

ONLINE ADVERTISING

- *Engineering Inc.* Digital Magazine
- *ACEC* Website
- *Last Word* E-Blog

Digital Magazine

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.

556 x 480 pixels



No. Issue	Digital Sponsorship ad only	Special rate (with print ad purchased)
1 Issue	\$ 1,650	\$1150
3 issues	\$1,150	\$850
6 issues	\$850	\$650

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 Website

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!

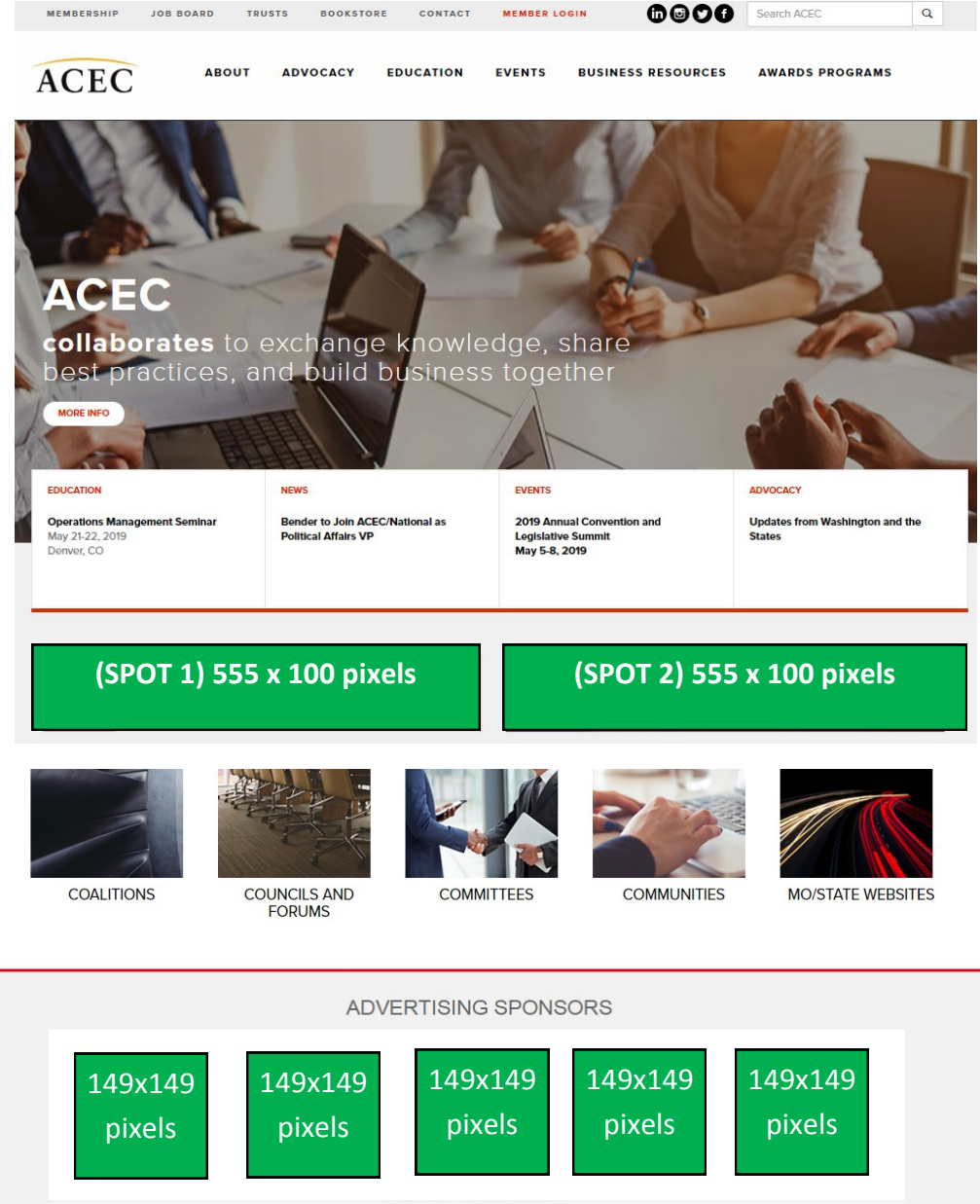
- 73,632 page views monthly
- 54% of viewers are ACEC members
- 46% new visitors

Full Banner Ad (Homepage only)
SPOT 1 & 2 — \$1,650 per month

555 x 100 pixels

Spotlight Banner Ad — \$750 per month

149x149
pixels



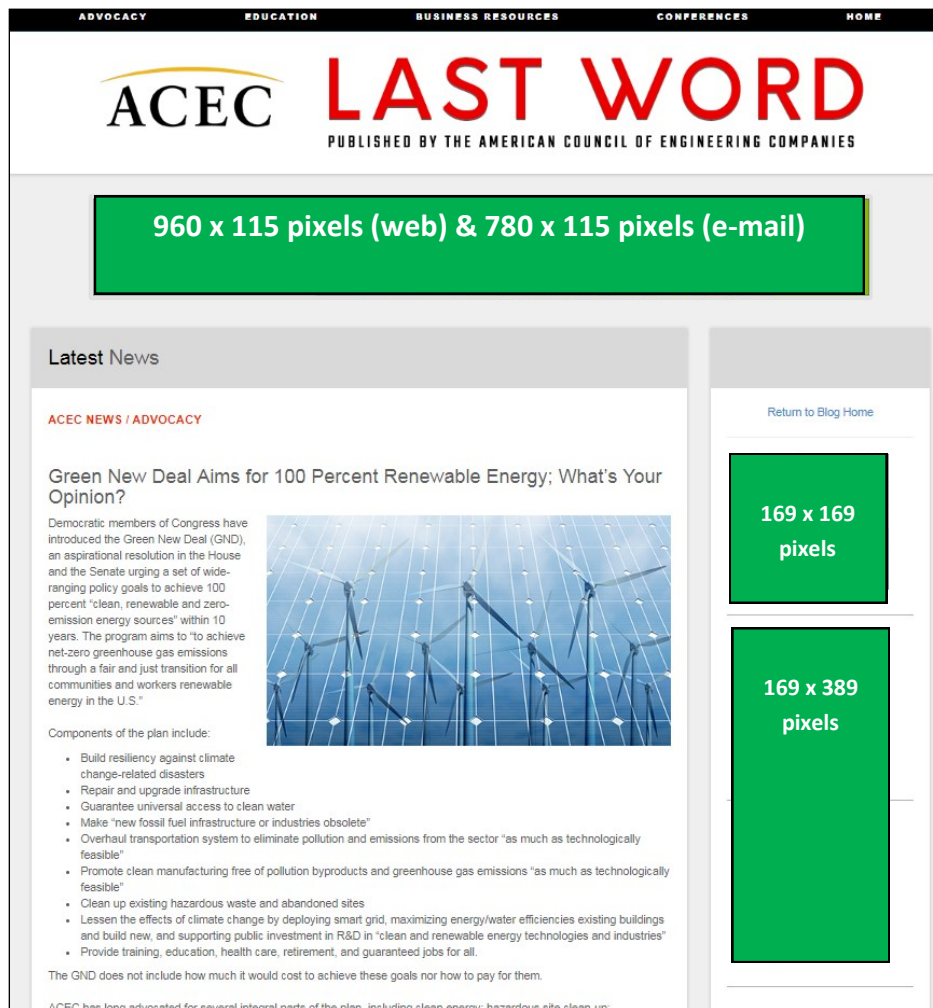
Last Word

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



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

\$1,800 per month

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

Vertical Banner Ad
\$1,250 per month

**169 x 389
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* 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:

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 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