

# ENGAGEMENT OPPORTUNITIES



**“The ACEC Conferences have exceeded our expectations and I have to say we do many of these types of events with ACEC being the most productive, most professional and affording us the most access to those clients that impact the business.”**

*David M. Hutchinson, Chief Operating Officer & Co-Founder, AEC360*

## **Reach the Full Spectrum of Engineering Decision Makers:**

More than 5,500 engineering firms are ACEC members

84% of ENR 500 Design Firms are ACEC Members

ACEC member firms generate more than \$200 billion in private and public works annually

98% of member firms specify products for transportation, water and wastewater, and building/ industrial projects

More than 74% of member firms use outside consultations to purchase their insurance products

55% of member firms each budget \$150,000 or more to spend on new hardware and software annually

66% of member firms outsource the majority of their human resource function

**“As a Conference veteran, exhibiting at a dozen different events each year, I can say with enthusiasm the ACEC events are by far the most well organized, easiest to engage, and attract the highest caliber attendees. We get more business from these events than any other.”**

*Ryan Suydam, Director of Operations, ClientSavvy*

# EVENTS



## Annual Convention & Legislative Summit | Fall Conference

ACEC holds two national events every year that offer exhibit and sponsorship opportunities to reach top decision makers in our member firms. Join over 1,000 engineering professionals and other industry experts to connect and network. These events are for companies that provide products and services to the AEC industry and construction material suppliers that seek to influence the design and specifications recommended by consulting engineers in the civil, structural, MEP, geotechnical and land development engineering disciplines.

**VIEW THE ANNUAL  
CONVENTION PROSPECTUS**

## Coalitions

The ACEC Coalitions meet twice a year, once in late Winter and again in Summer. Support these high-level, small group discussions with senior leadership by sponsoring your own thought leadership panel discussion or a discipline specific roundtable at the event. Coalitions are dedicated communities of ACEC members organized by practice area or firm size. Reach these ACEC members focused on disciplines such as structural, surveyors, land development, small firms, mechanical and electrical, design and geoprofessional. Call to discuss options and pricing.

## Forums

Each September ACEC holds our popular HR, IT and Finance Forums. Take the opportunity to reach this sought-after audience that does not typically attend other ACEC in-person meetings. Call to discuss options and pricing.

# THOUGHT LEADERSHIP



## Online Classes

ACEC runs a series of online classes centered around Young Professionals, Diversity & Inclusion, Project Manager Training, and Advocacy. These classes attract mid-career professionals from member firms who have been identified as future leaders. Take the opportunity to underwrite and support these online education courses and tie your message to the thought leadership that will propel the next generation of leaders in our field.

## Moderate a Panel

Available in person or virtually at Annual Convention, Fall Conference, Summer and Winter Coalition Meetings. Take this exclusive opportunity to be a true thought leader in your field by bringing together a panel of experts on your topic of choice. Far from a “sales pitch”, having your executive on stage or video for a one-hour presentation with the leading experts in their field will truly tie your company to the insights provided. ACEC must review and approve subjects and panelists.

## Webinars

ACEC produces 2-3 webinars per week on a large range of topics. With both live and on-demand access for our members, these highly informative sessions keep our members up to date on all of the major issues that affect their professional growth and their business' success. Sponsor 3 months of content and get two 30-second spots (one at the start, and one at the end, read by moderator) on each webinar. This sponsorship includes one (1) sponsored webinar per quarter featuring your content and promoted to our membership.

## Podcast Advertising

Showcase your brand on ACEC's official podcast, Engineering Influence. Amplify your message with a 30-second ad played during our Conference Podcast Series. Provide your own ad or work with ACEC to craft a live read for the podcast.

This sponsorship also includes one (1) sponsored podcast, promoted to ACEC membership, featuring your content, available on-demand in our library.

**Contact Erin Wander for more details and pricing.**

ewander@acec.org | 440-281-0464

# ADVERTISING

## LAST WORD BLOG

This weekly email reaches decision makers with current industry trends, governmental updates and engineering knowledge.

**Sponsorship Top Banner Ad** | 780 x 115 pixels - \$2,000 per month

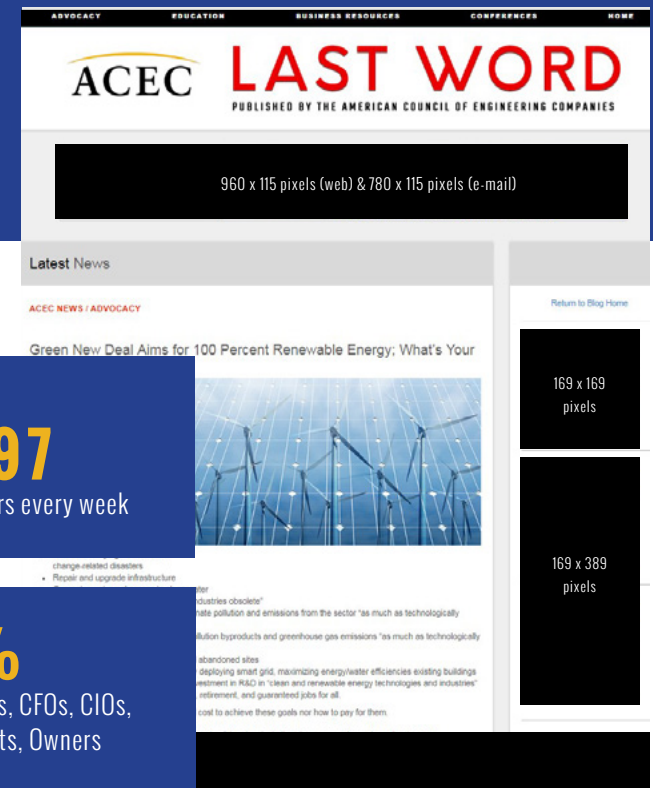
Bonus add-on: Top Banner Ad (780 x 115 pixels) on the Last Word weekly email

**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



Reach  
**35,297**  
engineering firm leaders every week

**90%**  
of our readers are: CEOs, CFOs, CIOs,  
Principals, Presidents, Owners

## ACEC.ORG WEBSITE

**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

**95,313**  
page views monthly

**66%**  
of viewers are ACEC members

**46%**  
new visitors





## Engineering Inc. Print Ads

*Engineering Inc.* is the nation's pre-eminent 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, delivering in-depth coverage of engineering business management, and the industry topics that directly impact 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% of the ENR500—all key buyers of engineering services.

### 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 in 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.

[VIEW PRICING AND PRODUCTION SCHEDULE](#)

[VIEW THE ENGINEERING INC. EDITORIAL CALENDAR](#)

## 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.

### 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 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.

# AD RETARGETING

ACEC's audience becomes your audience with retargeting. Get 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 of nurturing leads before, during, and after your marketing campaign initiatives.

## HOW IT WORKS:



### CHOOSE YOUR REACH & DURATION:

Package	Price	Duration	# of Impressions
First Impression	\$2,000	3-4 Weeks	25,000
Strong	\$3,000	4-6 Weeks	50,000
Ultimate	\$5,000	10-12 Weeks	100,000

