



MEDIA GUIDE

*Reach the Nation's Top Engineers:
Licensed Professional Engineers*

Member Profile

Who are these 40,000 engineers?

NSPE members work in private practice, construction, industry, government, and on university campuses...and they buy the products and services that keep an engineering office running.

Whether your company offers computer hardware and software, technical and office products, professional development and education, or other contract services, it's never been easier to find the decision makers among engineers. Eighty-one percent of NSPE members are involved in their organization's purchases on products and services, including 31% at the highest level of involvement—approving/authorizing purchases (Readex Research, 2009).

PE magazine enjoys an engaged and avid readership: 59% have read or looked through all four of their last four issues, and 83% indicated their organizations will purchase at least one professional product/service in the upcoming 12 months (Readex Research, 2009). That's the kind of environment every marketer seeks: an engaged, authoritative readership that takes action.

Offering an integrated marketing platform of print, Web, e-newsletter, and conference sponsorship opportunities, PE magazine provides customized packages to reach and market your products and services to today's professional engineer.

Rates

Display Color *

Size	1x	3x	6x	9x
Full Page	\$5,390	\$5,130	\$4,870	\$4,610
2/3 Vertical	\$4,130	\$3,940	\$3,760	\$3,560
1/2 Vert/Horz	\$2,930	\$2,790	\$2,640	\$2,500
1/3 Vert/Horz/Squ	\$2,160	\$2,070	\$1,970	\$1,870
1/6 Vertical	\$1,490	\$1,440	\$1,370	\$1,310
Inside Front Cover	\$6,200	\$5,900	\$5,610	\$5,300
Inside Back Cover	\$5,930	\$5,650	\$5,360	\$5,070
Outside Back Cover	\$6,200	\$5,900	\$5,610	\$5,300

* B/W available. Please call for rates.

Career Mart *

Word Count	1x
44–51	\$295
52–67	\$440
68–84	\$585
85–165	\$730
166 or larger	Display Rates

* All rates are gross and based on insertions within a 12-month period.

* A 15% agency discount on display ads is available for recognized agencies.

* With any Career Mart ad, get a 30-day job board posting for only \$150.

Job Board Posting

Duration	Cost
30 Days	\$300
60 Days	\$400
90 Days	\$500
30 Days Unlimited	\$600

e-Newsletters

Type	Circulation	Rate
NSPE Update: Monthly news about the profession and NSPE's programs	27,000	\$2,000
PEPP Talk: Issues concerning professional engineers in private practice	9,000	\$1,000
PEI e-News: Issues concerning professional engineers in industry	4,000	\$700
PEC Reporter: Issues concerning professional engineers in construction	5,000	\$700
PEG e-News: Issues concerning professional engineers in government	4,000	\$500

Buyer's Corner

Customized e-newsletter reaching professional engineers. Call Mohanna Sales Representative **Kelli Nilsson** at (214-291-3652) for rates and availability.

Banner Ads

Discount offered on banner ads with print advertising. Check with **Kelli Nilsson** at (214-291-3652) for rates and availability.

2012 Closing Dates

January/February

Space Close: December 29

Materials Due: January 4

March

Space Close: February 3

Materials Due: February 8

April

Space Close: March 2

Materials Due: March 7

May

Space Close: March 30

Materials Due: April 4

June

Space Close: May 1

Materials Due: May 4

July

Space Close: June 1

Materials Due: June 6

August/September

Space Close: July 20

Materials Due: July 27

October

Space Close: August 31

Materials Due: September 5

November

Space Close: October 1

Materials Due: October 4

December

Space Close: November 1

Materials Due: November 6

PE magazine is the premier publication of the National Society of Professional Engineers, the association of licensed engineers. Published 10 times a year, PE magazine reaches a diverse audience of 40,000 top engineers across the country in all branches of engineering.



NSPE members are among the nation's top engineers. These members lead their organizations, and 70% supervise their employees and maintain a professional title.

2012 Editorial Calendar

January/February

Emerging Technologies in Industry

How are advances in technology helping engineers design better products?

March

Contracts

An in-depth feature on contract issues facing engineers on design and construction projects.

April

Planning for Technology

Investing in information technology can reap significant rewards. How do engineering firms decide the time is right, and what are the pitfalls to avoid?

May

Technology on Campus

New technology is changing the ways students learn engineering and prepare for the work world.

June

Professional Liability

This in-depth feature will cover the issues affecting a professional engineer's insurance coverage, professional liability exposure, and insurance choices.

July

Continuing Education

Professional engineers are benefiting from the growing number of options for continuing their education and advancing their careers.

August/September

Mobile Trends

Mobile technology, like smartphones and tablet computers, is having a big effect on the work engineers can do while away from the office.

October

Legal Briefing

Legislative issues and court decisions can have a significant impact on the daily practice of engineering. This feature will highlight a current topic that's making news.

November

Design Technology Trends

What are the latest trends in CAD and the new features that are helping engineers get the job done? We'll find out from the experts.

December

Professional Liability Insurance and Directory

This special section includes a directory of professional liability insurance providers, which is assembled annually by NSPE and its partners, along with coverage of professional liability insurance trends.

This calendar is subject to change.

NSPE Annual Meeting Sponsorship Opportunities

Engineering professionals from all over the country will attend the 2012 NSPE Annual Meeting in San Diego, July 11-15. This intimate event draws top engineers who are truly dedicated to enhancing their businesses, careers, and the engineering profession.

