

2016 Media Kit

REACHING THE FULL SPECTRUM OF ENGINEERING INDUSTRY DECISION MAKERS!



For Print



For Web

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ACEC
AMERICAN COUNCIL OF ENGINEERING COMPANIES

100 Years of Excellence

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

WHO WE ARE

The American Council of Engineering Companies (ACEC) is the business association of America's engineering industry with its origin dating back more than 100 years. Today ACEC is a large federation of 51 state and regional councils representing the great range and influence of America's engineering industry.

ACEC members include more than 5,000 firms representing more than 500,000 engineers, architects, land surveyors and other specialists. ACEC member firms are responsible for more than \$200 billion in 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. action, and business management 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, *Publisher*
Association TRENDS



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 40,000 top business and political decision makers, both domestically and throughout the world. Each edition provides a wide-ranging lineup of news, analysis and features covering the full spectrum of engineering business management and the industry issues that affect bottom lines.

Your firm's ad will be viewed by CEOs, Chairmen, Presidents and other C-level administrators representing the top engineering firms throughout the nation and the world—including 78 percent of the ENR 500—all key buyers of engineering services, and critical business support to assure development and delivery of innovative engineering solutions in critical markets such as transportation, energy, water supply, wastewater, environmental, building/structures, and land development.

PUBLIC MARKETS

Your firm's ad will be seen by more than 3,000 top government officials including Members of Congress, and federal agency administrators such as U.S. Army Corps of Engineers, the EPA, the Department of Commerce, the Department of Energy, the General Services Administration, and the Federal Aviation Administration. 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 MARKETS

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

INTERNATIONAL MARKETS

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

2016 Planning Calendar (I)

Month Editorial	January/February	March/April	May/June
Main Features	Engineering response to coastal erosion/rising sea levels	What do private sector clients really want from engineers?	EEA Winner or Annual Convention Speaker
Special Publication/ Events	1) 2016 New Congress-Legislative Outlook 2) 2016 Annual Convention	1) 2016 Annual Convention 2) ACEC/PAC Champions 3) Update on energy legislation (Moniz)	1) 2016 Engineering Excellence Awards 2) 2016 Annual Convention Wrap Up
Multi-Projects	Innovative design for defense/security	Innovations combat extreme weather events	
Market Watch	Construction Market Outlook for 2016	Solar energy's birth	Market Trends for industrial and manufacturing
Information Technology		Customer relations management software	
Risk Management	Liability Insurers Carriers Survey; Risk Management Column	ACEC Business Insurance Trust column	
Business Management & Development	International Marketing: First Step Guide (USAID; MCC; Dept. of Commerce)	1) Opportunities in grid modernization & storage 2) Coalitions column 3) Update on pros & cons of PP3s	1) ROI on being an EEA Award Winner 2) The intrinsic value of set asides
Corporate Social Responsibility	TranSystem	Freese & Nichols	T. Baker Smith
Human Resources & Finances		Affordable Care Act: What firms now need to know to comply	Navigating the H1-B visa process

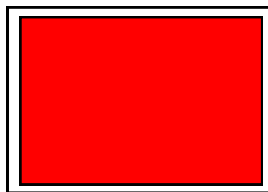
2016 Planning Calendar (II)

