

2019 MEDIA KIT

Reaching the Full Spectrum of Engineering Industry Decision Makers!



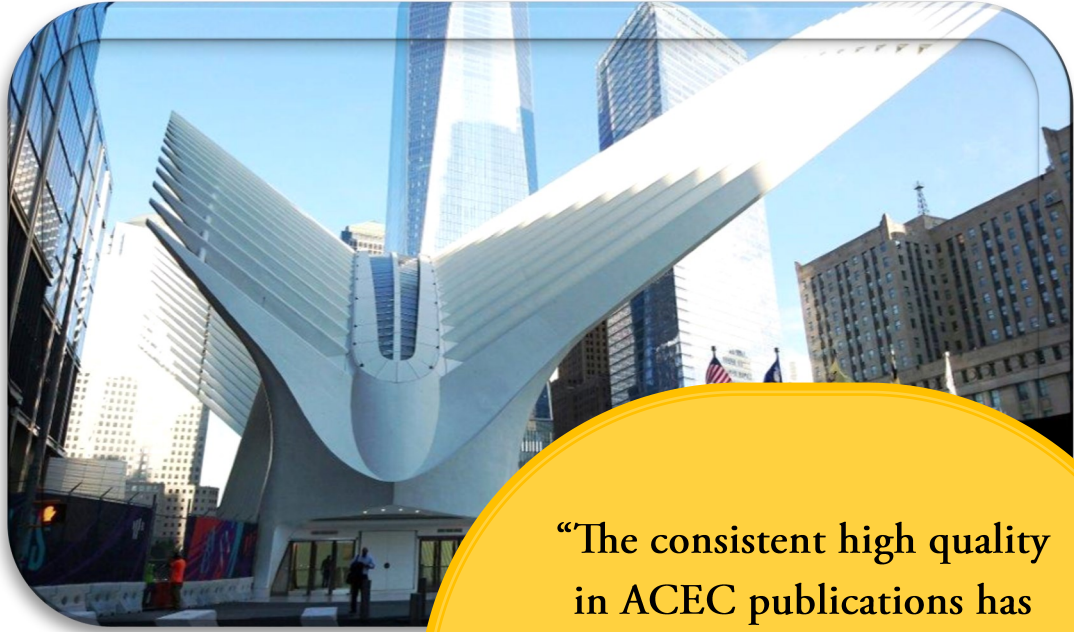
We Work With the Decision Makers In Each Firm. Shouldn't You?

WHO WE ARE

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.

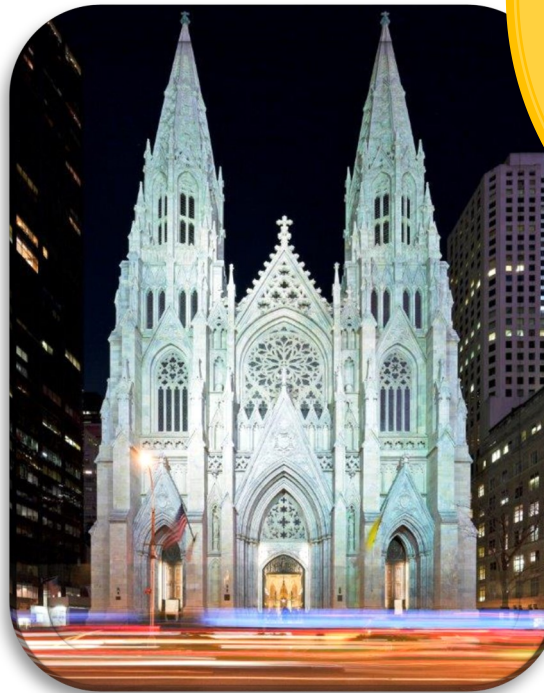
ACEC members include more than 5,300 firms representing more than 500,000 engineers, architects, land surveyors and other specialists. ACEC member firms are responsible for more than \$200 billion of private and public work annually.

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

. Engineering Inc. 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.

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 services, and critical energy, wastewater, environmental, building/structure, and land development.

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.

