

2020 NSPE MEDIA GUIDE Reach the Nation's Top Licensed Professional Engineers

85%

of NSPE members are involved in purchases of products and services

CONNECT WITH OUR TARGETED AUDIENCE FOR BETTER ROI

NSPE members are the elite of the engineering profession. Much like attorneys and doctors, they have passed the rigorous education, experience, and examination requirements necessary to become licensed. They 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.

Offering an integrated marketing platform of print, web, e-newsletter, and conference sponsorship opportunities, NSPE provides customized packages to reach today's professional engineer.

THIS CALENDAR IS SUBJECT TO CHANGE.

PE 2020 EDITORIAL CALENDAR

January/February

Professional Liability

NSPE compiles results of an annual survey of professional liability insurance providers to help firm owners and professional engineers navigate the issues of liability, risk management, and loss prevention. A directory of insurance providers is also included.

Space Close: December 2, 2019

Ad Files Due: December 5, 2019

March/April

Leadership

This feature will provide insight on what's needed to help professional engineers take on leadership roles and become models of excellence.

Space Close: February 3, 2020

Ad Files Due: February 6, 2020

Sponsored Content

If you have expertise of interest to professional engineers and want to connect with NSPE members, ask about *PE* magazine's sponsored content opportunities. This is an exclusive opportunity to share your knowledge and thought leadership with readers of both our print and digital editions.

Contact: Mark Mohanna, mark@mohanna.com or (214) 291-3657

May/June

Legal Briefing

The practice of engineering is affected by court decisions, legislation, and regulations. This feature will provide a briefing on a legal issue of importance to PEs.

Space Close: April 3, 2020

Ad Files Due: April 7, 2020

July/August

Emerging Technologies

Whether it's drone technology, advancements in BIM and GPS, or autonomous vehicles, engineers need to stay up to date on the evolution of technology and the implications for professional practice.

Space Close: June 5, 2020

Ad Files Due: June 10, 2020

September/October

Ethics

This feature will examine ethics issues, topics, or programs that help professional engineers to practice with integrity and protect the public.

Space Close: August 4, 2020

Ad Files Due: August 7, 2020

November/December

Career Development

Learn how setting the right goals and implementing essential strategies can enhance a professional engineer's career growth and access to new opportunities.

Space Close: October 2, 2020

Ad Files Due: October 7, 2020



ABOUT NSPE NSPE is the only national organization entirely committed to addressing the professional concerns of licensed PEs across all disciplines. As the champion of the PE license, NSPE ensures a constant focus on the public health, safety, and welfare, supporting the commitments of professional engineers nationwide. Serving as the profession's most respected ethics authority, NSPE gives voice to the practice of ethical engineering and provides the tools PEs need to keep current in the industry and advance their careers.

NSPE's 26,000+ members are licensed professional engineers (PEs), engineers in training (EITs), engineering interns (EIs), and students enrolled full-time in ABET-accredited engineering programs or full-time graduate level engineering programs, from the 50 states as well as the District of Columbia, Guam, and Puerto Rico.

NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS

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(703) 684-2800

ADVERTISING SALES

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63%

**of readers are
among the top
players on
engineering
projects**

PRINT ADVERTISING RATES AND AD SPECIFICATIONS

PE Magazine

SIZE	1X	3X	6X
Full Page	\$5,500	\$5,230	\$4,970
2/3 Vertical	\$4,210	\$4,020	\$3,840
1/2 Vertical / Horizontal	\$2,990	\$2,850	\$2,700
1/3 Vertical / Horizontal / Square	\$2,200	\$2,120	\$2,010
1/6 Vertical	\$1,520	\$1,470	\$1,400
Inside Front Cover	\$6,325	\$6,020	\$5,720
Inside Back Cover	\$6,050	\$5,760	\$5,470
Outside Back Cover	\$6,320	\$6,020	\$5,720

FULL PAGE	2/3 VERTICAL	1/2 VERTICAL	1/2 HORIZONTAL	1/3 VERTICAL	1/3 SQUARE	1/6 VERTICAL
Live 7.25" x 9.625" Bleed 8.5" x 11.125"	Live 4.75" x 9.625" Bleed 5.375" x 11.125"	Live 4.75" x 7.25" Bleed 5.245" x 8"	Live 7.25" x 4.687" Bleed 8.5" x 5.437"	Live 2.25" x 9.625" Bleed 2.875" x 11.125"	Live 4.75" x 4.687"	Live 2.25" x 4.687"

* B/W available. Please call for rates.

