

# Last Word E-Blog

## 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*

The screenshot shows the top navigation bar with links for ADVOCACY, EDUCATION, BUSINESS RESOURCES, CONFERENCES, and HOME. Below this is the ACEC logo and the text 'LAST WORD PUBLISHED BY THE AMERICAN COUNCIL OF ENGINEERING COMPANIES'. A green box highlights the dimensions: '960 x 115 pixels (web) & 780 x 115 pixels (e-mail)'. The main content area features a 'Latest News' section with a headline 'Green New Deal Aims for 100 Percent Renewable Energy; What's Your Opinion?' and a list of components of the plan. A 'Return to Blog Home' link is also visible.

**Header Sponsorship Banner Ad**  
(displayed in two settings:  
E-mail and Website)

960 x 115 pixels (web) & 780 x 115 pixels (e-mail)

**Vertical Banner Ad**  
**\$1,250 per month**

169 x 338  
pixels

**Square Spotlight Banner Ad**  
**\$750 per month**

169 x 169  
pixels

# Exposure Media Combo Packages

## **Monthly Package 1:**

- ⇒ Home Page Full Banner (ACEC website) (value \$1,650)
- ⇒ Last Word e-Blog Sponsorship Header Ad (value \$1,800)

**Special Combo Price: \$2,950**

## **Monthly Package 2:**

- ⇒ Home Page Spotlight Ad (ACEC website) (value \$750)
- ⇒ Last Word e-Blog Spotlight Square Ad (value \$750)

**Special Combo Price: \$1,350**

## **Create Your Own Combination**

**Choose and match either print or online media:**

**Contact us for pricing**

<i>Engineering Inc.</i> magazine Print Ad	ACEC Home Page Full Banner Ad	<i>Last Word</i> e-Blog Sponsorship Top Banner Ad
<i>Engineering Inc.</i> Magazine Digital Sponsorship Ad	ACEC Home Page Spotlight Square Banner Ad	<i>Last Word</i> e-Blog Spotlight Square/Vertical Banner Ad

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