

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.”

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

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\$750 per month

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The screenshot displays the 'Last Word' e-newsletter interface. At the top, a red navigation bar contains the text '980 x 20 pixels' and links for 'Advocacy', 'Education', 'Business Resources', 'Conferences', and 'Home'. Below this is the ACEC logo and the title 'Last Word' in a large red font, with the subtitle 'Published by the American Council of Engineering Companies'. The main content area is divided into three columns: 'RECENT HIGHLIGHTS', 'LATEST NEWS', and 'DID YOU KNOW'. The 'LATEST NEWS' section features a prominent article titled 'ACEC/PAC Surpasses \$900K Toward \$1 Million Goal; Already Paying Dividends in Congress', accompanied by a bar chart showing fundraising progress. Other articles include 'FAST Act Includes ACEC-Backed Infrastructure Permitting Reforms' and 'House Passes Energy Bill, Disapproves Clean Power Plan; Senate Expected to Take Up Bill in Early 2016'. The 'DID YOU KNOW' section provides information about the ACEC Member Discount Program and Professional Development Hours. At the bottom, there is a section for 'ACEC STOCK INDEX' with a line graph and a 'Follow @ACEC_National' social media link.

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