Terms

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

Print Advertising Specs

Trim size: 8.25" x 10.875"
All images must be CMYK and 300 DPI
Fonts converted to outline

Acceptable Files

High-Res JPG, High-Res TIFF or High-Res PDF, PDF/X-1a preferred

NSPE DIGITAL AND SOCIAL PRESENCE

www.nspe.org

The NSPE website provides general information to the public about professional engineering as well as resources tailored to the practicing professional engineers and students. Visitors can find information on issues facing PEs, advocacy and legislative updates, news of the profession, continuing education, and in-person networking events.

Page views: 3.0 mil

Users: 851K

Visitors: 84% new, 16% returning

Sessions: 1.2 mil (76% domestic, 24% international, including India, Canada, Philippines, France, Malaysia, UK, Nigeria, Pakistan, and Singapore)

Access: 70% desktop, 3% tablet, 27% mobile

Statistics cover 7/1/18 – 6/30/19



Facebook

National Society of Professional Engineers (NSPE) / @NSPEonFB

7,705 page likes (as of 8/26)



Twitter

NSPE HQ / @NSPE

7,740 followers (as of 8/26)



LinkedIn

National Society of Professional Engineers

4,382 followers (as of 8/26)



Instagram

NSPE / @nspe_hq

374 followers



YouTube

NSPE – National Society of Professional Engineers

387 subscribers





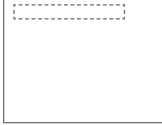
Flickr

National Society of Professional Engineers

ONLINE ADVERTISING RATES AND AD SPECIFICATIONS



Website Ads

TYPE	1X	3X	6X
Homepage Horizontal Banner (468x60)	\$1,260	\$3,050	\$4,730
Homepage Side Box (250x250)	\$475	\$1,260	\$2,200
Interior Horizontal (728x90)*	\$1,525	\$4,050	\$7,150
Interior Side Box (180x150)	\$565	\$1,525	\$2,700

LEADERBOARD	SIDE BOX	HORIZONTAL BANNER
		
728 x 90 pixels	250 x 250 pixels	468 x 60 pixels

e-Newsletters

TYPE	CIRCULATION	LEADERBOARD RATE	SIDE BOX RATE
<i>NSPE Update</i> : Monthly news about the profession and NSPE's programs	17,700	\$2,625	\$1,575
<i>PE Scope</i> : A bimonthly companion to <i>PE</i> magazine	19,000	\$2,100	\$1,050
<i>NSPE Engineering Jobs</i> : Top jobs on the NSPE Job Board, published twice a month	15,000	\$1,840	\$790

LEADERBOARD	SIDE BOX
	
480 x 80 pixels	180 x 150 pixels

Online: Job Board Posting

DURATION	COST
30 Days	\$495
60 Days	\$675
Three 30-Day Postings	\$1,335
Five 30-Day Postings	\$2,100
Ten 30-Day Postings	\$3,710
Annual Posting Package	\$5,000

Terms

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

Web Advertising Specs

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.

Acceptable Files

JPEG, GIF, PNG

Banner Ads

Discount offered on Web site ads with print advertising.

*NSPE has implemented a responsive design on the nspe.org site. This will give the user a better experience on the web site no matter what device they are on: computer, tablet, or smartphone. In order for them to display responsively on a tablet and smartphone, we'll need additional banners:

Tablet: 468 x 60 Full Banner

Widescreen: 728 x 90 Full Banner

Smartphone: 300 x 50 Smartphone Static Banner

NSPE SPONSORSHIP OPPORTUNITIES

NSPE's sponsorship opportunities will connect your company or organization to a distinguished group of professional engineers dedicated to protecting the public.



Choose from a variety of sponsorship levels and benefit packages.

Federal Engineer of the Year Award: This annual competition recognizes federal engineers' commitment to innovation and service and attracts participation from more than a dozen federal agencies across the country. The awards luncheon (February 14, 2020) is attended by 150 federal agency representatives and engineers in government.

Professional Engineers Conference: More than 500 PEs, speakers, and industry experts from across the country attend this annual conference and meeting focused on professional development and networking. (August 12–16, 2020, Philadelphia)

PE Day: This one-day virtual event (August 5, 2020) celebrates licensed PEs and raises awareness about the importance of licensure. Place your brand in front of more than 3 million followers around the globe engaged with the dedicated hashtag, #LicensedPEDay.

Webinars: Held 3–4 times per month, NSPE webinars attract members and nonmembers with courses (1 PDH) on ethics, young engineers' issues, technical competencies, and leadership development.

[click here for more info](#)

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