



2017 MEDIA KIT

OhioENGINEER Advertising • Electronic Advertising • Convention Sponsorship Opportunities



Making Engineering
LEADERS

Ohio Society of Professional Engineers
400 South Fifth Street, Suite 300, Columbus, OH 43215
www.ohioengineer.com • pr@ohioengineer.com
614-223-1144 phone • 614-223-1131 fax



Every day, engineering decision-makers throughout Ohio purchase products and services — including software, hardware, office supplies, professional liability insurance and design services — often without knowing where to turn!

Are you reaching these key decision-makers?

If not, advertise in *OhioENGINEER* magazine and on OhioENGINEER.com to receive the targeted exposure you need! *OhioENGINEER* magazine and OhioENGINEER.com get your name, your services and your talents in front of Ohio's engineering decision-makers.

This quarterly publication boasts a circulation of nearly 3,000 engineering decision-makers throughout Ohio. Our readers represent the entire spectrum

Reach nearly
3,000
professional
engineers
across Ohio!

of engineering disciplines. They include all of these key decision-makers:

- all members of the Ohio Society of Professional Engineers
- key engineering firms in Ohio
- key municipal engineers in Ohio
- key county engineers in Ohio
- key sanitary engineers in Ohio
- all Ohio Department of Transportation district offices

Make the Investment.

In today's fast-paced world, being able to catch the eye of those who impact your company's bottom line can make all the difference.

By investing in OSPE, your company receives access to the most influential engineering audience in Ohio.

- Saturate the marketplace.
- Maintain ongoing contact with your target market.
- Utilize a highly credible and valuable publication vehicle.
- All at a lower cost than direct mail!
- Plus, you can advertise in both the print and digital edition—for no additional cost! The new digitized edition allows readers to quickly find an advertisement via an "Advertisers" drop-down menu. Direct links are provided to the e-mail addresses and websites mentioned in your ad!

Bonus Circulation

The annual Engineering Education and Technology issue is sent to every high school in Ohio for the benefit of students interested in pursuing an engineering major in college.

This gives universities the targeted exposure they need to get their school's name and engineering program in front of Ohio's next class of engineering students. Issues focus on the current trends in engineering education and Ohio's engineering programs.

Who Reads *OhioENGINEER*?

• BY JOB TITLE •

35%

Manager, Director, Vice President,
 Superintendent, Principal Engineer,
 Senior Engineer, Chief Engineer

24%
 President, CEO,
 Chairman, Owner, or
 Partner

19%
 Engineer
 11% each
 Consultant, Other

• BY LOCATION •

25%

Central Ohio & Greater Columbus Area

16%
 Cleveland Area

12%
 Canton/Akron Area

11%
 Cincinnati Area

10%
 Toledo Area

8%
 Dayton Area

18%
 Other

2017 Themes & Due Dates

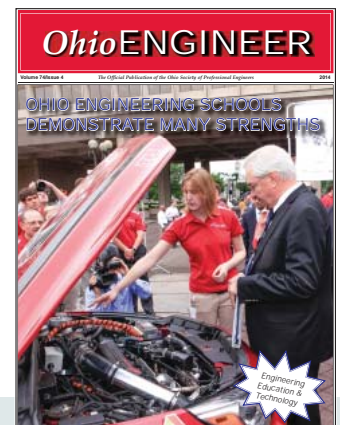
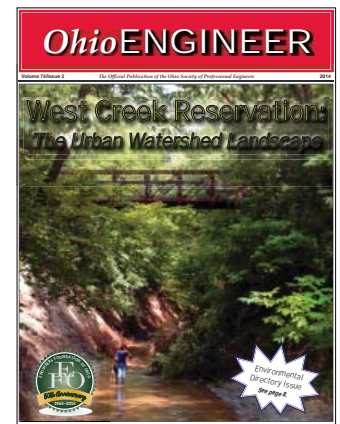
Issue	Theme	Space Close	Artwork Due
1	Our Energy Frontier	Feb. 10	Feb. 10
2	Environmental Directory	April 15	April 30
3	Government, Infrastructure and Ethics	July 15	July 30
4	Education and Technology	Oct. 15	Oct. 30