Additionally, state and national leaders will participate in a two-day NSPE State Leader Conference. The conference will focus on building strong volunteer leaders and improved association management. This group can help your company deliver its message to hundreds of prospective customers!

Sponsoring NSPE's Annual Meeting Gives Your Company The Opportunity To:

- Reach top engineering professionals in an intimate setting;
- Gain visibility for your company and its products in a focused three-day event; and
- Get your name in front of decision-makers in private practice, construction, industry, and affiliate NSPE state societies.

Sponsorship packages

Premier Sponsor (Exclusive: \$8,000)

- Premier placement on all branding opportunities;
- Vertical banner with your artwork prominently displayed throughout the conference;
- Opportunity to supply conference collateral, such as tote bags;
- Postshow "Marketplace" ad in *PE* magazine and online banner ad (one-month unlimited run); and
- All supporting sponsor benefits, mentioned below.

Supporting Sponsor (\$4,000)

- Acknowledgement during the opening and closing sessions;
- Acknowledgement on NSPE materials for distribution;
- Recognition on the annual meeting Web site and social media;
- Logo placement on NSPE member-wide conference e-mails;
- Opportunity to distribute marketing materials on site; and
- Attendee mailing list.

Additional Sponsorship Opportunities:

Badge Holders: \$5,000

Attendees will see your company name and logo every time they put on their badge holder or see another attendee's!

Conference Banners: \$3,000

The best exposure value! These high-quality vertical banners will be displayed in the main conference area throughout the show. All banners must include NSPE sponsor acknowledgement.

Office Installation Luncheon: \$2,500

This event brings together leaders and general membership for a motivational presentation and installation of new national officers and House of Delegates representatives. Your name and logo will appear on signage at the event, and we'll place your promotional items and company literature with each table setting prior to the event.

Other Opportunities

We'll work with you to create a custom opportunity—just call us to find an option that suits your needs!

- Giveaways/contests;
- Logo merchandise;
- Integrated marketing campaigns with print and online advertising; and
- General sessions, education sessions, events.

For More Information, Contact:
marketing@nspe.org

Specifications

Terms

Net 30 days; 1.5% penalty per month after 60 days.

Mechanical Specifications

- Trim size: 8.25" x 10.875"
- Generally 3 columns per page, each 2.25" wide
- Margin guides: .625" top and bottom, .5" left and right

Reproduction Requirements

PE magazine is printed as a 4-color process, CMYK to SWOP specifications, and all prepress is done electronically. Therefore, all advertising should be supplied in digital formats, and colors need to be converted to CMYK. Film negatives or positives and camera-ready art are not acceptable.

Technical Specifications

Materials for ads should be submitted as a PDF* file or EPS file with fonts converted to outlines. We accept collected files from Adobe InDesign CS3 or later for Windows only. Collected files created on the Mac platform are not accepted due to the incompatibility of Mac and PC fonts.

NSPE's Communications Department is PC-based. QuarkXPress files are no longer accepted. Convert all QuarkXPress files to a press-optimized PDF. All image files must be submitted in 4-color and 300 DPI as either an EPS, JPEG, or TIFF file. Files created with Microsoft

Publisher, PageMaker, FrameMaker, Corel Ventura, or any other similar programs are not accepted.

For Career Mart ads, please send text files separately from any image/graphic files. We will not accept any files that have images/graphics imported or dragged into a text file.

All collected files must be supplied on a CD-ROM disk packaged with fonts, embedded or linked images/graphics, and a printed color proof at 100% its size. Zipped or StuffIt files under 20MB that are in PDF format may be e-mailed to pemagazine@nspe.org. A proof is required for all display ads.

Please mail proof to NSPE,
Attention: PE Magazine
1420 King Street, Alexandria, VA 22314.
Call 703-684-2808 to discuss other options.

PDF files should be generated through press-optimized PostScript file settings using the specific Distiller Job Options settings specified at www.cadmusmediaworks.com. Click on "Cadmus MediaWorks Digital File Specs." This link will guide you to specs for both Mac and PC platforms, or call Danielle McKenrick at 703-684-2808 to have it sent to you.

**Press-optimized PDF files are preferred.*

About NSPE

The National Society of Professional Engineers is the recognized voice and advocate of licensed professional engineers.

Founded in 1934, NSPE strengthens the engineering profession by promoting engineering licensure and ethics, enhancing the engineer image, advocating and protecting PE's legal rights at the national and state levels, publishing news of the profession, providing continuing education opportunities, and much more.

NSPE serves over 40,000 members and the public through 53 state and territorial societies and more than 500 chapters.

Contact Us

National Society of Professional Engineers

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Ad Specifications

Ad Type	Live Area	Bleed
Full Page	7.25" x 9.625"	8.5" x 11.125"
2/3 Vertical	4.75" x 9.625"	5.375" x 11.125"
1/2 Vertical	4.75" x 7.25"	5.245" x 8"
1/2 Horizontal	7.25" x 4.687"	8.5" x 5.437"
1/3 Vertical	2.25" x 9.625"	2.875" x 11.125"
1/3 Square	4.75" x 4.687"	
1/6 Vertical	2.25" x 4.687"	

Banner Ad Specifications

Ad Type	Live Area
Leaderboard	728 pixels x 90 pixels
Side Box	180 pixels x 150 pixels

e-Newsletter Specifications

Ad Type	Live Area
Leaderboard	480 pixels x 80 pixels
Side Box	150 pixels x 200 pixels

JPEG or GIF animations permitted, but they must stop after three rotations. Text under the image should be no more than 150 characters, including spaces.