Month Editorial	July /August	Sept/Oct	Nov/Dec
Main Features	1) Update on clean power plan impact & other industry issue 2) Growing importance of cyber security for engineering	1) 2016 Presidential Election Preview: Candidates' impact on industry 2) Engineering opportunities in smart buildings/cities	Engineers helping U.S. ports prepare for the new Panama Canal
Special Publication/ Events	1) EEA 2017 Call for Entries 2) New ExCom 3) 2016 Fall Conference	2016 Fall Conference	2016 Fall Conference wrap up
Multi-Projects	Sustainable building design		Innovations in green infrastructure
Market Watch	Market trends for hospitality/lodging	Education facility construction market trends	Opportunities in renewable energy production: Transmission & Storage
Information Technology		New innovations in marketing technology	After BIM: The future of design technology
Risk Management	Survey of professional liability insurance providers; Risk Management	AECE Retirement Trust	
Business Management & Development	International Marketing First Step Guide: (USTDA; OPIC. EX-Im Bank, USTR)	Capture planning for a competitive advantage	International Marketing First Step Guide: (Multilateral Development Bank; World Bank; Inter-American DB); Coalitions
Corporate Social Responsibility	Stantec	Parsons	
Human Resources & Finances		Workspace innovations seeking to keep match evolving workforce	Ownership transition: How boomers are getting out...successfully

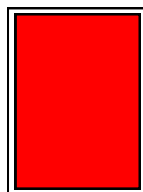
Advertising Rates

4-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

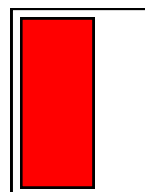
* Note: ask for member discounts.



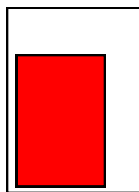
2-Page Spread



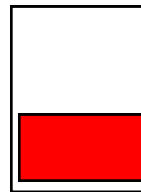
Full Page



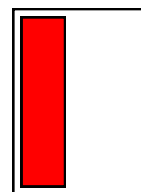
1/2 Vertical



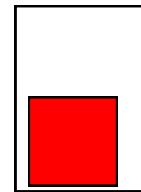
1/2 Island



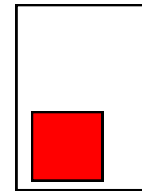
1/2 Horizontal



1/3 Vertical



1/3 Square



1/4 Square

Advertising Specs

Trim Size: 8.375" x 10.875"

Safety margin: Keep all live matter 3/8" from trim and gutter.

Binding Method: Saddle-Stitched

Resolution: 300 dpi

File Type: High-resolution press-ready PDF with all fonts and images embedded.

Bleed: With crop marks set to the ad size

Color: CMYK

Full Page, Bleed.....8.625" x 11.125"

Full Page, Non-Bleed.....7.125" x 9.625"

2 Full Page, Bleed.....17" x 11.125"

1/2 Horizontal.....7.125" x 4.75"

1/2 Vertical.....3.5" x 9.84"

1/2 Island.....4.7" x 7.125"

1/3 Page Square.....4.7" x 4.75"

1/3 Page Vertical.....2.25" x 9.84"



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:

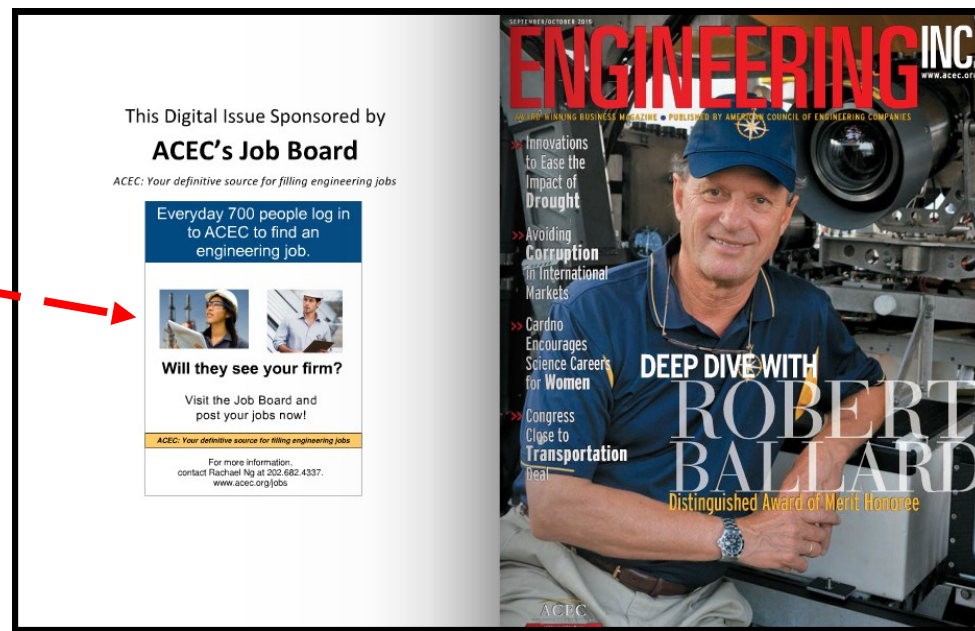
- * Link your ad to the landing page of your choice
- * Increase traffic to your website
- * Interact with viewers to facilitate the buying process

