Reaching the Full Spectrum of Engineering Industry Decision Makers!

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

Engineering, Inc. ~ Award-Winning Business Magazine

PRINT ADVERTISING

WIND TESTED

Engineering, Inc.
AWARD-WINNING BUSINESS MAGAZINE
Gannett Fleming Responds to Landslide
Developing a Culture of Teamwork
M&A Deal Activity Continues Record Pace

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

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
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<th>4X</th>
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<tr>
<td><strong>Full Page</strong></td>
<td>$5,198</td>
<td>$4,677</td>
<td>$4,158</td>
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<td><strong>1/2 Page</strong></td>
<td>$3,630</td>
<td>$3,267</td>
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<td>$1,595</td>
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<td><strong>Inside Front Cover</strong></td>
<td>$6,237</td>
<td>$5,610</td>
<td>$5,049</td>
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<tr>
<td><strong>Inside Back Cover</strong></td>
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<td>$8,332</td>
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**4 Color Rates**

- Full Page
- 1/2 Page
- 1/3 Page
- 1/4 Page
- Inside Front Cover
- Inside Back Cover
- Back Cover
- 2 Page Spread
# Engineering Inc.
## 2020 Editorial Calendar

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<th>Jan - March</th>
<th>April - June</th>
<th>July - Sept</th>
<th>Oct - Dec</th>
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<tbody>
<tr>
<td><strong>Winter 2020</strong></td>
<td><strong>Spring 2020</strong></td>
<td><strong>Summer 2020</strong></td>
<td><strong>Fall 2020</strong></td>
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<tr>
<td><strong>Cover Photo</strong></td>
<td>An Amazing Private Sector Project</td>
<td>Creative Graphic</td>
<td>2020 EEA Winner</td>
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<tr>
<td><strong>Main Features</strong></td>
<td>Firms that Rely Solely on Private Sector (Four-story theme)</td>
<td>What Did Industry Leaders’ Learn From the 2008 Recession?</td>
<td>2020 Engineering Excellence Awards</td>
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<tr>
<td><strong>Special Features</strong></td>
<td>2020 Legislative Outlook Roundtable; The Private Side</td>
<td>2020 Annual Convention Promo; *2019 ACEC/PAC Promo</td>
<td>2020 Engineering Excellence Awards; 2021 Call for Entries *2020 Annual Convention Wrap Up Fall Conference Promo</td>
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<tr>
<td><strong>Multi-Project Features</strong></td>
<td></td>
<td>Innovations in Surveying</td>
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<tr>
<td><strong>Market Watch</strong></td>
<td>Mechanical &amp; Electrical Markets</td>
<td>The Flourishing Healthcare and Life Science Facilities Market</td>
<td>Current Realities &amp; Future Projections for Water Opportunities</td>
</tr>
<tr>
<td><strong>State Organization Profiles</strong></td>
<td>ACEC/Oklahoma</td>
<td>ACEC/North Carolina</td>
<td>ACEC/Oregon</td>
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<tr>
<td><strong>Business Management &amp; Best Practices</strong></td>
<td>The Fastest Growing Private Sector Markets</td>
<td>New Era of Employee Benefit Plans</td>
<td>Have ESOP’s Outlived Their Charm?</td>
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<td><strong>Corporate Social Responsibility</strong></td>
<td>Garver</td>
<td>TBD</td>
<td>TBD</td>
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<td><strong>Workforce Development</strong></td>
<td>How to Begin and Effective Mentorship Program</td>
<td>The Increasingly Blurred Lines of Industry Disciplines</td>
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<tr>
<td><strong>Diversity &amp; Inclusion</strong></td>
<td>Women in Leadership</td>
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</tbody>
</table>

**AD CLOSE**

- Winter Issue: 11/6/2019
- Spring Issue: 3/18/2020
- Summer Issue: 5/13/2020
- Fall Issue: 8/5/2020

**AD MATERIAL DUE**

- Winter Issue: 12/4/2019
- Spring Issue: 3/25/2020
- Summer Issue: 6/3/2020
- Fall Issue: 8/26/2020
ONLINE ADVERTISING

ACEC WEBSITE

Engineering, Inc. DIGITAL MAGAZINE

LastWord BLOG
Keys to Drive Smart Cities
KCI Technologies' Hands-On Benevolence
Louis Berger Helping to Power Up Puerto Rico

RIISING ABOVE
Bayonne Bridge: Raising the Roadway Leads 2018 Engineering Excellence Awards

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.

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

<table>
<thead>
<tr>
<th>Number of Issues</th>
<th>Digital Sponsorship Ad Only</th>
<th>Special Rate (with print ad purchased)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ISSUE</td>
<td>$1,650</td>
<td>$1,150</td>
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<tr>
<td>2 ISSUES</td>
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<td>$850</td>
</tr>
<tr>
<td>4 ISSUES</td>
<td>$850</td>
<td>$650</td>
</tr>
</tbody>
</table>

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

WEBSITE DEMOGRAPHICS

- **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.

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

**INDUSTRY NEWS | INDUSTRY STATISTICS**
**NOVEMBER 27, 2019**

ACEC’s 3Q Economic Outlook Highlights Potential Upsides for U.S. Economy

The latest ACEC Private Market Briefs-Economic Outlook Q3 looks at business economists’ views on the greatest upside risks to the economy.

More

**INDUSTRY NEWS | MARKET FORECAST**
**NOVEMBER 26, 2019**

Architecture Billings Index Rebounds After Two Down Months

The AIA Architecture Billings Index (ABI) rebounded into positive territory in October after two months of decline in demand for design services.

More

**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 x169 pixels) on the Last Word weekly email

**SQUARE BANNER AD | 169 x169 pixels | $850 per month**

Bonus add-on: Square Banner Ad (169 x169 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