Private market:

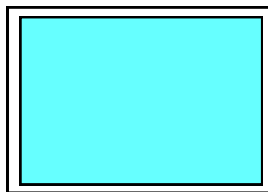
Your firm's ad will also be seen by thousands of top practitioners in the private sectors built environment such as building developers and architects—private sector markets such as education, health care, energy, environmental, building/structure, and land development—and all key buyers of engineering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

International market:

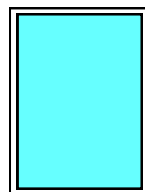
Your firm's ad will also be viewed by leaders more than 90 international engineering associations and more than 150 U.S.-based foreign embassies, along with other top international private clients. In conjunction with growing opportunity for U.S. engineering expertise in the global marketplace, *Engineering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

Print Advertising Rates

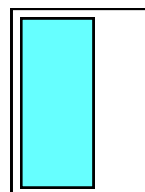
<u>4</u> -Color Rates			
Size	1x	3x	6x
Full Page	\$4,725	\$4,252	\$3,780
1/2 Page	\$3,300	\$2,970	\$2,673
1/3 Page	\$2,310	\$2,079	\$1,870
1/4 Page	\$1,610	\$1,450	\$1,300
Inside Front Cover	\$5,670	\$5,100	\$4,590
Inside Back Cover	\$5,670	\$5,100	\$4,590
Back Cover	\$6,237	\$5,610	\$5,040
2- Page Spread	\$8,995	\$7,575	\$6,440



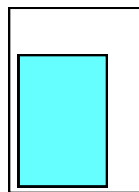
2-Page Spread



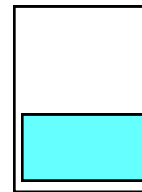
Full Page



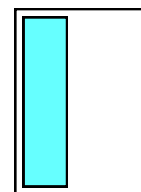
1/2 Vertical



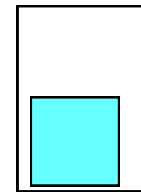
1/2 Island



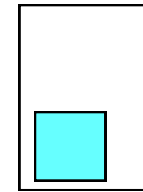
1/2 Horizontal



1/3 Vertical



1/3 Square



1/4 Square

ONLINE ADVERTISING

- *Engineering Inc.* Digital Magazine
- ACEC Website
- *Last Word* E-Blog

Digital Magazine

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

Exclusive Digital Sponsorship:

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.

556 x 480 pixels



No. Issue	Digital Sponsorship ad only	Special rate (with print ad purchased)
1 Issue	\$ 1,650	\$1150
3 issues	\$1,150	\$850
6 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

ACEC Website

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 ACEC's website!

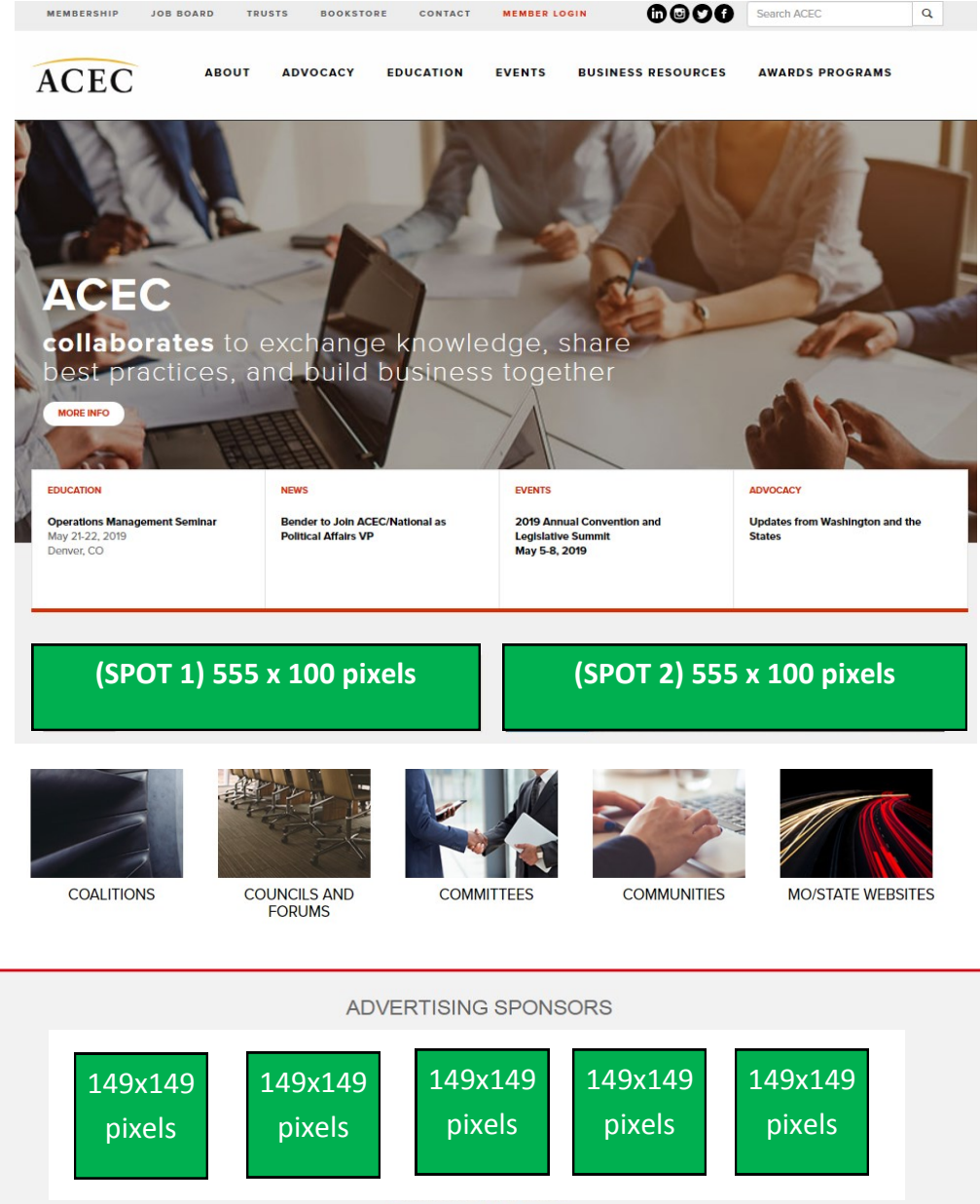
- 73,632 page views monthly
- 54% of viewers are ACEC members
- 46% new visitors

