2019 MEDIA KIT

Reaching the Full Spectrum of Engineering Industry Decision Makers!

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

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

### Size Examples

- **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 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.

<table>
<thead>
<tr>
<th>No. Issue</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>$1150</td>
</tr>
<tr>
<td>3 issues</td>
<td>$1,150</td>
<td>$850</td>
</tr>
<tr>
<td>6 issues</td>
<td>$850</td>
<td>$650</td>
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</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

Engineering Inc. ~ Award-Winning Business Magazine ~
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
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

www.acec.org/last-word-blog
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:

<table>
<thead>
<tr>
<th>Engineering Inc. magazine Print Ad</th>
<th>ACEC Home Page Full Banner Ad</th>
<th>Last Word e-Blog Sponsorship Top Banner Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering Inc. Magazine Digital Sponsorship Ad</td>
<td>ACEC Home Page Spotlight Square Banner Ad</td>
<td>Last Word e-Blog Spotlight Square Banner Ad</td>
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</table>

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
<table>
<thead>
<tr>
<th>Month</th>
<th>Cover Photo</th>
<th>Main Features</th>
<th>Special Features</th>
<th>Multi-Project Features</th>
<th>Market Watch</th>
<th>IT</th>
<th>Risk Management; Trust Features</th>
<th>Business Management &amp; Development</th>
<th>Corporate Social Responsibility</th>
<th>Human Resources &amp; Finances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>High Speed Rail</td>
<td>High Speed Rail Making U.S. Comeback/Legislative Outlook</td>
<td>2019 Fall Conference Recap; 2019 Legislative Outlook Roundtable; The Private Side</td>
<td>Innovations in Smart Transportation</td>
<td>2019 Construction Market Outlook</td>
<td>Liability Insurers Carriers Survey</td>
<td>Ways to Improve Firm Value; Help with International Markets (Commerce Dept)</td>
<td>AECOM</td>
<td></td>
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<tr>
<td>March/Apr</td>
<td>New T&amp;I Chairman Pete DeFazio or Underwater Engineering</td>
<td>Interview with New T&amp;I Chairman Pete DeFazio</td>
<td>2019 Annual Convention Promo; &quot;2019 ACEC/PAC Champions/Promo&quot;</td>
<td>Anti-Drought Initiatives</td>
<td>Public Markets</td>
<td>Effective Mobile Technology Management</td>
<td></td>
<td>Renewables Taking Charge</td>
<td>EA Science and Engineering</td>
<td>Innovations and Impact of effective Teambuilding</td>
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<tr>
<td>July/Aug</td>
<td>Underwater Engineering</td>
<td>Shedding Light on the Dark World of Underwater Engineering</td>
<td>EEA 2020 Call for Entries; &quot;Meet the New ExCom; &quot;2019 Fall Conference Promo&quot;</td>
<td>Innovative Flood Mitigations</td>
<td>Energy Storage</td>
<td>Website Tuneup to attract new business</td>
<td>Survey of Professional Liability Ins. Providers</td>
<td>Creating Proposals that Win Work</td>
<td>Aspect Consulting</td>
<td></td>
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<tr>
<td>Sept/Oct</td>
<td>Corps Chief Semonite</td>
<td>Interview with Army Corps Chief Semonite and Corps challenges, Strategic Plan Update</td>
<td>2019 Fall Conference promo</td>
<td>Innovations in Residential Housing</td>
<td>Nuclear Power Market</td>
<td>ACEC Retirement Trust Column</td>
<td>Effective Project Management</td>
<td></td>
<td>TBD</td>
<td>Incentive Compensation Plans that Work</td>
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