

BSCES NEWS **ADVERTISING RATES**

September 2007 - June 2008 Issues

1 Sponsorship Ads



Dimensions: 8" x 2"

NEWSLETTER SPONSOR EVENTS PAGE AD

Sponsor an issue of *BSCESNews* and reach over 3,000 engineers, engineering students and affiliated professionals.

For \$800 your business will be one of our featured sponsors and will receive:

- a) An 8"x 0.5" banner ad on the front page of one issue
- b) An 8"x 2" ad on another page of that same issue
- c) Your logo included with other sponsors on the front page of every issue
- d) Your logo included with other sponsors on both BSCES' website, bsces.org, and the BSCES page of The Engineering Center's website, www.engineers.org, with live links to your firm's homepage.

NEWSLETTER SPONSOR FRONT PAGE AD - Dimensions: 8" x 0.5"

2 1/8 and 1/4 Page Ads



Dimensions: 3.5" x 2"

**1/8 page
(business card)
advertisement**

@ \$150/issue

DISCOUNTS WITH QUANTITY:

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. Runs do not need to occur in consecutive months to receive a discount. Inserts are not eligible for discount.



Dimensions: 8" x 2"

**1/4 page width
advertisement**

@ \$250/issue

3 Inserts

A full-page 8.5" x 11" insert is a great way to advertise an upcoming event or program to our readers. Prices include printing, postage and distribution of the insert.

BSCES - Affiliated Organizations

One-sided: \$450

Two-sided: \$500

Non-Affiliated Organizations

One-sided: \$650

Two-sided: \$750

4 Classified Ads

Advertising job classifieds (an advertisement describing the requirements and responsibilities for one or more positions) in *BSCESNews* is a unique, inexpensive way to reach over 3,000 engineers, students and affiliated professionals. In a typical newsletter, classified ads are prominently displayed on the second to last page and the back cover. Classified ads can be displayed as text advertisements of any length or as 1/8 and 1/4 page graphic advertisements.

Classified Ad Rates: \$3 per word for text advertisements (In Microsoft Word, use the Tools menu to locate the Word Count); **\$3 per word or \$150 and \$250 for 1/8 and 1/4 page graphic ads respectively, whichever is higher.**

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. The discount applies to multiple runs requested with a single placement order and is not applied retroactively.

Ad Placement Information

All ad files should be emailed to **ccrouse@engineers.org**, but payment for the ad must still accompany the *Ad Placement Order Form* (below) before the ad is run. Ad criteria are listed here:

- **All ads should be full-color or black & white and high resolution (minimum 300 dpi)**
- **Format should be .tif or .jpg**
- **A Microsoft Word document containing the text for classified advertisements, including those placed as a 1/8 or 1/4 page graphic advertisement is required for billing purposes and placement.**

Examples of BSCES newsletters can be found online at www.bsces.org

BSCESNews is published on the first week of each month, September - June. Ads must be received by the first Friday of the month prior to publication (i.e., Friday, September 7, 2007 for the October 2007 issue).

Need to place an ad in a hurry? Simply email your ad files and fax the *Ad Placement Order Form*, complete with credit card payment information.

Space is reserved on a first-come, first-served basis. One sponsor per issue. BSCES reserves the right to reject any ads or inserts it deems inappropriate for this publication. Prices are subject to change.

Other advertising opportunities are available through The Engineering Center. For more information, contact Susan D'Olimpio at 617/305-4111.

AD PLACEMENT ORDER FORM

My credit card order, check or money order payable to BSCES for \$_____ is enclosed. This ad should be run in the _____ issue(s) of the newsletter.

Ad must be accompanied by payment or it will not be published.

Ad Type: _____

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: The Engineering Center, BSCESNews, One Walnut Street, Boston, MA 02108-3616. If paying by credit card, fax this form to 617/227-6783.