building developers and architects—private sector markets such as education, health care, energy, environmental, building/structure, and land development—and all key buyers of engineering services.

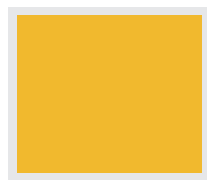
04. INTERNATIONAL MARKET

Your firm's ad will also be viewed by leaders more than 90 international engineering associations and more than 150 U.S.-based foreign embassies, along with other top international private clients. In conjunction with growing opportunity for U.S. engineering expertise in the global marketplace, *Engineering Inc.*'s comprehensive coverage on the prospect and challenges engineering firms must face in international markets.

PRINT ADVERTISING RATES

4 COLOR RATES

SIZE	1X	2X	4X
FULL PAGE	\$5,198	\$4,677	\$4,158
1/2 PAGE	\$3,630	\$3,267	\$2,940
1/3 PAGE	\$2,541	\$2,287	\$2,057
1/4 PAGE	\$1,771	\$1,595	\$1,430
INSIDE FRONT COVER	\$6,237	\$5,610	\$5,049
INSIDE BACK COVER	\$6,237	\$5,610	\$5,049
BACK COVER	\$6,860	\$6,171	\$5,544
2 PAGE SPREAD	\$9,894	\$8,332	\$7,084



2-Page Spread



Full Page



1/2 Vertical



1/2 Island



1/2 Horizontal



1/3 Vertical



1/3 Square



1/4 Square

ENGINEERING INC.

2020 EDITORIAL CALENDAR

	<i>Jan - March</i> WINTER 2020	<i>April - June</i> SPRING 2020	<i>July - Sept</i> SUMMER 2020	<i>Oct - Dec</i> FALL 2020
<i>Cover Photo</i>	An Amazing Private Sector Project	Creative Graphic	2020 EEA Winner	Creative Graphic
<i>Main Features</i>	Firms that Rely Solely Private on Private Sector (<i>Four-story theme</i>)	What Did Industry Leaders' Learn From the 2008 Recession?	2020 Engineering Excellence Awards	The Changing Firm Ownership Model
<i>Special Features</i>	2020 Legislative Outlook Roundtable; The Private Side	2020 Annual Convention Promo; * 2019 ACEC/PAC Promo	2020 Engineering Excellence Awards; 2021 Call for Entries * 2020 Annual Convention Wrap Up Fall Conference Promo	Meet the New ExCom
<i>Multi-Project Features</i>		Innovations in Surveying		Innovation in Public Space Design
<i>Market Watch</i>	Mechanical & Electrical Markets	The Flourishing Healthcare and Life Science Facilities Market	Current Realities & Future Projections for Water Opportunities	Land Development Market Booming
<i>State Organization Profiles</i>	ACEC/Oklahoma	ACEC/North Carolina	ACEC/Oregon	ACEC/Colorado
<i>Risk Management; Trust Features</i>	Liability Insurers Carriers Survey	The Strangest Contract Provisions		Survey of Professional Liability Ins. Providers
<i>Business Management & Best Practices</i>	The Fastest Growing Private Sector Markets	New Era of Employee Benefit Plans	Have ESOP's Outlived Their Charm?	Projecting the Engineering Industry of the Future (<i>Will it still even be called Engineering?</i>)
<i>Corporate Social Responsibility</i>	Garver	TBD	TBD	TBD
<i>Workforce Development</i>		How to Begin and Effective Mentorship Program	The Increasingly Blurred Lines of Industry Disciplines	Engineers Who Succeed Despite Disabilities
<i>Diversity & Inclusion</i>		Women in Leadership		Spotlight on Black-Owned Engineering Firms

	WINTER ISSUE	SPRING ISSUE	SUMMER ISSUE	FALL ISSUE
AD CLOSE	11/6/2019	3/18/2020	5/13/2020	8/5/2020
AD MATERIAL DUE	12/4/2020	3/25/2020	6/3/2020	8/26/2020

ONLINE ADVERTISING



ACEC WEBSITE

Engineering, Inc. DIGITAL MAGAZINE

LastWord BLOG



EXCLUSIVE DIGITAL SPONSORSHIP | 556 x 480 Pixels

Your message will be prominently displayed directly across from the magazine cover. Animation and video capabilities are also available.

