

# ASEE 2018-19 MEDIA KIT

welcome

The American Society for Engineering Education (ASEE) is THE professional membership association for U.S. engineering colleges, educators and administrators. Ninety percent of all accredited U.S. engineering colleges are ASEE members.

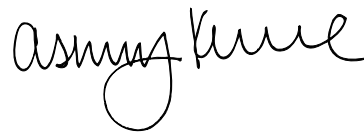
ASEE has a prominent voice and expansive network throughout higher education and Pre-K12 STEM. ASEE's publications are used as guides and outlets for engineering and engineering technology professors, administrators, and students to connect, collaborate, and share.

ASEE's network of institutions, corporations and individuals is vital for developing a presence within U.S. engineering academia. Each year, hundreds of innovative corporate, government, non-profit, and educational organizations depend on ASEE to get their message out to the engineering education community.

In 2019, ASEE will be celebrating our 125 anniversary. During the year, we will be celebrating our past achievements and looking to the future of engineering education focusing on the next big discoveries. Join us in celebrating 125 years of collaboration, excellence, and innovation through our publications, including a special edition of Prism Magazine, and all ASEE events throughout the year.

I encourage you to explore the many opportunities described in this media kit to make ASEE digital and print publications part of your organization's marketing mix. Please feel free to contact me by phone or email (see below) with any questions.

Best regards,



**Ashley Krawiec** | Manager, Event Sales

**<http://www.asee.org/sales-and-marketing/advertising>**



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*"Inspiring Innovation. Advancing Research. Enhancing Education."*

## ABOUT ASEE

The American Society for Engineering Education (ASEE) is the largest, most prestigious professional society for engineering and engineering technology educators and administrators from the US and around the world. Founded in 1893, ASEE is a nonprofit organization of individuals and institutions committed to furthering education in engineering and engineering technology. It accomplishes this mission by:

- **promoting excellence in instruction, research, public service, and practice**
- **fostering the technological education of society**
- **providing quality products and services to its members**

In pursuit of academic excellence, ASEE develops policies and programs that enhance professional opportunities for engineering faculty members, and promotes activities that support increased student enrollment in engineering and engineering technology colleges and universities. Strong communication and collaboration with national and international organizations further advances ASEE's mission.

ASEE also fulfills its mission by providing a valuable communication link among corporations, government agencies, and educational institutions. ASEE's 11,000 members include deans, department heads, faculty members, students, and government and industry representatives who hail from all disciplines of engineering and engineering technology. ASEE's organizational membership is composed of 400 engineering and engineering technology colleges and affiliates, approximately 70 corporations, and numerous government agencies and professional associations. ASEE promotes open exchanges among all these groups.

ASEE has three categories of membership: individual, institutional, and organizational (corporate, governmental, non-profit, etc.)

welcome

### INDIVIDUAL

ASEE has approximately 11,000 individual members, including:

<b>Professional:</b> .....	<b>8,272</b>
<b>Student:</b> .....	<b>933</b>
<b>PRE-K12:</b> .....	<b>206</b>
<b>Retired:</b> .....	<b>369</b>
<b>Life:</b> .....	<b>684</b>
<b>Permanent:</b> .....	<b>15</b>

### INSTITUTIONAL

ASEE has more than 425 academic institutional members (including 90% of all accredited U.S. engineering colleges). ASEE's membership represents educational leaders in every academic discipline within engineering, including: electrical, mechanical, civil, nuclear, materials, industrial, computer science, chemical, environmental, biomedical, aerospace, architectural, software, mining, engineering technology, and systems engineering.

### ORGANIZATIONAL

ASEE has approximately 85 organizational members including corporations, federal government agencies, non-profit membership organizations, engineering-oriented associations, and foundations. ASEE Premier Corporate Partners, corporate members, exhibitors, sponsors, and advertisers greatly contribute to ASEE's effort to fulfill our mission. While companies justifiably expect a reasonable ROI on their marketing investment with ASEE, they also embrace their role as true partners in meeting the challenge of creating a talented engineering workforce for the future - a workforce our country needs to remain competitive and one that our world needs to continuously improve quality of life.

