

FOUNDED 1916



Florida Engineering

SOCIETY

WWW.FLENG.ORG | JOURNAL



Media Kit 12

ADVERTISING RATES

EDITORIAL CALENDAR

PUBLISHING SCHEDULE

MECHANICAL REQUIREMENTS



Advantages in Advertising

The *FES Journal* is the official monthly magazine of the Florida Engineering Society. Eleven of the twelve issues feature articles on engineering practices, trends and projects; legislative activities; continuing education programs, employment opportunities; and Society events. Featured articles are written by engineers for engineers. The twelfth issue, the December issue, is the annual directory of members and contains complete contact information on each member.

Our magazine reaches over 3,500 decision-makers by bringing news, analysis, and trends that affect engineers in government, private practice, industry, construction, retired, and education. Your ad in the *FES Journal* effectively reaches decision makers who purchase products and services.

Readership Profile

For over 90 years, professionals engineers have depended on the *FES Journal* for the latest in-depth news and information regarding Florida's engineering community. It is the largest statewide magazine and our members' only magazine. Readers include policy-makers, administrators, project managers, and engineer interns. These professionals are an integral part of the purchasing decisions representing the following areas:

- | | |
|--------------------------|---------------------------|
| Accident Investigation | HVAC |
| Aeronautical/Aerospace | Hydrogeological |
| Agriculture | Industrial |
| Airports | Laboratory Services |
| Architecture | Land Development |
| Bridges | Marine Structures |
| Building Design | Mechanical |
| Chemical | Nuclear |
| Civil | Petroleum |
| Coastal | Pile Testing |
| Computer Consulting | Planning |
| Construction Management | Plumbing |
| Electrical | Research & Development |
| Energy Management | Sanitary |
| Energy/Power Plants | Solid Waste |
| Environmental | Structural |
| Fire Protection | Surveying/Photogrammetry |
| Forensic | System Safety-Reliability |
| Foundations | Testing |
| Geographic Inf Sys (GIS) | Transportation |
| Geotechnical | Water/Wastewater |
| Hazardous Waste | and More |



About the Florida Engineering Society

Since 1916, the Florida Engineering Society (FES) has been the statewide society of professional engineers from all disciplines that promotes the ethical and competent practice of engineering, advocates licensure, and enhances the image of its members. FES serves OVER 4,590 members. FES educates and informs its members through a monthly magazine—the *FES Journal* and the FES Web site at www.fleng.org.

Our members are Florida's top Professional Engineers who:

- own a consulting engineering firm;
- are engaged in construction or industry;
- are employed by government;
- retired; or
- teach in universities.

By advertising you enjoy quality access to one of the largest engineering associations in the nation. Strengthen your business relationship with the decision makers by advertising in *FES Journal*.

Editorial Calendar

January Volume 65, Number 5
Structures

February Volume 65, Number 6
International Work

March Volume 65, Number 7
Communicating Electronically

April Volume 65, Number 8
Transportation

May Volume 65, Number 9
Water/Environment

June Volume 65, Number 10
Politics

July Volume 65, Number 11
Marketing and Technology

August Volume 65, Number 12
Annual Report

September Volume 66, Number 1
Economy and Partnerships

October Volume 66, Number 2
Consolidation in the Public Sector

November Volume 66, Number 3
Engineering in the Community

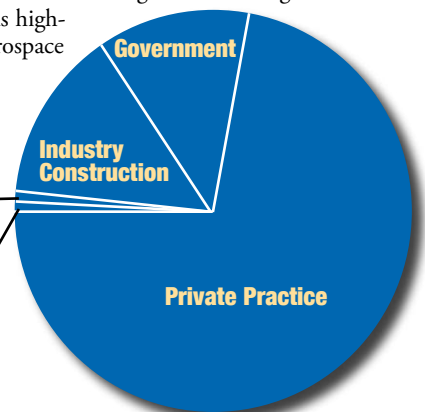
December Volume 65, Number 4
2013 Annual Directory and Guide

Industry, Construction, Development – Professional Engineers in charge of engineering design for Florida's leading construction, design/build and development firms, plus high-level engineers in utility, aerospace and high-tech industries.

Education – Deans and other faculty who introduce the newest corps of engineers to products, methods, types of services, etc.

Retired – Some of the engineers you will reach have retired from the workforce.

Government – The second largest group are engineers who select services, equipment and products for Florida's local and state government agencies. This includes public works directors, city/county engineers, Department of Transportation administrators, and government engineers.



Private Practice – About 70% of our members are the owners, principals, project managers, and other decision-makers for Florida's most active design firms—large and small.

Mechanical Requirements

TRIM SIZE 8-3/8" X 10-7/8"

BLEED SIZE 8-5/8" X 11-1/8"

DIGITAL FILES

Preferred formats are InDesign 2.0, Adobe Illustrator, or PhotoShop, provided all fonts are embedded, all color is converted to CMYK or high-res PDF.

Image files must be 300 DPI.

Display Advertising Rates

Black and White Only

Size	Directory	1x	3x	7x	12x
Back	\$1,925	\$1,840	\$1,715	\$1,490	\$1,300
IFC	\$1,410	\$1,330	\$1,155	\$1,095	\$1,055
IBC	\$1,300	\$1,200	\$1,120	\$1,060	\$1,015
Full	\$1,185	\$1,045	\$910	\$825	\$770
2/3	\$910	\$845	\$770	\$685	\$615
1/2	\$770	\$725	\$665	\$600	\$525
1/3	\$630	\$595	\$540	\$470	\$395
1/4	\$490	\$455	\$400	\$355	\$310
1/6	\$350	\$320	\$290	\$275	\$230
1/12	--	\$220	\$190	\$170	\$155

COLOR:

Four color process, \$150 a page.

