

BSCES NEWS ADVERTISING RATES

September 2016 - June 2017 Issues

Ad Rates and Reservation Form

BSCESNews is produced as a PDF document and distributed monthly via an emailed link to BSCES members. Advertising in **BSCESNews** is an efficient and inexpensive way to reach more than 3,400 civil engineers, students and affiliated professionals across the Commonwealth. The newsletter accepts display and classified advertisements. See below for ad sizes and rates.

1) 1/8, 1/4 and 1/2 Page Ads

1/2 Page Advertisement - Dimensions: 8" x 4"
Cost - \$400 Per Issue

1/8 Page Advertisement
Dimensions: 3.5" x 2"
Cost - \$150 Per Issue

Quantity Discounts:

We also offer discounts with quantity of all ads purchased. They are as follows:

- Three to Five Runs = 10% off total cost of ads
- Six to Ten Runs = 25% off total cost of ads
(example: 4 Runs of 1/2 page ads = \$1,440, a discount of 10% off \$1,600)

Note: Discount applies to multiple runs requested with a single placement order and is not applied retroactively. Ad copy may vary between months, as long as size remains constant. Runs do not need to occur in consecutive months to receive a discount.

1/4 Page Advertisement - Dimensions: 8" x 2"
Cost - \$250 Per Issue

2) Inserts

Full-Page Insert - Dimensions: 8.5" x 11"

BSCES' preferred method of advertising its events and activities, a one or two-page insert is a great way to advertise a program, product or service to our readers.

Cost - One-sided - \$500 Per Issue; Two-sided - \$650 Per Issue

3) Sponsorship

Society Sponsor Front Page Banner Advertisement - Dimensions: 8" x 0.5"

Society Sponsor General Newsletter Advertisement - Dimensions: 8" x 2"

BSCES annually offers sponsorship opportunities to organizations interested in supporting the Society. Amongst the numerous promotional benefits, Society Sponsorship includes two primary ad reservations in an issue of **BSCESNews**, in addition to your company's logo listed alongside other sponsors on each issue of **BSCESNews**, the BSCES website, the BSCES Awards Dinner Program, and more.

Society Sponsorships for the current **BSCESNews** publishing cycle are still being solicited. [Click here](#) if you would like to learn more about BSCES sponsorship opportunities, or contact BSCES Association Manager Rich Keenan at rkeenan@engineers.org.

Please see page 2 for classified advertising and submission instructions.

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4) Classified Ads

Classified advertisements (which are frequently help wanted advertisements) in *BSCESNews* are a unique, inexpensive way to reach over 3,400 engineers, students and affiliated professionals. In a typical newsletter, classified ads are prominently displayed on the last page. Classified ads can be displayed as text advertisements of any length or as 1/8, 1/4 and 1/2 page graphic advertisements.

Classified Ad Rates: \$3 per word for text advertisements (In Microsoft Word, use the Word Count feature); **\$3 per word or \$150, \$250 and \$400 for 1/8, 1/4 and 1/2 page graphic ads respectively, whichever is higher. To determine the word count and corresponding rate for placing your ad, contact Rakaia El-Kasaby at relkasaby@engineers.org.**

Quantity discounts are also offered for classified ad placements at a rate of 10% off the total cost of ads for a placement of three to five runs and 25% off the total cost for a placement of six to ten runs. These discounts apply to multiple runs requested with a single placement order and are not applied retroactively. Ad copy may vary between runs, as long as the word count remains constant. Runs do not need to occur in consecutive months in order to receive a discount.

Advertisement Placement Information

All advertisement files should be emailed to relkasaby@engineers.org. Ad criteria are listed here:

- **All ads should be full-color or black & white and high resolution (minimum 300 dpi)**
- **Format should be .tiff or .jpeg; .pdf is not preferred but accepted if specified file types are unavailable.**
- **A Microsoft Word document containing the text for classified advertisements, including those placed as a 1/8, 1/4 or 1/2 page graphic advertisement is required for billing purposes and placement.**

BSCESNews is published on a Tuesday during the first half of each month, September - June. Advertisements must be received by the third Tuesday of the month prior to publication (e.g., Tuesday, September 20, for the October 2016 issue). *BSCES* reserves the right to reject any ads or inserts it deems inappropriate for this publication. Examples of *BSCESNews* can be found [online](#). Prices are subject to change.

If you have questions about advertising in *BSCESNews* please contact Rakaia El-Kasaby at 617/305-4113.

Advertisement Placement Order Form

To place an ad in *BSCESNews*, please fill out the following form and return to *BSCES* with your advertisement.

Ad Type: _____ Payment Amount: _____

Issue(s) of Publication: _____

Contact Name: _____

(please print; for credit cards, list name exactly as it appears on card)

Firm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

American Express: Mastercard: Visa: Card #: _____

Expiration Date: Signature: _____

Mail with your payment to: *BSCES*, The Engineering Center, One Walnut Street, Boston, MA 02108-3616. If paying by credit card, fax or email this form to 617/227-6783 or relkasaby@engineers.org, respectively.