

ENGINEERING INC.

2022 EDITORIAL CALENDAR

	SPRING 2022	SUMMER 2022	FALL 2022	WINTER 2022
<i>Advertising Hooks</i>	IT Software Providers; Business Suppliers	IT Software Providers; Business Suppliers	IT Software Providers; Professional Liability Insurance Providers	Business Suppliers; International Marketing Specialists
<i>Cover Photo</i>	Infrastructure Funding: What it all Means for the Industry	EEA Award Winner; Behind the Scenes of EEA Judging	U.S. Army Corps of Engineers Chief or Trans. Secretary	Burgeoning Africa Infrastructure Development
<i>Main Features</i>	What New Infrastructure Bill Means for Engineering	Workplace Modifications for the the Future	Army Corps Chief Spellmon Discusses Vision for Corps' Future (Or Transportation Secretary Pete Buddigieg)	Africa Presenting Enormous Infrastructure Opportunities
<i>Special Features</i>	2021 ACEC/PAC Wrap Up	2022 Annual Convention Wrap Up; EEA Wrap Up; New Council Headquarters Tour	Meet the New ExCom; 2023 EEA Call for Entries; Fall Conference Promo	Coalition Leaders Market Updates
<i>Multi-Project Features</i>			Pandemic-Fueled Building Re-Designs	Water and Wastewater Markets
<i>Market Watch</i>	Single Family Building Markets	How the Transportation has Changed	Trends in Public Markets	Trends in Renewable Energy Market
<i>State Organization Profiles</i>	ACEC of Ohio	ACEC/Hawaii	ACEC/Michigan	ACEC/Alaska
<i>Risk Management; Trust Features</i>	PLI Survey of Providers		PLI Survey of Member Firms	Risk Management and Cybersecurity Protection; Time Running Out
<i>Business Development & Best Practices</i>	Industry Support Highlights ACEC Research Institute Efforts	Taking Stock of Emerging Risks for Design Firms	Update on Marriage of GIS and BIM	Critical Marketing, Business Development Strategies for Today
<i>Corporate Social Responsibility</i>	Clark Nexsen	Ruby + Associates	HNTB	Kennedy Jenks
<i>Workforce Development</i>			MOs focus on Growing Young Talent	
<i>Diversity & Inclusion</i>		New Task Force Leads ACEC Diversity, Inclusion and Equity Initiative		



CIRCULATION HIGHLIGHTS

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.

AWARDS

- The best International Association Publication, sponsored by the International Federation of Consulting Engineers (FIDIC) in 2019
- Platinum Award for the best in category for 2019 Jan/Feb issue in an international corporate publication competition.
- Eddie Award for best business-to-business magazine in 2018
- Ozzie Award for best business-to-business Cover Design in 2018

PRINT ADVERTISING *Engineering, Inc.*

AWARD-WINNING BUSINESS MAGAZINE

01. 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

02. 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.

03. 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.

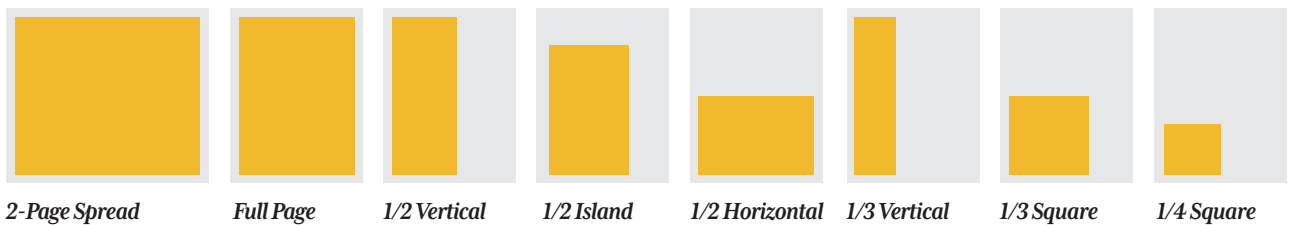
04. INTERNATIONAL MARKET

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

4 COLOR RATES

SIZE	1X	2X	4X
FULL PAGE	\$5,198	\$4,677	\$4,158
1/2 PAGE	\$3,630	\$3,267	\$2,940
1/3 PAGE	\$2,541	\$2,287	\$2,057
1/4 PAGE	\$1,771	\$1,595	\$1,430
INSIDE FRONT COVER	\$6,237	\$5,610	\$5,049
INSIDE BACK COVER	\$6,237	\$5,610	\$5,049
BACK COVER	\$6,860	\$6,171	\$5,544
2 PAGE SPREAD	\$9,894	\$8,332	\$7,084



<i>Engineering Inc.</i> 2022 PRODUCTION SCHEDULE		SUMMER 2022 <i>EEA Issue/EEA Ad Section Annual Conv Wrap-up</i>	FALL 2022 <i>EEA 2023 Brochure Tip-in PDF Due September 1</i>	WINTER 2022 <i>Fall Conf Wrap-up</i>
AD CLOSE	JAN 31, 2022	MAY 6, 2022	JULY 22, 2022	SEPT 12, 2022
PRINT AD MATERIALS DUE DATES	FEB 15, 2022	MAY 12, 2022	AUG 8, 2022	SEPT 22, 2022
DIGITAL AD MATERIALS DUE DATES	MARCH 16, 2022	JUNE 22, 2022	SEPT 7, 2022	NOV 16, 2022



ONLINE ADVERTISING

ACEC WEBSITE

Engineering, Inc.

DIGITAL MAGAZINE

LastWord BLOG

Ad Retargeting

Engineering Inc DIGITAL ADS

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 enhancement options on our new digital platform:

DIGITAL EDITION

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

CALL TO ACTION AD BANNER | \$2,000

Text and GIF icon can be added on top of your ad. The banner can link to a URL, video, case study, video overlay in the magazine, etc.

CALL TO ACTION POP UP | \$1,800

A call-to-action icon is added to the bottom of your ad. When clicked this can lead to more of your content, launch a URL, image light-box, video or slide show.

VIDEO | \$1,500

Video can be displayed in a light-box fashion when a reader clicks on your ad.

PULSING AD LINKS | \$750

Mapped URL links can be set to pulse for the reader to encourage a click.

ANIMATED EFFECT | \$500

Basic animation can make your advertisement appear to move, capturing the reader's eyes.