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.



No. Issues	Digital Sponsorship ad only	Special rate (with print ad purchased)
1 Issue	\$1,650	\$1,150
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 Home Page

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!

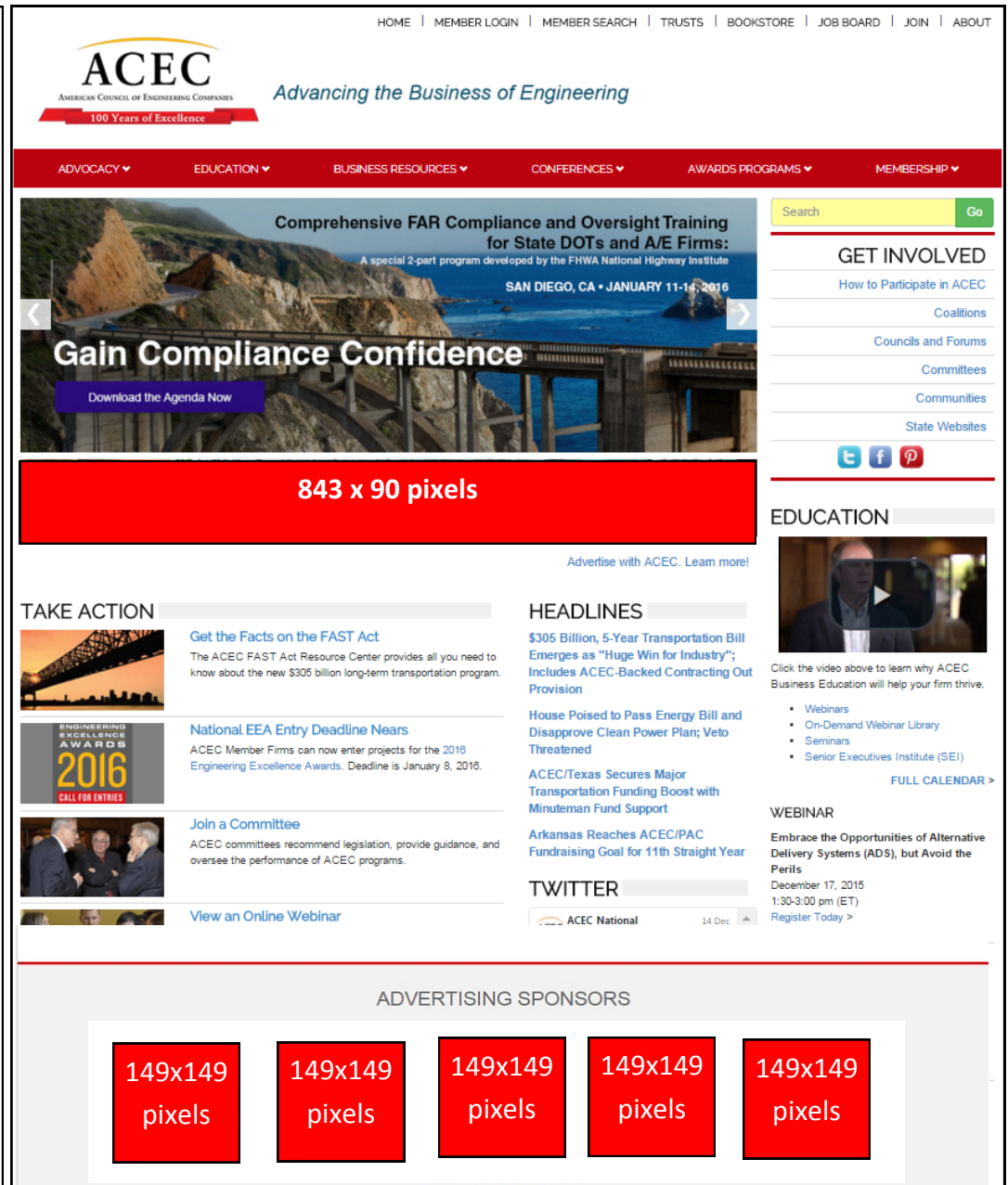
- 15,395 page views monthly
- 89% of viewers are ACEC members

