

# BSCES NEWS ADVERTISING RATES

September 2015 - June 2016 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:

- 3 to 5 Runs = 10% off total cost of ads
- 6 to 10 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

**Corporate Sponsor Front Page Banner Advertisement - Dimensions: 8" x 0.5"**  
**Corporate Sponsor General Newsletter Advertisement - Dimensions: 8" x 2"**

BSCES annually offers sponsorship opportunities to organizations interested in sponsoring an issue of **BSCESNews** (limited to ten sponsors). Corporate Sponsor Membership includes two primary ad reservations in your 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.

Corporate Sponsorships for the current **BSCESNews** publishing cycle have sold out. If you would like to put your company on the waiting list for future corporate sponsors, or learn more about other BSCES sponsorship opportunities, which have an enrollment period that ends on August 30, 2015 contact BSCES Executive Director Tony Puntin at [tpuntin@engineers.org](mailto:tpuntin@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 Will Ognibene at [wognibene@engineers.org](mailto:wognibene@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 3 to 5 runs and 25% off the total cost for a placement of 6 to 10 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 [wognibene@engineers.org](mailto:wognibene@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 the first Tuesday of the first full week of each month, September - June. Advertisements must be received by the third Tuesday of the month prior to publication (e.g., Tuesday, September 22, for the October 2015 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 Will Ognibene 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 [wognibene@engineers.org](mailto:wognibene@engineers.org), respectively.