Advertising Sizes

Size (In inches)	Width	x	Height
Two Page Spread	17-2/8"		11-1/8"
Full Page Bleed	8-5/8"		11-1/8"
Full Page	7-3/8"		9-7/8"
2/3 Page Vertical	5"		9-7/8"
1/2 Page Horizontal	7-3/8"		4-5/8"
1/2 Page Vertical (Stand)	5"		7"
1/3 Page Vertical	2-3/8"		9-7/8"
1/3 Page Square	4-7/8"		4-7/8"
1/4 Page Horizontal	5"		3"
1/4 Page Vertical	3-1/2"		5"
1/6 Page Horizontal	3-1/2"		2-1/8"
1/6 Page Vertical	2-3/8"		3-1/2"

Classified Rates

Black and White Only

Text rates are: \$80 for the first twenty (20) words and \$2.50 each additional word. Includes Web site listing from date of contract to end run date of magazine. Add logo for additional \$50. **CLASSIFIED DISPLAY RATES** see display rates shown left.

Business Card

PROFESSIONAL SERVICES GUIDE

12 months

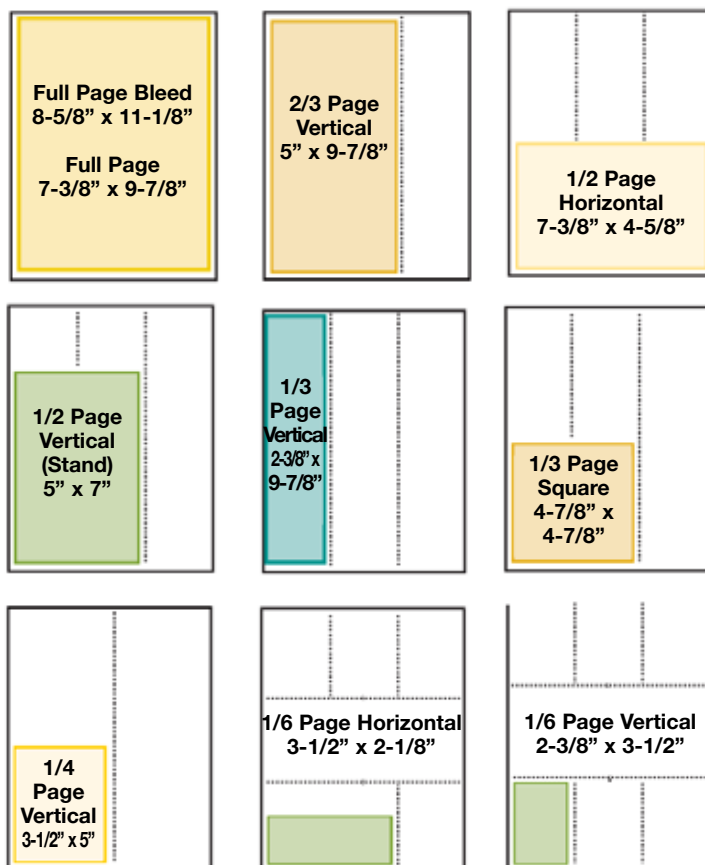
	Sizes	Color	BlackWhite
Single:	2.29 x 1.25	\$530	\$455
Double:	2.29 x 2.5	\$850	\$775
Triple:	2.29 x 3.5 or 7.5 x 1.25	\$1,120	\$1,045
Quad:	2.29 x 5 or 4.8 x 2.5	\$1,600	\$1,525

\$180 for Dot Matrix - lists areas of specialty

www.fleng.org

WEB ADVERTISING

The FES website (www.fleng.org) offers your companies logo with "hotlink" to your website for only \$365 for an entire year.



The Florida Engineering Society Space Reservation and Insertion Contract
 125 S Gadsden St • Tallahassee, FL 32301 • 850-224-7121 • Fax 850-222-4349 • e-mail: fes@fleng.org

Advertiser

Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 Contact Person: _____
 E-Mail: _____

Agency

Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 Contact Person: _____
 E-Mail: _____

Frequency: 1x 3x 7x 12x

Type: Display Ad Classified Ad Web

Size: Full Page 2/3 1\2 1\3 1\4 1\6

Location: Back Cover Inside Front Cover

Insertion Months: January February March April May June July
 August September October November December

Business Card - Professional Services Guide

Size: Single Double Triple Quad

Contract Begins: _____ **Contract Ends:** _____

Insertion Cost: _____ x _____ \$ _____

Classified Logo: (optional) \$ _____

Professional Services Guide: \$ _____

Matrix: \$ _____

Web: \$ _____

Color Charges (optional): \$ _____

Agency Discount (15%): \$ _____

Total \$ _____

Full Payment

Accompanies this order:

VISA MC AmExpress

Exp Date: _____

Card #: _____

Card Holder Signature: _____

PO Number: _____

Bill Advertiser Bill Agency

A late charge of 1 % per month will be added to all accounts past due 30 days or more

The undersigned agrees to insert advertising as indicated above in this contract. Advertising in any of these publications is subject to the policies, mechanical data and requirements as stated on page two of this contract. Rates do not include production charges. Submission of copy is the responsibility of the advertiser. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its agency jointly responsible for such money due and payable to the publisher. No cancellation accepted after closing date for space. Contracts subject to three times, seven times or 12 times insertion at a frequency discount may be canceled prior to the closing of the next published issue, but are subject to short rate charges of the difference between earned rate and charged rate for all previous insertions published under the contract.
 Agreed and accepted by:

Advertiser: _____ Date: _____
 Advertiser's Signature

Advertising Manager: _____ Date: _____
 Advertising Manager's Signature

Questions? Please call Kathy Roland at 850-224-7121 or e-mail kathy@fleng.org.