



AMERICAN COUNCIL OF ENGINEERING COMPANIES



## 2021 MEDIA KIT

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

Contact: Bethany Murphy, [bmurphy@acec.org](mailto:bmurphy@acec.org), 732-804-7166





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



*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

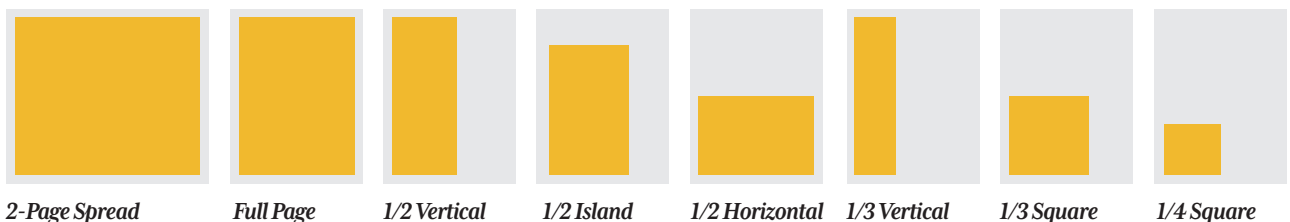
Your firm's ad will also be viewed by leaders more than 90 international engineering associations and more than 150 U.S.-based foreign embassies, along with other top international private clients. In conjunction with growing opportunity for U.S. engineering expertise in the global marketplace, *Engineering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



	WINTER ISSUE	SPRING ISSUE	SUMMER ISSUE	FALL ISSUE
AD CLOSE	12/18/2020	3/25/2021	5/21/2021	9/29/2021
AD MATERIAL DUE	1/22/2021	4/15/2021	6/14/2021	10/21/2021



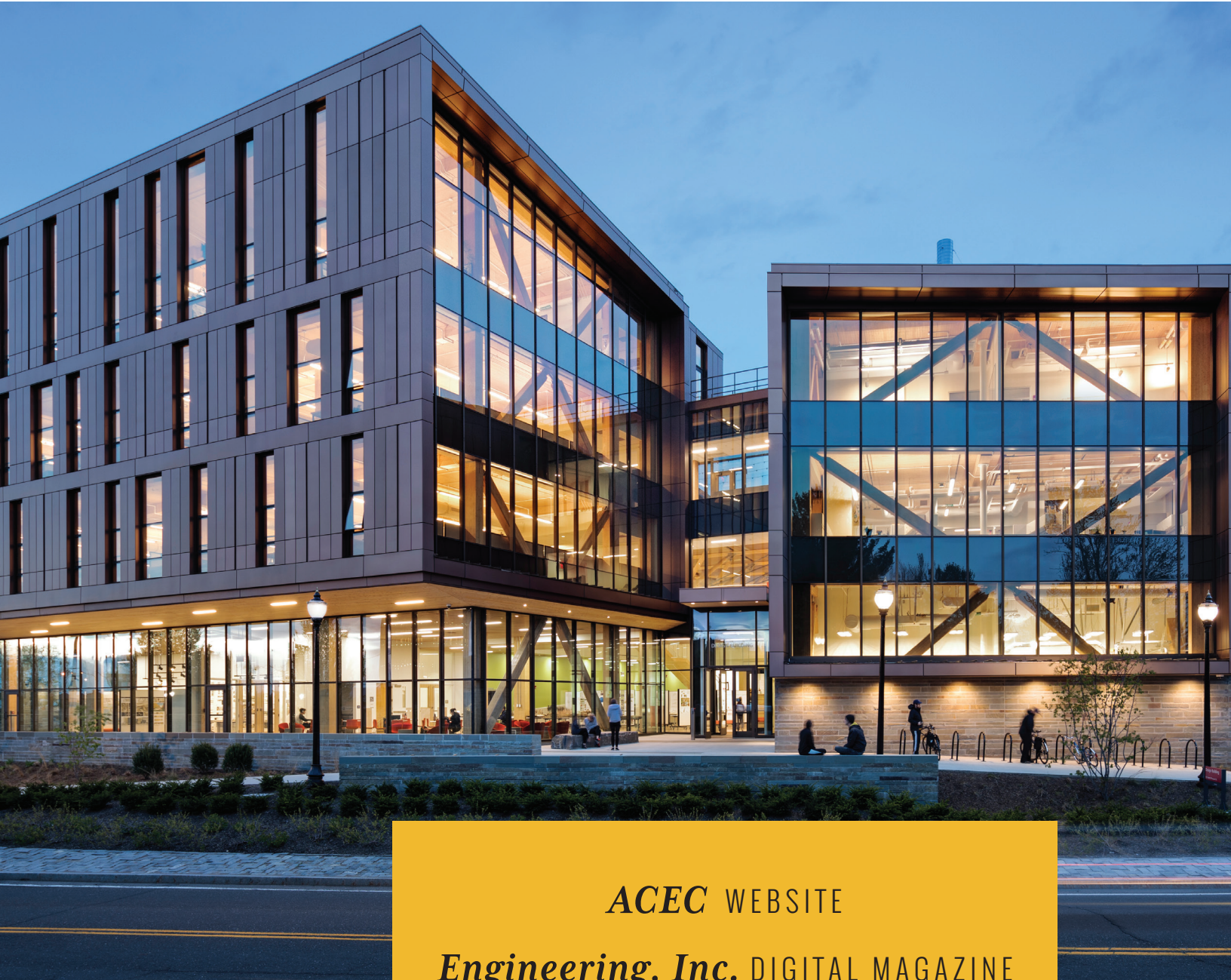
# ENGINEERING INC.

