



**National Society of  
Professional Engineers®**



2010  
**MEDIA GUIDE**

## 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. 81% 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.*

*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.*



## Calendar

### January/February

#### *Emerging Technologies in Construction*

While some analysts say productivity in the construction industry is increasing, others say it is decreasing. Whatever the case, there's room for improvement, and technology will play a key role in getting there.

### March

#### *Contracts*

This in-depth feature will cover contract issues for engineers on design and construction projects.

### April

#### *3D Printing*

3D printing is becoming cheaper and more accessible. This feature will explore its use in the engineering world.

### May

#### *Social Networking and the Engineer*

Social networking has taken the world by storm. Does it have a future in design and engineering?

### 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

#### *Visualization*

As visualization technologies continue to improve, engineers are using these technologies to plan, deliver, and operate transportation infrastructure.

### August/September

#### *BIM in Action*

Building information modeling continues to gain followers. This feature will explore its benefits in a real-world scenario.

### October

#### *Alternative Dispute Resolution*

Every engineering and construction project runs the risk of getting bogged down in a dispute. Discover the latest trends in settling disputes without visiting a courtroom.

### November

#### *The Latest in CAD*

Learn about the latest trends in CAD and the new features and that are helping engineers get the job done.

### 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.

## Rates

### Display Color \*

Size	1x	3x	6x	9x
Full Page	\$5,284	\$5,026	\$4,774	\$4,517
2/3 Vertical	\$4,043	\$3,857	\$3,682	\$3,487
1/2 Vert/Horz	\$2,869	\$2,730	\$2,585	\$2,446
1/3 Vert/Horz/Squ	\$2,117	\$2,024	\$1,926	\$1,828
1/6 Vertical	\$1,452	\$1,411	\$1,339	\$1,282
Inside Front Cover	\$6,077	\$5,783	\$5,495	\$5,196
Inside Back Cover	\$5,814	\$5,531	\$5,253	\$4,970
Outside Back Cover	\$6,077	\$5,783	\$5,495	\$5,196

\* 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

Size	Member	Nonmember
30-Day	\$275	\$425
60-Day	\$375	\$525
90-Day	\$475	\$625
30-Day Unlimited	\$575	\$725

### eNewsletters

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	9,500	\$1,000
PEI News: Issues concerning professional engineers in industry	4,700	\$700
PEC Reporter: Issues concerning professional engineers in construction	4,800	\$700
PEG eNEWS: Issues concerning professional engineers in government	3,600	\$500

### Buyer's Corner

Customized e-newsletter reaching professional engineers. Call the McNeill Group (800-394-5157, ext 38) for rates and availability.

### Banner Ads

**Discount offered** on banner ads with print advertising. Check with the McNeill Group (800-394-5157, ext 38) for rates and availability.

## 2010 Closing Dates

### January/February

Space Close: December 29

Materials Due: January 5

### March

Space Close: February 1

Materials Due: February 5

### April

Space Close: March 1

Materials Due: March 5

### May

Space Close: March 31

Materials Due: April 6

### June

Space Close: April 30

Materials Due: May 6

### July

Space Close: May 27

Materials Due: June 3

### August/September

Space Close: July 27

Materials Due: August 2

### October

Space Close: August 30

Materials Due: September 3

### November

Space Close: September 28

Materials Due: October 4

### December

Space Close: November 3

Materials Due: November 9

## 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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F: 703-836-4875

### Advertising Sales The McNeill Group

John Chaykin  
P: 800-394-5157 ext. 38  
F: 215-321-9636  
E-mail: jchaykin@mcneill-group.com

### Advertising Production

P: 703-684-2808  
E-mail: pemagazine@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 pre-press 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](mailto: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.

\*Press-Optimized PDF files are preferred. PDF files should be generated through press-optimized PostScript file settings using the specific Distiller Job Options settings specified at [www.cadmusmediaworks.com](http://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 703-684-2808 to have it sent to you.

### 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 Page 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

### eNewsletter 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.