# demo- graphics

## TOTAL MEMBERSHIP

2018	10,679
2017	11,174
2016	11,660
2015	11,458
2014	11,458
2013	12,143

## INSTITUTIONAL MEMBERS:

ENGINEERING	324
ENGINEERING TECH	69
COLLEGE AFFILIATE	21
INTERNATIONAL	9
PRE-K12	3

## CURRENT MEMBERSHIP BREAKDOWN

PRE-K12 EDUCATORS	206
STUDENT ONLINE	558
STUDENT	375
RETIRED	369
LIFE	684
PERMANENT	15
CONTACT REPRESENTATIVE	1,355
PROFESSIONAL ONLINE	1,222
PROFESSIONAL	5,695

### CORPORATE MEMBERS:

ASSOCIATION	8
ASSOCIATE AFFILIATE	4
CORPORATE	51
CORPORATE AFFILIATE	24

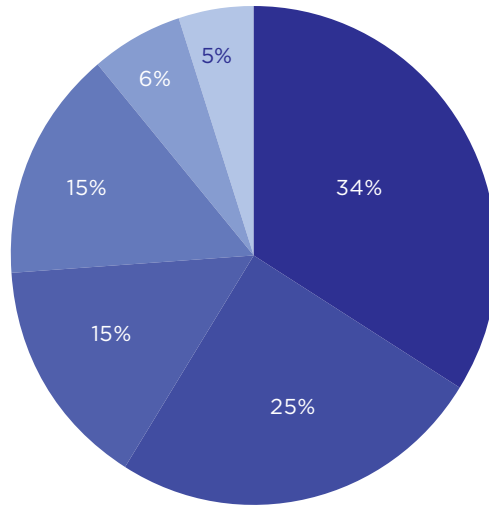
### CURRENT MEMBERSHIP ROSTER BY COUNCIL

CORPORATE MEMBER COUNCIL	58
ENGINEERING DEANS COUNCIL	336
ENGINEERING RESEARCH COUNCIL	282
ENGINEERING TECHNOLOGY COUNCIL	88

### CURRENT MEMBERSHIP BY SECTIONS

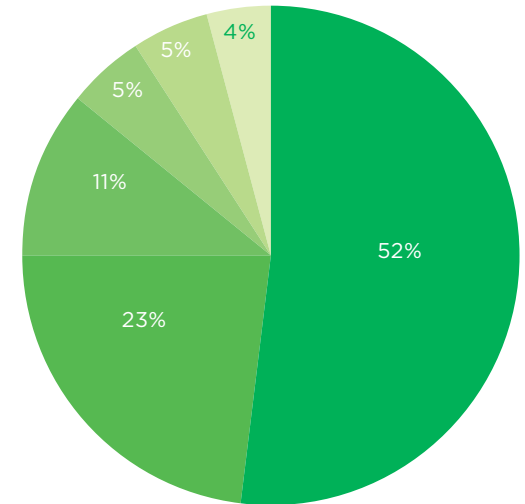
NEW ENGLAND	686
ST. LAWRENCE	446
MIDDLE ATLANTIC	1,109
SOUTHEAST	2,094
NORTH CENTRAL	1,246
ILLINOIS-INDIANA	864
NORTH MIDWEST	572
MIDWEST	484
GULF SOUTHWEST	880
PAC NORTHWEST	596
ROCKY Mountain	425
Pac Southwest	877

### MEMBERSHIP BY ACADEMIC RANK



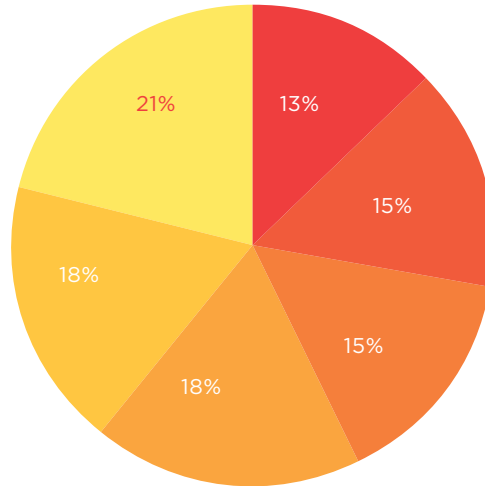
- Professor (34%)
- Other Acad. (25%)
- Assoc. Prof. (15%)
- Asst. Prof. (15%)
- Instructor (6%)
- Corp. / Gov. (5%)

### MEMBERSHIP BY RACE & ETHNICITY



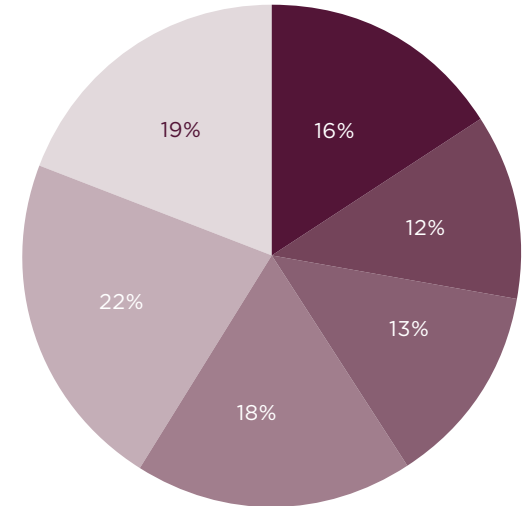
- White, Non-Hispanic (52%)
- Non- Responders (23%)
- Asian/Pacific (11%)
- Decline to Answer (5%)
- Black, Non-Hispanic (5%)
- Hispanic (4%)