Full Banner Ad — \$1,800 per month

843 x 90 pixels

Spotlight Banner Ad — \$750 per month

**149x149
pixels**



The screenshot shows the ACEC (American Council of Engineering Companies) website. The header includes navigation links: HOME, MEMBER LOGIN, MEMBER SEARCH, TRUSTS, BOOKSTORE, JOB BOARD, JOIN, and ABOUT. The ACEC logo is prominently displayed with the tagline "Advancing the Business of Engineering" and "100 Years of Excellence". A red navigation bar contains links for ADVOCACY, EDUCATION, BUSINESS RESOURCES, CONFERENCES, AWARDS PROGRAMS, and MEMBERSHIP. A large banner for "Comprehensive FAR Compliance and Oversight Training for State DOTs and A/E Firms" is featured, with a "Gain Compliance Confidence" call to action. Below this, a red box indicates an "843 x 90 pixels" ad space. The main content area is divided into "TAKE ACTION" (with links to FAST Act facts, EEA entry deadline, and committee joining) and "HEADLINES" (with news items on transportation bill, energy bill, and ACEC/Texas funding). A "TWITTER" section shows a tweet from ACEC National. A "WEBINAR" section promotes a session on ADS systems. A "FULL CALENDAR" link is also present. At the bottom, an "ADVERTISING SPONSORS" section displays five red boxes, each labeled "149x149 pixels".

Last Word E-Newsletter

"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

Readership:

- Reach 38,896 engineering firm leaders every week
- 90% of our readers are:
CEOs, CFOs, CIOs, Principals, Presidents, Owners

Header Sponsorship Banner Ad
\$1,800 per month

980 x 55 pixels

Vertical Spotlight Banner Ad
\$ 1,250 per month

169 x 338 pixels

Square Spotlight Banner Ad
\$750 per month

169 x 169 pixels

980 x 20 pixels

Advocacy Education Business Resources Conferences Home

ACEC
American Council of Engineering Companies
100 Years of Excellence

Last Word
Published by the American Council of Engineering Companies

Vol. XXXIV, Number 47 - December 16, 2015

RECENT HIGHLIGHTS

- ACEC Defeats Anti-QBS Effort, Wins Contracting Out Provision, in New Transportation Bill
- FAST Act Includes ACEC-Backed Infrastructure Permitting Reforms
- House Passes Energy Bill, Disapproves Clean Power Plan; Senate Expected to Take Up Bill in Early 2016
- ACEC President's Monthly Update—December, 2015
- More Industry News
- EBI

LATEST NEWS

ACEC/PAC Surpasses \$900K Toward \$1 Million Goal; Already Paying Dividends in Congress

With ACEC state organizations continuing to drive toward our \$1 million strategic goal, ACEC/PAC fundraising crossed \$900,000 this week. The campaign—which has already exceeded last year's totals—has attracted a record number of donors and advanced our legislative interests.