Full Banner Ad (Homepage only)
SPOT 1 & 2 — \$1,650 per month

555 x 100 pixels

Spotlight Banner Ad — \$750 per month

149x149
pixels



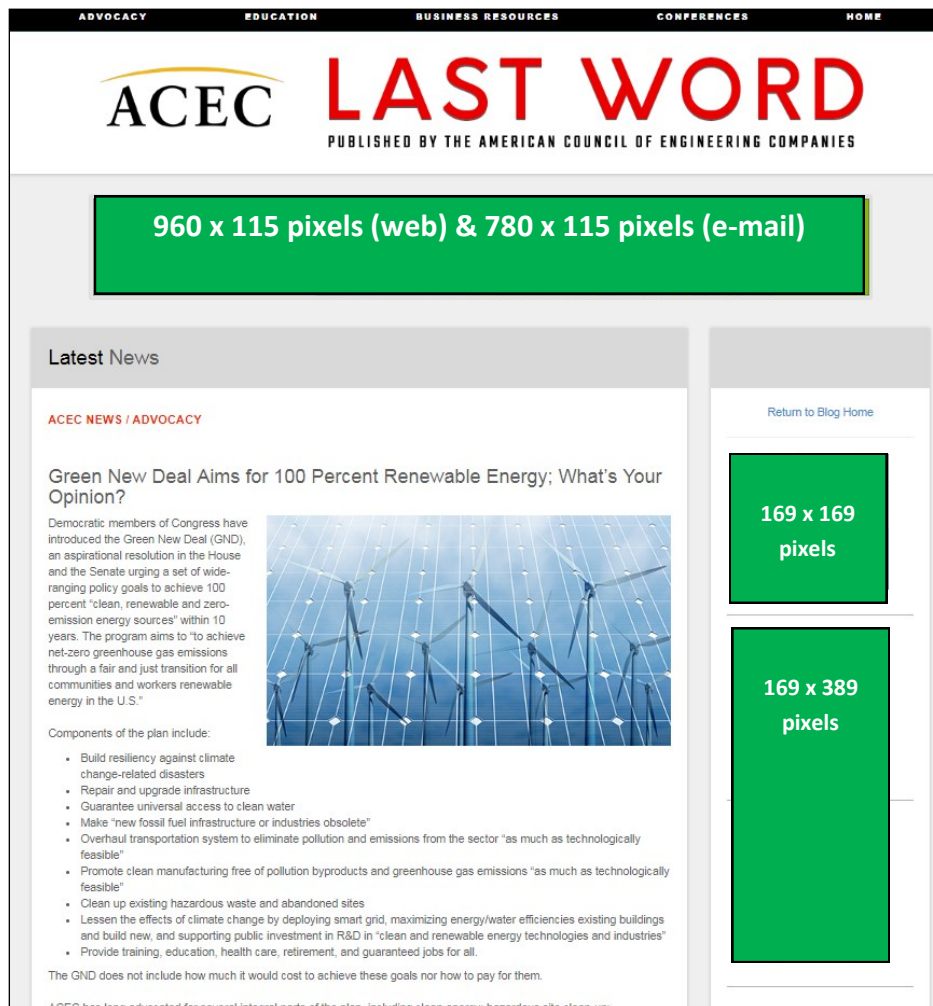
Last Word

Readership:

