



2023 ADVERTISING & SPONSORSHIP KIT

OhioENGINEER Magazine • Electronic Advertising •
All-Ohio Engineering Conference Sponsorships



Making Engineering
LEADERS



400 South Fifth Street, Suite 300, Columbus, OH 43215
www.ohioengineer.com • pr@ohioengineer.com
614-223-1144 phone • 1-800-654-9481 Ohio toll free

OhioENGINEER Magazine



Are you reaching key engineering decision-makers?

Reach more than

3,000

Ohio engineering leaders!

Advertise in *OhioENGINEER* magazine to receive the targeted exposure you need!

Our quarterly publication boasts a circulation of more than 3,000 engineering decision-makers throughout Ohio and includes all members of the Ohio Society of Professional Engineers.

Bonus Circulation: The Engineering Education and Technology issue is sent to every Ohio high school for students interested in pursuing engineering degrees.

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

10%
Toledo Area

12%
Canton/Akron Area

8%
Dayton Area

11%
Cincinnati Area

18%
Other

OhioENGINEER Magazine

2023 Themes & Due Dates

Issue	Theme	Contract & Artwork Due
1	Our Energy Frontier	February 28
2	Environmental Directory	April 15
3	Government, Infrastructure, Ethics	July 15
4	Education and Technology	December 15

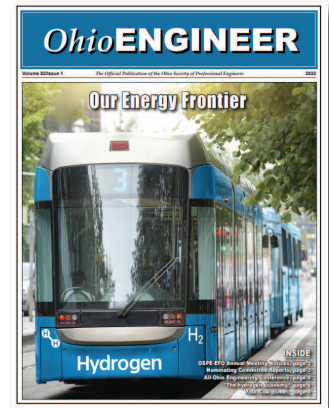
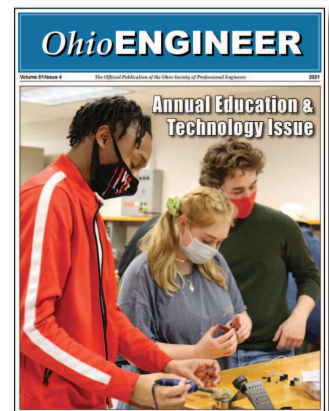
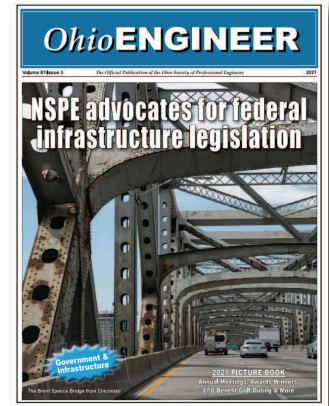
Display Ad Sizes & Rates*

	1x	2x-3x	4x
Business Card (B&W) 2 5/16" wide x 1 5/16" tall	\$145	\$140	\$130
Quarter Page (B&W) 3 1/2" wide x 5" tall	\$280	\$270	\$255
Half Page (B&W) 7" wide x 5" tall	\$410	\$395	\$375
Full Page (B&W) 7" wide x 10" tall	\$680	\$660	\$635
Back Cover (Color) 7" wide x 8 1/2" tall	\$1,380	\$1,315	\$1,240
Inside Front Cover (Color) 7" wide x 10" tall	\$1,345	\$1,280	\$1,205
Inside Back Cover (Color) 7" wide x 10" tall	\$1,310	\$1,245	\$1,170
Classified Ads available at \$1 per word.			

*Rates per insertion.

The above rates include both the print & digital editions. No additional cost!

The digitized edition features live links to our advertisers' websites!



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 anytime of the year.
- Ads are placed "run of publication" at editor's discretion.
- Press-ready art is preferred. 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.

OhioENGINEER Magazine

Contact Information

Contact Person _____

Company/Client _____

Ad Agency (if any) _____

Address _____

City _____ State _____ ZIP _____

Work Phone _____ Mobile Phone _____

E-mail _____

Advertising Options

Please e-mail your art and/or classified text to ospe@ohioengineer.com by the materials due dates shown on pages 3 (OhioENGINEER) and 4 (electronic ads).