AD LINK

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address.

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 benefits of digital media:

Link your ad to the landing page of your choice

Increase traffic to your website

Number of Issues	Digital Sponsorship Ad Only	Special Rate (with print ad purchased)
1 ISSUE	\$1,650	\$1150
2 ISSUES	\$1,150	\$850
4 ISSUES	\$850	\$650

With the digital edition, readers can:

Bookmark pages and insert notes

Perform a keyword search of the entire magazine

Navigate and magnify pages with one click

View issues instantly online or download and print for later

Share articles on third-party news and social networking news

www.acec.org

WEBSITE DEMOGRAPHICS

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

73,632

page views monthly

54%

of viewers are ACEC members

46%

new visitors

ACEC

collaborates to exchange knowledge, share best practices, and build business together

[MORE INFO](#)

EDUCATION

NEWS

EVENTS

ADVOCACY

WEBSITE ADVERTISING RATES

FULL BANNER AD (HOMEPAGE ONLY) SPOT 1 & 2 | 550 x 100 Pixels
\$1,800 per month

SPOTLIGHT BANNER AD | 149 x 149 Pixels
\$750 per month

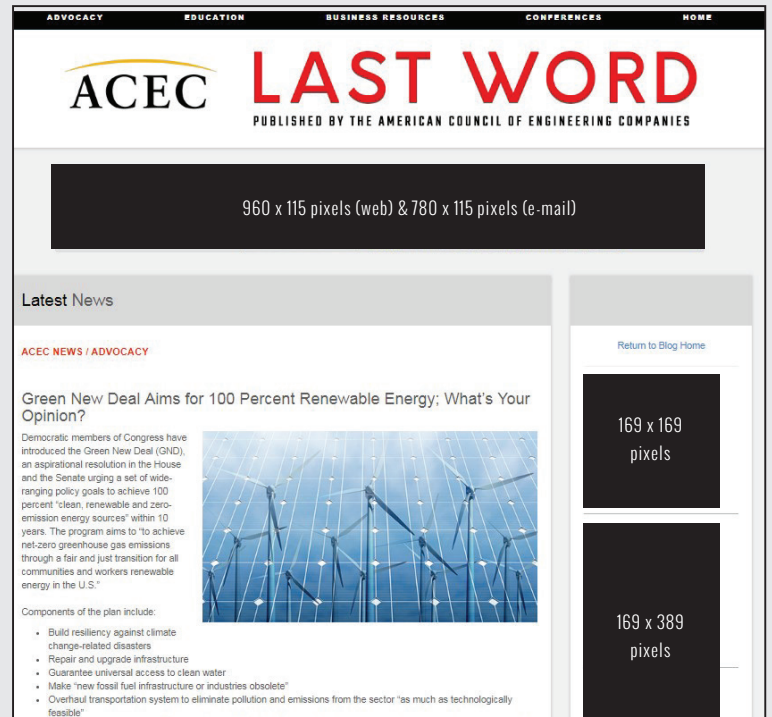
Reach

35,297

engineering firm leaders every week



Email



Web

90%

of our readers are: CEOs, CFOs, CIOs, Principals, Presidents, Owners

www.acec.org/last-word-blog

LAST WORD

SPONSORSHIP TOP BANNER AD | 780 x 115 pixels \$2,000 per month

Bonus add-on: Top Banner Ad (780 x 115 pixels) on the Last Word weekly email

VERTICAL BANNER AD | 169 x 389 pixels \$1,350 per month

Bonus add-on: Square Banner Ad (169 x 169 pixels) on the Last Word weekly email

SQUARE BANNER AD | 169 x 169 pixels \$850 per month

Bonus add-on: Square Banner Ad (169 x 169 pixels) on the Last Word weekly email

Looking for more advertising exposure? Add \$400 extra per month to have a full banner on the Last Word weekly email.

"Last Word is a must-read for engineering executives seeking to stay informed on the latest industry news and legislative updates that affect their bottom line."

— Rick Lahm, CFO, Henderson Engineers, Lenexa, KS