Display Ad Sizes & Rates*

	1x	2x-3x	4x
Business Card (B&W) 2 5/16" wide x 1 5/16" tall	\$130	\$125	\$120
Quarter Page (B&W) 3 1/2" wide x 5" tall	\$265	\$250	\$240
Half Page (B&W) 7" wide x 5" tall	\$395	\$375	\$355
Full Page (B&W) 7" wide x 10" tall	\$655	\$620	\$590
Back Cover (Color) 7" wide x 8 1/2" tall	\$1,325	\$1,260	\$1,195
Inside Front Cover (Color) 7" wide x 10" tall	\$1,295	\$1,230	\$1,165
Inside Back Cover (Color) 7" wide x 10" tall	\$1,260	\$1,195	\$1,135

Classified Ads available at 75 cents per word.

*Rates per insertion.



Advertising Terms & Conditions

- All ads must be prepaid and accompanied by a signed contract.
- If submitting ads from different campaigns, you may use a photocopy of the contract for the other campaigns
- Use of the contract may begin any-time of the year.
- Ads are placed "run of publication" at editor's discretion.
- Press-ready art is required. Send a high-resolution PDF (300 dpi or greater) via e-mail. Typesetting services and additional colors are available. Sufficient layout instructions must accompany ad.
- Ad materials will be returned only upon request.
- Agency discount available to advertising agencies only.
- Inserts may be arranged.
- Advertisers and their advertising agencies assume complete liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising there from made against the publisher.

Electronic advertising is the fastest way to get word out about your company or your job opening! Get your advertising in the hands of Ohio engineers ASAP by placing an e-ad with the Ohio Society of Professional Engineers.

Banner Ads

Cost: \$200 per placement

10% discount for OSPE members!

Design a banner advertisement to place in our electronic newsletter, *OSPE Administrative Update*, a monthly publication. To get the best available placement, reserve your banner ad now for the next edition!

Specifications:

- Templates are set to a default 600px wide
- File size must be 350kb/2.25mb or less
- Acceptable formats include: png, jpg and gif
- Provide your company's URL and we'll link it to your ad!

You can reach
1,000
engineering
professionals
by advertising in the
OSPE e-newsletter!

Job Ads

Cost: \$200 per placement

10% discount for OSPE members!

In less than 72 hours of your placement — and very often within only a few hours! — we will post your position opening on our Job Advertisements webpage. We will also include a link on our homepage, www.OhioEngineer.com, to increase traffic to your job ad. No graphics; text only please.

Place Your E-Ad Now!

We can get your electronic advertisement posted fast! Simply e-mail your ad to PR@OhioEngineer.com and then call OSPE at 1-800-654-9481 (Ohio toll-free) or 614-223-1144 with your payment information, or fill out the form on page 6. *Please note, ads will be placed upon receipt of payment.*

Payment Options:

- Credit Cards: MasterCard, Visa and American Express
- Personal or Corporate Checks

E-Ad Submission Deadlines

Issue Due Date	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
	1/2/17	2/6/17	3/6/17	4/3/17	5/1/17	6/5/17	7/3/17	8/7/17	9/4/17	10/2/17	11/6/17	12/4/17

Contact Information

Contact Person _____
 Company/Client _____
 Ad Agency (if any) _____
 Address _____
 City _____ State _____ ZIP _____
 Phone _____ Fax _____
 E-mail _____

Advertising Options

Please e-mail your art and/or classified text to ospe@ohioengineer by the materials due dates shown on pages 4 (print) and 5 (electronic).