## 2020 EDITORIAL CALENDAR

	<i>Jan - March</i> WINTER 2021	<i>April - June</i> SPRING 2021	<i>July - Sept</i> SUMMER 2021	<i>Oct - Dec</i> FALL 2021
<i>Advertising Hooks</i>	IT Software Providers; Business Suppliers	IT Software Providers; Business Suppliers	EEA Winners, Clients & Suppliers; IT Software Providers; Professional Liability Insurance Providers	Business Suppliers
<i>Cover Photo</i>	Creative Engineering Firm of the Future Digital Art	USACE Chief Portrait	2021 EEA Winner	Buttigieg Portrait
<i>Main Features</i>	Engineering Firm of the Future	New USACE Lt. General Scott Spellmon Discusses Vision for Corps' Future	2021 Engineering Excellence Awards	Introducing New Secretary of Transportation Pete Buttigieg
<i>Special Features</i>	ACEC Research Institute	2021 Annual Convention Wrap Up; 2020 ACEC/ PAC Wrap Up	EEA Wrap Up; 2021 EEA Call for Entries; Fall Conference Promo; Meet the New ExCom	Coalition Leaders Market Updates
<i>Multi-Project Features</i>		Innovations in COVID-19 Response Projects		Education Facilities
<i>Market Watch</i>	Renewable Energy Market Surges	How the Healthcare Market has changed	Public Markets	Transportation Market
<i>State Organization Profiles</i>	ACEC of New York	ACEC/Missouri	ACEC/Alabama	ACEC/Michigan
<i>Risk Management; Trust Features</i>		Protecting Your Firm Contractually in Era of Pandemic	Survey of Professional Liability Ins. Providers	
<i>Business Development &amp; Best Practices</i>	Members Take Lead on PFAS Testing, Remediation	How Corporate IT is Adapting to COVID-19		Engineering Firms Increasingly Specify Materials with a Climate Change focus
<i>Corporate Social Responsibility</i>	Tighe & Bond	Barge Design Solutions	Lochner	CEC Corporation
<i>Workforce Development</i>		Maintaining work/ life balance in a WFH Covid workplace	Industry Ramps Up Focus on Developing Young Engineers	From engineer to advocate: Emerging firm leaders on how they became advocates for their profession and industry
<i>Diversity &amp; Inclusion</i>	Engineers Who Succeed Despite Disabilities	Highlights from ACEC's first ever course on D&I: How firm leaders are transforming workplace culture		First time in ACEC History, National Chairman, President/CEO and NAECE Rep. all Women



# ONLINE ADVERTISING



*ACEC* WEBSITE

*Engineering, Inc.* DIGITAL MAGAZINE

*LastWord* BLOG

*Ad Retargeting*





## Engineering Inc DIGITAL ADS

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 new digital platform:

## DIGITAL EDITION

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

### CALL TO ACTION AD BANNER | \$2,000

Text and GIF icon can be added on top of your ad. The banner can link to a URL, video, case study, video overlay in the magazine, etc.

