

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:**

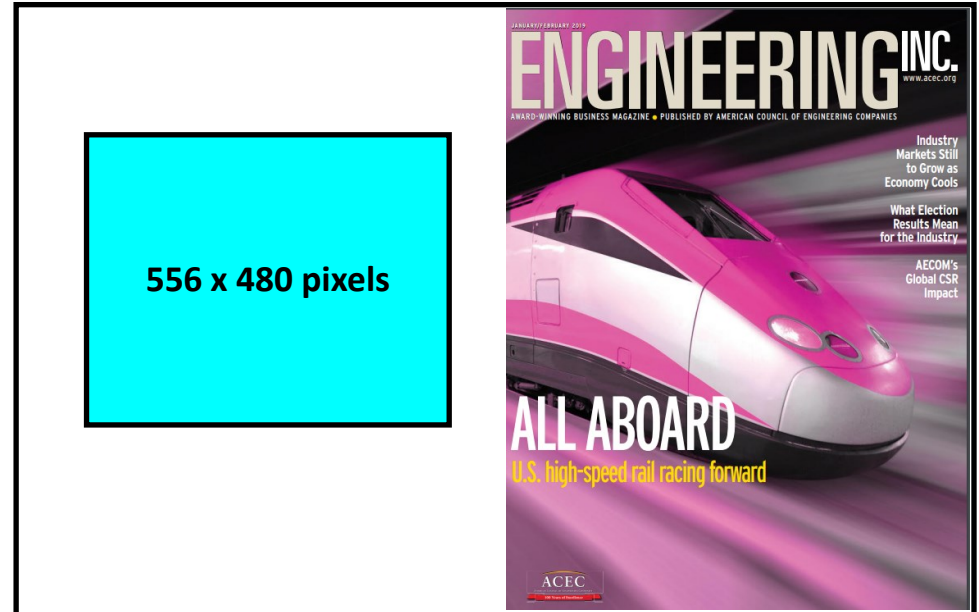
- * Link your ad to the landing page of your choice
- * Increase traffic to your website

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.



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

The screenshot shows the ACEC website homepage. At the top is a navigation bar with links for MEMBERSHIP, JOB BOARD, TRUSTS, BOOKSTORE, CONTACT, MEMBER LOGIN, and social media icons. Below the navigation is the ACEC logo and a secondary menu with links for ABOUT, ADVOCACY, EDUCATION, EVENTS, BUSINESS RESOURCES, and AWARDS PROGRAMS. The main content area features a large banner image of people in a meeting with the text "ACEC collaborates to exchange knowledge, share best practices, and build business together" and a "MORE INFO" button. Below the banner is a grid of four news items under categories: EDUCATION (Operations Management Seminar), NEWS (Bender to Join ACEC/National as Political Affairs VP), EVENTS (2019 Annual Convention and Legislative Summit), and ADVOCACY (Updates from Washington and the States). At the bottom of the main content area are two green boxes labeled "(SPOT 1) 555 x 100 pixels" and "(SPOT 2) 555 x 100 pixels". Below this is a row of five small images with captions: COALITIONS, COUNCILS AND FORUMS, COMMITTEES, COMMUNITIES, and MO/STATE WEBSITES. At the very bottom is an "ADVERTISING SPONSORS" section with five green boxes, each labeled "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

The screenshot shows the top of the Last Word website. At the top, there is a 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 large green banner ad is positioned below the header, with the text '960 x 115 pixels (web) & 780 x 115 pixels (e-mail)'. Below the banner, there is a 'Latest News' section. The main article is titled 'Green New Deal Aims for 100 Percent Renewable Energy; What's Your Opinion?' and includes a sub-header 'ACEC NEWS / ADVOCACY'. The article text discusses the Green New Deal (GND) and lists components of the plan. A photograph of wind turbines is featured in the article. To the right of the article, there is a 'Return to Blog Home' link and two vertical banner ad placeholders. The top vertical banner is labeled '169 x 169 pixels' and the bottom vertical banner is labeled '169 x 389 pixels'.

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