Display Ads =====

Ad Title _____

Issues	Space Close	Ad Size/Type	Amount
<input type="checkbox"/> Vol. 77 / Iss. 1	2/10/17	_____	_____
<input type="checkbox"/> Vol. 77 / Iss. 2	4/15/17	_____	_____
<input type="checkbox"/> Vol. 77 / Iss. 3	7/15/17	_____	_____
<input type="checkbox"/> Vol. 77 / Iss. 4	10/15/17	_____	_____

Classified Ads =====

Vol. 77 / Issue 1 Vol. 77 / Issue 2 Vol. 77 / Issue 3 Vol. 77 / Issue 4

Number of words in ad: _____ x Number of issues: _____ x 0.75 = Total Amount: _____

Electronic Ads =====

Banner Ad: \$200 x Number of issues: _____ - 10% member discount _____ = Total Amount: _____
 Next available Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Job Ad: \$200 x Number of issues: _____ - 10% member discount _____ = Total Amount: _____
 Next available Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Grand Total: _____

Payment Information

Payment Type: Check payable to Ohio Society of Professional Engineers
 Visa MasterCard American Express

Cardholder Name _____

Card Number _____ Exp. Date _____

Billing Address* _____

**If different from above*

City _____ State _____ ZIP _____

Signature _____

I/we agree to pay the Ohio Society of Professional Engineers the below sum according to the terms in this contract and the Media Kit. This contract is valid only for issues of the *OhioENGINEER* and e-newsletter. I/we understand that changes in this contract may require subsequent billings or credits. When no acceptable copy (as determined by the editor) is furnished by the advertiser by deadline, the Ohio Society of Professional Engineers reserves the right to repeat the latest ad and/or to charge for the space reserved. The Ohio Society of Professional Engineers and the publisher reserve the right to decline any advertising that is deemed inappropriate, unprofessional, misleading, unethical, or which, in their reasonable discretion, does not promote the professionalism and/or ethics of the engineering profession which are consistent with the Constitution, Bylaws, and Policies established by Ohio Society of Professional Engineers. The final decision as to whether an advertisement shall be published in *OhioENGINEER* magazine is reserved to the discretion of the publisher under the guidelines established by the Ohio Society of Professional Engineers Public Relations Committee. OSPE will not accept advertising or sponsorships for continuing education (CPD/PDH) programming. No guarantee of submission. Subject to Terms & Conditions (see page 4) and processing of payment.

Signature (required) _____

Date (required) _____

Please fax your signed contract to OSPE at 614.223.1131 to reserve your ad space. If paying by check, please return this form with payment to 400 S. Fifth St., Suite 300, Columbus, OH 43215.



Build a foundation for business.

We invite you to join us for the All Ohio Engineering Conference and OSPE's 139th Annual Meeting, June 15-17, 2017, at the Columbus Airport Marriott.

This year's conference schedule is filled with professional education seminars, social functions, networking opportunities, and family fun! It is the ideal setting for your company to showcase itself to the leaders of the Ohio engineering community.

Sponsorship Benefits

Your company may choose to sponsor a specific event or be a general sponsor.

In addition, OSPE members receive a 10% discount on their sponsorship package.

- Your company's name will appear in the conference on-site program.
- Your company's name will appear on prominently displayed meeting signage.
- Your company's name will appear in a post-conference issue of OhioENGINEER magazine.
- Several sponsorships include a free tabletop exhibit!
- Upon arrival, sponsors will receive a list of attendees. If you cannot staff your display, please feel free to send literature and we will place it on a sponsor table for you. Space is limited.
- Platinum and Gold Sponsors will receive complimentary conference registrations!

“I enjoyed mingling with sponsors so I could get a better idea of what products are out there.

—Ohio professional engineer

” The deadline for registration is May 1, 2017.

Make an Impression.

Support the engineering profession by sponsoring the All Ohio Engineering Conference.

General Sponsorships

- Platinum\$2,500
 Includes two registrations, one tabletop exhibit, one full-page ad in Conference Guide and listing in *OhioENGINEER*
- Gold:\$1,250
 Includes one registration, one tabletop exhibit, and listing in Conference Guide and *OhioENGINEER*
- Silver Sponsor \$500
 Includes one tabletop exhibit and listing in Conference Guide and *OhioENGINEER*
- Bronze \$300
 Includes listing in Conference Guide and *OhioENGINEER*



Exclusive Sponsorships (One Sponsor Only)