Display Ads =====

Ad Title _____

Issues	Contract/Art Due	Ad Size/Type	Amount
<input type="checkbox"/> Vol. 83 / Iss. 1	2/28/23	_____	_____
<input type="checkbox"/> Vol. 83 / Iss. 2	4/15/23	_____	_____
<input type="checkbox"/> Vol. 83 / Iss. 3	7/15/23	_____	_____
<input type="checkbox"/> Vol. 83 / Iss. 4	12/15/23	_____	_____

Classified Ads =====

☐ Vol. 83 / Issue 1
 ☐ Vol. 83 / Issue 2
 ☐ Vol. 83 / Issue 3
 ☐ Vol. 83 / Issue 4

Number of words in ad: _____ x Number of issues: _____ x \$1.00 = Total Amount: _____

Grand Total: _____

Payment Information

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

Cardholder Name _____

Card Number _____ Exp. Date _____ Security Code _____

Billing Address* _____

*If different from above

City _____ State _____ ZIP _____

Signature _____

Please return your signed contract to NSPE-OH (ospe@ohioengineer.com) to reserve your ad space. If paying by check, please return this form with payment to 400 S. Fifth Street, Suite 300, Columbus, OH 43215. You may call 614-223-1144 with your credit card data. Thank you!

Advertising Agreement

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. NSPE-OH will not accept advertising or sponsorships for continuing education (CPD/PDH) programming. No guarantee of submission. Subject to Terms & Conditions (see page 3) and processing of payment.

Signature (required) _____

Date (required) _____

Electronic Advertising

It's the fastest way to get word out!

Banner Ads in Our E-Newsletter

Cost: \$200 per placement

10% discount for NSPE-OH members!

Design a banner advertisement to place in our electronic newsletter, *NSPE-OH 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
NSPE-OH e-newsletter!

Job Ads on Our Website

Cost: \$200 per placement

10% discount for NSPE-OH members!

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

Don't
forget your
membership
to get your
discounts!

Place Your E-Ad!

E-mail your ad to OSPE@OhioEngineer.com and then call 1-800-654-9481 (Ohio toll-free) or 614-223-1144 with your credit card data, or remit your payment to Ohio Society of Professional Engineers, 400 S. Fifth Street, Suite 300, Columbus, OH 43215. *Ads will be placed upon receipt of payment.*

☐ Banner Ad in E-Newsletter: \$200 x Number of Monthly Issues: _____ – 10% member discount _____ = Total Amount: _____

☐ Job Ad on NSPE-OH Website: \$200 x Number of Advertisements: _____ – 10% member discount _____ = Total Amount: _____

Grand Total: _____

Payment Information

Payment Type: ☐ Check payable to Ohio Society of Professional Engineers

☐ Visa

☐ MasterCard

☐ American Express

☐ Discover

Cardholder Name _____

Card Number _____ Exp. Date _____ Security Code _____

Billing Address _____

City _____ State _____ ZIP _____

Work Phone _____ Mobile Phone _____

Signature _____

SPONSORSHIPS

ALL-OHIO ENGINEERING CONFERENCE

PRESENTED BY **NSPE-OH**[™] OHIO SOCIETY OF
PROFESSIONAL ENGINEERS

Build a foundation for business.

Join us for the **All-Ohio Engineering Conference** and
NSPE-OH's 145th Annual Meeting, June 8-10, 2023.

Featuring 12 virtual CPD hours!

Sponsorship Benefits

NSPE-OH members receive a 10% discount on their sponsorship package! In addition, all
Conference sponsors are entitled to the following benefits:

- Your company's name will appear in the printed & electronic promotions.
Note: This is a time-sensitive benefit. It is limited to sponsors that register before the printed & electronic promotions are produced.
- Your company's name will appear in the onsite Conference Guide.
- Your company's name will appear in a post-conference issue of OhioENGINEER.
- Additional level-specific benefits are detailed on the next page!

“The exposure we can offer for a virtual conference is phenomenal! Our sponsors are featured dozens of times during the program.”

— NSPE-OH Past President Kevin Ernst, PE

The deadline for registration is May 17, 2023.

(Advertising art is also due May 17.)

Don't
forget your
membership
to get your
discounts!

All-Ohio Engineering Conference

Make an Impression at Our Conference.