### CALL TO ACTION POP UP | \$1,800

A call-to-action icon is added to the bottom of your ad. When clicked this can lead to more of your content, launch a URL, image light-box, video or slide show.

### VIDEO | \$1,500

Video can be displayed in a light-box fashion when a reader clicks on your ad.

### PULSING AD LINKS | \$750

Mapped URL links can be set to pulse for the reader to encourage a click.

### ANIMATED EFFECT | \$500

Basic animation can make your advertisement appear to move, capturing the reader's eyes.



*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  
\$2,000 per month

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



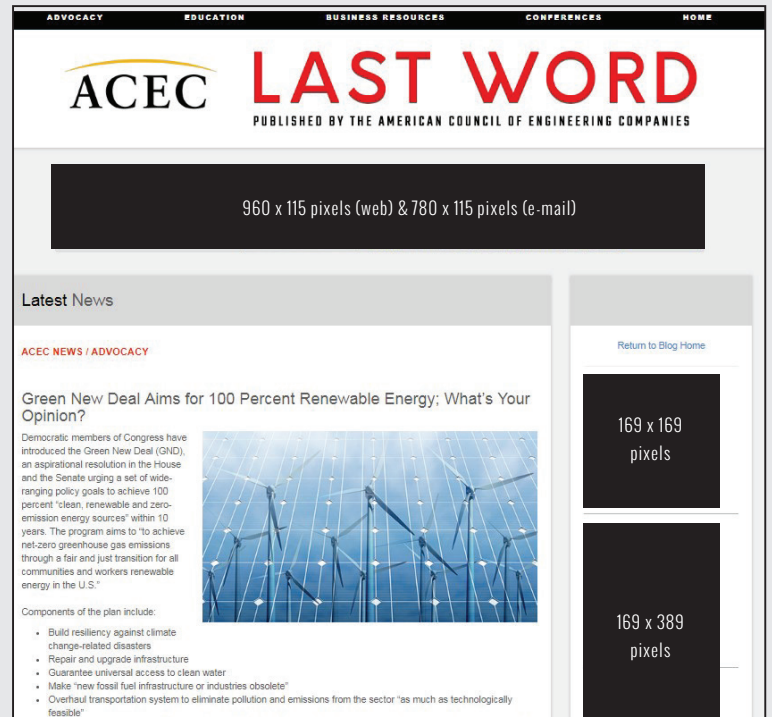
Reach

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](http://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



# AD RETARGETING



*As we all seek ways to engage in smarter ways, ACEC is proud to offer a new exciting way to reach engineer leaders no matter where they go digitally.*

Contact: Bethany Murphy, [bmurphy@acec.org](mailto:bmurphy@acec.org), 732-804-7166



YOUR AD HERE | 728x90



## WHAT IS AD RETARGETING?

Our audience becomes your audience with retargeting. Get exclusive direct access to ACEC's website visitors and retarget your company's ads that will showcase your brand, anywhere they visit online.

## QUALITY AUDIENCE

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with ACEC's uniquely qualified audience that will showcase your business to those who need you the most.

### ULTIMATE IMPRESSION CAMPAIGN | \$5,000

100,000 ad impressions served over a 10-12 week campaign

### STRONG IMPRESSION CAMPAIGN | \$3,000

50,000 ad impressions served over a 4-6 week campaign

### FIRST IMPRESSION CAMPAIGN | \$2,000

25,000 ad impressions served over a 3-4 week campaign

*Your ads will appear on multiple major websites and mobile apps, following the ACEC audience wherever they go.*