- Thursday night reception\$2,500
- Registration Bags Sponsor\$1,875
- Presidents' Party Sponsor\$1,000
 Includes a tabletop exhibit during conference and party
- Lanyards Sponsor..... \$950
- Legislative Luncheon Sponsor..... \$750
 Includes a tabletop exhibit during conference, luncheon, role in the program and other benefits
- Awards Luncheon Sponsor..... \$750
 Includes a tabletop exhibit during conference, luncheon, role in the program and other benefits
- Auxiliary Tours Sponsor \$600
- Education Session Sponsors..... \$500/seminar
 Includes placement of literature on back table during session
- Conference Signs Sponsor \$500
- Hospitality Suite Sponsor (Friday or Saturday)..... \$500
- Refreshment Break Sponsor (Friday or Saturday)..... \$400

Advertising Opportunities

- Conference Bag Insert\$250
 You may include a piece of literature or a small promotional item in our registration bag. Maximum size is up to one 8.5" x 11" sheet.
- Conference Guide Advertising: All cover and full-page ads are 7" wide by 10" tall. Other sizes noted below.

Inside Front Cover \$200	Full Page \$125	Quarter Page \$75 (3 1/2" wide x 5" tall)
Inside Back Cover \$175	Half Page..... \$100 (7" wide x 5" tall)	Business Card \$50 (3 1/2" wide x 2" tall)
Section Cover \$150		

Contact Information

Contact Person _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ ZIP _____
 Phone _____ Fax _____
 E-mail _____

If you are an OSPE member, please provide your member number: _____
 Members receive a 10% discount on sponsorship packages.

Sponsorship Selection

General Sponsorships =====

- Platinum\$2,500 Silver\$500
 Gold\$1,250 Bronze\$300

Exclusive Sponsorships =====

- Thurs. reception\$2,500 Awards Luncheon\$750 Hospitality Suite.....\$500
 Registration Bags.....\$1,875 Auxiliary Tours\$600 Friday Saturday
 Presidents' Party.....\$1,000 Education Session.....\$500 Refreshment Break\$400
 Lanyards\$950 Number of sessions: _____ Friday Saturday
 Legislative Luncheon\$750 Conference Signs.....\$500

Advertising Options

- Conference Bag Insert ...\$250 Section Cover\$150 Quarter Page.....\$75
 Inside Front Cover.....\$200 Full Page\$125 Business Card\$50
 Inside Back Cover.....\$175 Half Page.....\$100

Sponsorship & Advertising Total: _____

OSPE Member Discount -10% _____

Grand Total: _____

Payment Information

- Payment Type: Check payable to Ohio Society of Professional Engineers
 Visa MasterCard American Express

Cardholder Name _____

Card Number _____ Exp. Date _____

Billing Address* _____

*If different from above

City _____ State _____ ZIP _____

Signature _____

Please fax your signed contract to OSPE at 614.223.1131. If paying by check, please return this form with payment to 400 S. Fifth St., Suite 300, Columbus, OH 43215. Thank you!

Exhibit Guidelines

If your sponsorship includes a tabletop exhibit, please adhere to these guidelines:

- Most display units and small items — including literature, small equipment and A/V — that can be hand carried into the exhibit area and completely contained on one six-foot table are acceptable.
- Items may not be placed on the walls around your table or on the floor. Displays may not exceed the table's dimensions.
- Security is not provided in the exhibit area. OSPE is not responsible for any items left unattended.
- Be sure to remove all of your property at the tear-down time.

Sponsor Agreement

I/we agree to pay the Ohio Society of Professional Engineers (OSPE) the grand total shown at left according to the terms in this contract and the Media Kit. This contract is valid only for the 2017 All Ohio Engineering Conference. I/we understand that changes in this contract may require subsequent billings or credits. OSPE and the publisher reserve the right to decline any advertising that is deemed inappropriate, unprofessional, misleading, unethical, or which, in their reasonable discretion, does not promote the professionalism and/or ethics of the engineering profession which are consistent with the Constitution, Bylaws, and Policies established by OSPE. The final decision as to whether an advertisement shall be published in the conference guide is reserved to the discretion of the publisher under the guidelines established by the Ohio Society of Professional Engineers Public Relations Committee. OSPE will not accept advertising or sponsorships for continuing education (CPD/PDH) programming. No guarantee of submission. Subject to Terms & Conditions and processing of payment.

 Signature (required)

 Date (required)