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

Sponsorship Levels

Platinum \$2,500

Includes

- Two registrations
- Full-page ad in Conference Guide
- Streaming of sponsor's 60-second MP4 video
- "Shout outs" during conference
- Platinum sponsor's logo slide (1 slide per platinum sponsor)
- Sponsor's branding/messaging slide (1 slide per platinum sponsor)
- Sponsor's link or QR code

Gold..... \$1,500

Includes

- One registration
- "Shout outs" during conference
- Gold sponsors' logo slide (All gold sponsors' logos will be grouped together on a slide.)
- Sponsor's branding/messaging slide (1 slide per gold sponsor)
- Sponsor's link or QR code

Silver.....\$600

Includes

- Silver sponsors' logo slide (All silver sponsors' logos will be grouped together on a slide.)
- Sponsor's branding/messaging slide (1 slide per silver sponsor)
- Sponsor's link or QR code

Bronze.....\$350

Includes

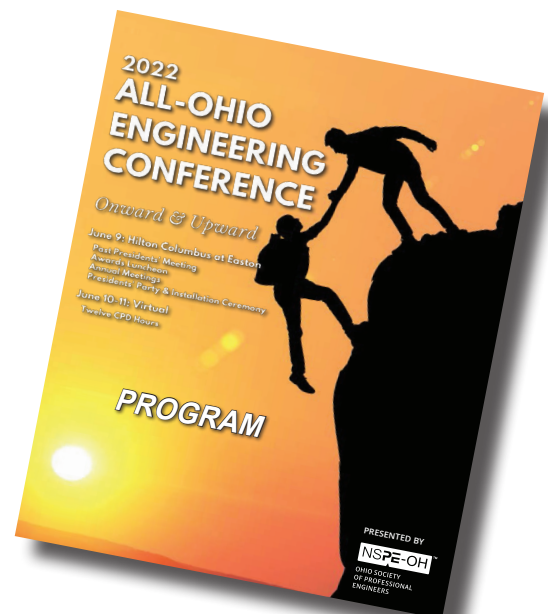
- Bronze sponsors' logo slide (All bronze sponsors' logos will be grouped together on a slide.)
- Sponsor's link

Conference Guide Advertising

- Art is due May 17.
- All cover and full-page ads are 7" wide by 10" tall.
- Other sizes are noted below.

Inside Front Cover	\$300
Inside Back Cover	\$250
Full Page	\$200
Half Page	\$150
(7" wide x 5" tall)	
Quarter Page	\$100
(3 1/2" wide x 5" tall)	
Business Card	\$.75
(3 1/2" wide x 2" tall)	

Space
limited.
Reserve
early!



All-Ohio Engineering Conference

Contact Information

Contact Person _____

Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Work Phone _____ Mobile Phone _____

E-mail _____

If you are an NSPE-OH member, please provide your member number: _____

Members receive a 10% discount on sponsorship packages.

Sponsorship Levels

☐ Platinum \$2,500 ☐ Silver \$600

☐ Gold \$1,500 ☐ Bronze \$350

Conference Guide Advertising

☐ Inside Front Cover \$300 ☐ Full Page \$200 ☐ Quarter Page \$100

☐ Inside Back Cover \$250 ☐ Half Page \$150 ☐ Business Card \$75

Sponsorship & Advertising Total: _____

NSPE-OH Member Discount –10% _____

Grand Total: _____

Payment Information

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

Cardholder Name _____

Card Number _____ Exp. Date _____ Security Code _____

Billing Address* _____

**If different from above*

City _____ State _____ ZIP _____

Signature _____

Please return your signed contract to NSPE-OH (ospe@ohioengineer.com) to reserve your sponsorship or advertising placement. If paying by check, please return this form with payment to 400 S. Fifth Street, Suite 300, Columbus, OH 43215. You may call 614-223-1144 with your credit card data. Thank you!

Sponsor Agreement

I/we agree to pay the Ohio Society of Professional Engineers (NSPE-OH) the grand total shown at left according to the terms in this contract and the Advertising & Sponsorship Kit. This contract is valid only for the 2023 All-Ohio Engineering Conference. I/we understand that changes in this contract may require subsequent billings or credits.

NSPE-OH 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 NSPE-OH. 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. NSPE-OH 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)