





## Advertising Rates and Placement 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. Since 2020, the newsletter has been an HTML document, with the accompanying enhancements to the BSCES website, [www.bsces.org](http://www.bsces.org), where articles, other newsletter content, help-wanted and display advertisements will be posted. Our more mobile-device friendly newsletter and website enhancements will maximize your promotional exposure making advertising in *BSCESNews* an efficient and inexpensive way to reach nearly 3,400 civil engineers, students, and affiliated professionals across the Commonwealth. See below for advertising options, rates, and placement information.

## Advertising Options and Rates

Size Width/Height Ratio (Approximate Pixels)	Shape	Placement Cost*	
		Website**	Website & Newsletter***
Display Advertisement with Hyperlink (90 Day Placement)			
4:1 Ratio (840 x 210 Pixels)		\$300	\$400
15:1 Ratio (1200 x 80 Pixels)		\$150	\$250
1:1 Ratio (320 x 320 Pixels)		\$250	N/A
1:2 Ratio (320 x 640 Pixels)		\$400	N/A
Help-Wanted Advertisement with Hyperlink (30 Day Placement)			
Up to 600 Words (Plain Text)		\$300	\$350
Up to 600 Words (Including Graphic Elements)		\$350	\$400

\* Quantity discounts are offered on all advertisements purchased. Place three or more ads per order and receive 10% off total cost of ads. Place six to ten ads in per order and receive 25% off total cost of ads. Discount applies to multiple placements requested with a single order and is not applied retroactively. Advertising copy may vary between months, as long as size remains constant. Ads do not need to be placed in consecutive newsletters to receive a discount.

\*\* Display advertisements may appear on a website article or news item landing page for 90 days. Help-Wanted advertisements, which are posted for 30 days, receive an identifying listing on the website's Jobs page with a "Learn More" hyperlink to full job description.

\*\*\* Display advertisements that appear in the HTML newsletter, which is also posted on the BSCES website, appear there indefinitely. Number of ads appearing in the newsletter are limited. Help-Wanted advertisements are listed by organization and position in the HTML newsletter with no option for including graphic elements.

### Advertisement Placement Information

All advertisement files should be emailed to [bsces@engineers.org](mailto:bsces@engineers.org). Advertisement criteria are as follows:

- Full-color graphic file advertisements are preferred, and black & white ads are accepted.
- The size of your advertisement should conform to the appropriate size ratio noted in the table above.
- Graphic file advertisements should be submitted as a high resolution JPEG, PNG or TIFF file.
- Plain copy help-wanted advertisements should be submitted as a Microsoft Word document.
- Advertisements may contain a hyperlink to a website page or email address.

*BSCESNews* is issued on the fourth Tuesday of each month, September - June. Advertisements must be received by the first Friday of the month of publication (e.g., Friday, October 4 for the October 2024 issue). BSCES reserves the right to reject any advertisements it deems inappropriate for this newsletter. Prices are subject to change.

### Advertising Information

#### Advertisement

Type of Advertisement: ☐ Display ☐ Help-Wanted

Issue(s) of Placement: \_\_\_\_\_

Number of Placements: \_\_\_\_\_ Costs Per Placement: \_\_\_\_\_ Total Cost: \_\_\_\_\_

#### Advertiser

Contact Name: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

#### Payment Information

##### Credit Card:

Please bill my (Check one): ☐ Visa ☐ Mastercard ☐ American Express

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

##### Check:

When paying by check, mail with payment to: BSCES, 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](mailto:bsces@engineers.org), respectively.

If you have questions about advertising in *BSCESNews* please contact Michelle Monette at 617/305-4113.