

2022 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 2022 EDITORIAL CALENDAR

Winter

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: January 5, 2022
Ad Files Due: January 10, 2022

Spring

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: March 30, 2022
Ad Files Due: April 4, 2022

Summer

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: June 22, 2022
Ad Files Due: June 27, 2022

Fall

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: September 21, 2022
Ad Files Due: September 26, 2022

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: Evelyn Reyes-Marquez evelyn@mohanna.com or (214) 291-3656



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

1420 King Street, Alexandria, VA 22314-2794
pemagazine@nspe.org
(703) 684-2800

ADVERTISING SALES

Evelyn Reyes-Marquez
evelyn@mohanna.com
(214) 291-3656

63%

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

PRINT ADVERTISING RATES AND AD SPECIFICATIONS

PE Magazine

SIZE	1X	2X	4X
Full Page	\$5,500	\$5,225	\$4,950
2/3 Vertical	\$4,210	\$4,000	\$3,790
1/2 Vertical / Horizontal	\$2,990	\$2,840	\$2,690
1/3 Vertical / Horizontal / Square	\$2,200	\$2,090	\$1,980
1/6 Vertical	\$1,520	\$1,440	\$1,370
Inside Front Cover	\$6,325	\$6,010	\$5,690
Inside Back Cover	\$6,050	\$5,750	\$5,450
Outside Back Cover	\$6,320	\$6,000	\$5,690

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"

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: 3.3 mil

Users: 1.1 mil

Visitors: 86% new, 14% returning

Sessions: 1.5 mil (70% domestic, 30% international, including India, Philippines, Malaysia, Canada, China, UK, Pakistan, Nigeria, Bangladesh, and Singapore)

Access: 71.71% desktop, 1.48% tablet, 26.81% mobile

Statistics cover 10/19/20 – 10/19/21



Facebook

National Society of Professional Engineers (NSPE) / @NSPEonFB

8,441 page likes (as of 10/21/21)



Twitter

NSPE HQ / @NSPE

8,295 followers (as of 10/21/21)



LinkedIn

National Society of Professional Engineers

8,129 followers (as of 10/21/21)



Instagram

NSPE / @nspe_hq

741 followers



YouTube

NSPE – National Society of Professional Engineers

577 subscribers



Flickr

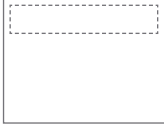

National Society of Professional Engineers

ONLINE ADVERTISING RATES AND AD SPECIFICATIONS

Website Ads

TYPE	1X	3X	6X	LEADERBOARD	SIDE BOX	HORIZONTAL BANNER
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 (250x250)	\$565	\$1,525	\$2,700			
				728 x 90 pixels	250 x 250 pixels	468 x 60 pixels

e-Newsletters

TYPE	CIRCULATION	LEADERBOARD RATE	SIDE BOX RATE	LEADERBOARD	SIDE BOX
NSPE Update: Monthly news about the profession and NSPE's programs	14,100	\$2,625	\$1,575		
NSPE Engineering Jobs: Top jobs on the NSPE Job Board, published twice a month	13,600	\$1,840	\$790		
				480 x 80 pixels	250 x 250 pixels

Online: Job Board Posting

DURATION	MEMBER COST	NON-MEMBER COST
30 Days	\$295	\$495
60 Days	\$419	\$675
Three 30-Day Postings	\$795	\$1,335
Five 30-Day Postings	\$1,250	\$2,100
Annual Posting Package	\$5,000	\$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 website 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 website 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 event recognizes federal engineers' commitment to safety, innovation, and service and attracts participation from more than a dozen federal agencies across the country. The awards luncheon (February 24, 2022) at the National Press Club in Washington, DC, 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. PECon attendees are among the most active, engaged engineers in the country, many of whom serve in leadership positions with their firms and in their state societies. (August 1–3, 2022, Philadelphia)

PE Day: This one-day virtual event (August 3, 2022) celebrates licensed professional engineers 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.

[click here for more info](#)

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