

# **BSCES NEWS** ADVERTISING RATES

September 2017 – June 2018

## **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 3,200 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 interested in supporting the Society. Amongst the numerous promotional benefits, Society Sponsorship includes two primary ad reservations in an issue of **BSCESNews**, in additions 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 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](mailto: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 \$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 Katya Gonzalez-Willette at [kgonzalez-willette@engineers.org](mailto:kgonzalez-willette@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 [kgonzalez-willette@engineers.org](mailto:kgonzalez-willette@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 fourth Friday of the month prior to publication (e.g., Friday, September 22, for the October 2017 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 Katya Gonzalez-Willette at 617/305-4113.

## 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 [kgonzalez-willette@engineers.org](mailto:kgonzalez-willette@engineers.org), respectively.