"I can't overemphasize how important our PAC fundraising efforts are to ACEC's federal advocacy program," said ACEC President/CEO Dave Raymond. "We've already used it to help secure the first long-term highway bill in 10 years, protect QBS and contracting out, streamline permitting, and preserve beneficial tax provisions."

ACEC/Oklahoma President/CEO Jim Sullins sent a rousing message to his members this week, using the debate over contracting out in the transportation bill to demonstrate how ACEC's political program defeated proposals "that would have put you out of business." For more information, [click here](#).

The deadline for forwarding all ACEC/PAC contributions to the ACEC office in Washington, DC is Thursday, December 31. For more information, visit the [ACEC/PAC website](#).

North Carolina and Virginia Become the 24th and 25th States to Hit ACEC/PAC Goals

ACEC/NC Co-PAC Champion **Montell Irvin** ACEC/NC Co-PAC Champion **Henry Liles** ACEC/VA PAC Champion **Frank Wilson**

ACEC/North Carolina and ACEC/Virginia met their 2015 ACEC/PAC fundraising goals this week, joining Indiana, Hawaii, South Carolina, Delaware, Wisconsin, Alaska, Tennessee, Kansas, Illinois, Montana, Nebraska, Alabama, North Dakota, Georgia, New Jersey, Arizona, Massachusetts, Maryland, Nevada, Utah, Arkansas, New York and Pennsylvania.

Twenty-five states have made goal, with another 15 poised to cross the finish line before the year-end deadline.

ACEC/NC raised the final \$10,000 on a single night through the ACEC/PAC auction at

DID YOU KNOW

Member Firms participating in the ACEC Member Discount Program with UPS have saved more than \$80,000 in shipping costs so far this year. [Click here](#) for details.

Attendees at each of ACEC's two annual conferences can earn up to 20 Professional Development Hours (PDHs) toward most states' licensing requirements. [Click here](#) for details.

To learn how member dues are an investment that delivers bottom-line results, see the [ACEC Value Proposition](#).

[Follow @ACEC_National](#)

169 x 338 pixels


169 x 169 pixels

Email Blast

You can now send your message by email directly to all ACEC members.

Limit of one ad per week.

ADVERTISEMENT





YOUR FIRM NAME HERE

YOUR AD HERE

\$1,495 per email blast

For more information and/or to reserve your ad space, please contact [Leo Hoch](#) at 202-682-4341 or [Rachael Ng](#) at 202-682-4337.

Follow Us:  

Weekly Email Promotion:

“Showcase your products and services”

- Reach more than 36,000 engineering firm leaders
- 90% of our readers are:
CEOs , CFOs, CIOs, Principals,
Presidents, Owners, Professionals

Note: This marketing program only available to ACEC Members.

Contact us for multiple placements:

Rachael Ng, rng@acec.org, 202-682-4337

Leo Hoch, lhoch@acec.org, 202-682-4341

Exposure Online Media Combo Packages

Package 2: (monthly)

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

Special Combo Price: \$3,330*

* The price reflects member dis-

Package 3: (monthly)

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

Special Combo Price: \$1,350*

* The price reflects member

CREATE YOUR OWN COMBINATION

Contact us for pricing

Choose and match either print or online media:

Engineering Inc. magazine Print Ad	ACEC Home Page Header Sponsorship Banner ad	Last Word Weekly e-Newsletter Header Sponsorship Banner ad	Last Word Weekly e-Newsletter Vertical Spotlight Banner Ad
Engineering Inc. Magazine Digital Sponsorship Ad	ACEC Home Page Square Spotlight Banner Ad	Last Word Weekly e-Newsletter Square Spotlight Banner Ad	Email Blast

Note: The number of combo packages is based on a first-come, first served basis. For more information please contact: Rachael Ng, rng@acec.org, 202-682-4337 or Leo Hoch, lhoch@acec.org, 202-682-4341