- Reach 35,297 engineering firm leaders every week
- 90% of our readers are:
CEOs, CFOs, CIOs, Principals, Presidents, Owners

"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



Sponsorship Top Banner Ad
(displayed in two settings: E-mail and Website)

\$1,800 per month

960 x 115 pixels (web) & 780 x 115 pixels (e-mail)

Vertical Banner Ad
\$1,250 per month

**169 x 389
pixels**

Square Spotlight Banner Ad
\$750 per month

**169 x 169
pixels**

Exposure Media Combo Packages

Monthly Package 1:

- ⇒ **Home Page Full Banner (ACEC website) (value \$1,650)**
- ⇒ ***Last Word* Weekly e-Blog Sponsorship Top Banner Ad (value \$1,800)**

Special Combo Price: \$2,950

Monthly Package 2:

- ⇒ **Home Page Spotlight Ad (ACEC website) (value \$750)**
- ⇒ ***Last Word* Weekly e-Blog Spotlight Square Ad (value \$750)**

Special Combo Price: \$1,350

Create Your Own Combination

Choose and match either print or online media:

Contact us for pricing

<i>Engineering Inc.</i> magazine Print Ad	ACEC Home Page Full Banner Ad	<i>Last Word</i> e-Blog Sponsorship Top Banner Ad
<i>Engineering Inc.</i> Magazine Digital Sponsorship Ad	ACEC Home Page Spotlight Square Banner Ad	<i>Last Word</i> e-Blog Spotlight Square Banner Ad

Note: The number of monthly packages is based on first-come, first served.
For more information please contact: Rachael Ng, rng@acec.org, 202-682-4337

2019 Editorial Calendar

Month	Cover Photo	Main Features	Special Features	Multi-Project Features	Market Watch	IT	Risk Management; Trust Features	Business Management & Development	Corporate Social Responsibility	Human Resources & Finances
Jan/Feb	High Speed Rail	High Speed Rail Making U.S. Comback/Legislative Outlook	2019 Fall Conference Recap; 2019 Legislative Outlook Roundtable; The Private Side	Innovations in Smart Transportation	2019 Construction Market Outlook		Liability Insurers Carriers Survey	Ways to Improve Firm Value; Help with International Markets (Commerce Dept)	AECOM	
March/Apr	New T&I Chairman Pete DeFazio or Underwater Engineering	Interview with New T&I Chairman Pete DeFazio	2019 Annual Convention Promo; * 2018 ACEC/PAC Champions/Promo	Anti-Drought Initiatives	Public Markets	Effective Mobile Technology Management		Renewables Taking Charge	EA Science and Engineering	Innovations and impact of effective Teambuilding
May/June	2019 EEA Winner	2019 Engineering Excellence Awards	2019 Engineering Excellence Awards; * 2019 Annual Convention Wrap Up		Retail Markets		Cybersecurity and Risk Management	Fire Prevention Engineering		Effective Employee Retention Strategies
July/Aug	Underwater Engineering	Shedding Light on the Dark World of Underwater Engineering	EEA 2020 Call for Entries; *Meet the New ExCom; * 2019 Fall Conference Promo	Innovative Flood Mitigations	Energy Storage	Website Tuneup to attract new business	Survey of Professional Liability Ins. Providers	Creating Proposals that Win Work	Aspect Consulting	
Sept/Oct	Corps Chief Semonite	Interview with Army Corps Chief Semonite and Corps challenges; Strategic Plan Update	2019 Fall Conference promo	Innovations in Residential Housing	Nuclear Power Market		ACEC Retirement Trust Column	Effective Project Management	TBD	Incentive Compensation Plans that Work
Nov/Dec	Uncovering Innovations in Tunnel Engineering	Tunnel View (the importance of Tunnel Engineering in Major Infrastructure)	EPA Deregulation Impact on Engineering Markets		Mechanical Electrical Market	Hot New IT Tools for Engineering Firms	Standard of Care: How Good Must a Design Be?	Coalition Leaders Annual Perspectives	TBD	