

BSCES NEWS ADVERTISING RATES

September 2019 – December 2019

Ad Rates and Reservation Form

BSCESNews is a Boston Society of Civil Engineers Section/ASCE member newsletter, which is published ten times each fiscal year between the months of September and June. While it undergoes a four-month transition to a more mobile-device friendly format, **BSCESNews** will continue to be produced as a PDF document and distributed via an emailed hyperlink to BSCES members. Advertising in **BSCESNews** is an efficient and inexpensive way to reach nearly 3,000 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 - \$200 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 - \$300 per Issue

2) Full Page Ads

Full-Page Advertisement - 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 - \$500 per Issue; Two page - \$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 that wish to take advantage of available promotional opportunities and support the Society. BSCES Society Sponsors can place two advertisements in an issue of **BSCESNews**, and have their organization logo listed alongside other sponsors in each issue of the newsletter, in addition to numerous other promotional benefits. The BSCES sponsorship enrollment period commences in June each fiscal year. [Click here](#) to learn more or contact BSCES Association Manager, Rich Keenan at keenan@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 nearly 3,000 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 \$200, \$300 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 Emily Devane at bsces@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 bsces@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 middle each month, September - June. Advertisements must be received by the fourth Friday of the month prior to publication (e.g., Friday, September 27, for the October 2019 issue). *BSCES* reserves the right to reject any advertisements 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 Emily Devane at 617/227-5551.

Advertisement Information

Type of Advertisement: _____ Payment Amount: _____

Issue(s) of Publication: _____

Contact Name: _____

Payment Information

Credit Card:

Please bill my (Check one): Visa MasterCard American Express

Name on Credit Card: _____

Credit Card Number: _____ Expiration Date: _____

Credit Card Billing Address: _____

Signature: _____

When paying by check, mail with payment to: BSCES, The Engineering Center, One Walnut Street, Boston, MA 02108-3616. If paying by credit card, fax or email this form to 617/227-6793 or bsces@engineers.org, respectively.