### MEMBERSHIP BY AGE GROUP



- Under 35 (13%)
- 35 to 44 (15%)
- 45 to 54 (15%)
- 55 to 64 (18%)
- 65 and Up (18%)
- Unknown (21%)

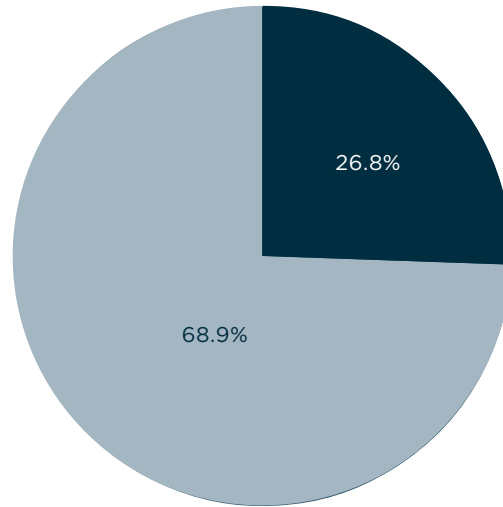
### LENGTH OF MEMBERSHIP



- 0 to 1 years (16%)
- 1 to 2 Years (12%)
- 2 to 5 Years (13%)
- 5 to 10 Years (18%)
- 10 to 20 Years (22%)
- 20+ Years (19%)

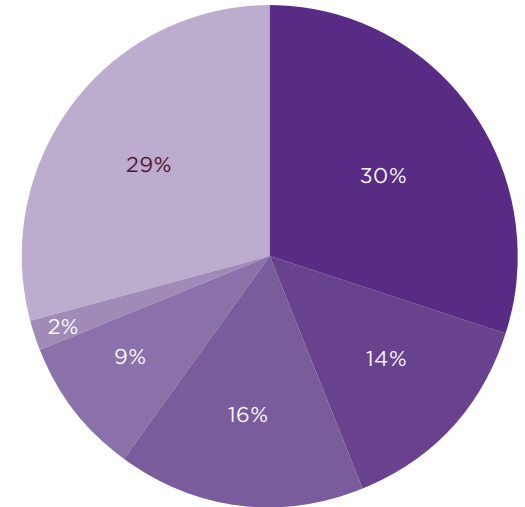


### MEMBERSHIP BY GENDER



■ Female (26.8%)      ■ Male (68.9%)

### NEW MEMBERS BY ACADEMIC RANK



■ Assistant Professor (30%)      ■ Instructor (9%)  
■ Associate Professor (14%)      ■ Adjunct Professor (2%)  
■ Professor (16%)      ■ Other (29%)

# advertising

## ASEE DELIVERS TREMENDOUS VALUE ON YOUR ADVERTISING INVESTMENT BECAUSE...

- ASEE is the oldest, largest, most diverse, and most prestigious engineering education society in the United States.
- The ASEE community provides the perfect balance of a credible and personal network platform to develop your brand and relationships within the engineering education community.
- Engaging ASEE members outside of a product/service-focused marketing or sales environment allows marketers to develop meaningful relationships that drive sales, result in greater brand awareness, and an increase in brand loyalty. Implementing an integrated marketing plan constituting consistent messaging across all of ASEE's advertising, sponsorship, exhibition, and direct mailing vehicles has proven to be an integral way to influence engineering educators.
- Engineering educators value long-term personal relationships and are part of a larger community that regularly shares information with each other. ASEE is the central 'market square' for this influential, niche target audience.
- ASEE print and digital publications reach every accredited engineering college in the United States across all engineering disciplines.
- ASEE is a leader in promoting PRE-K12 engineering education nationwide through widely circulated publications, a cutting edge web-site, and workshops for students and teachers.
- ASEE provides access to engineering students all over the globe - potential future employees who will greatly benefit from using your products in their undergraduate or graduate classroom or lab.
- ASEE events, publications, and specialty programs network are an integral component in the business and marketing plans of some of the most innovative companies, such as *Dassault Systemes*, *Mathworks*, *National Instruments*, and *Boeing*.
- Annually, billions of dollars are spent on research at U.S. engineering colleges. ASEE advertising vehicles effectively deliver your value proposition to engineering research procurement decision makers.

# advertising

## ADVERTISING OPPORTUNITIES:

*PRISM MAGAZINE* - ASEE's ASEE's flagship publication is delivered to all members and additional subscribers eight times during the school year. A prize-winning general interest magazine covering trends in engineering, technology, research, and education, it is ranked by members as one of the most valuable benefits of ASEE membership.

*PROFILES OF ENGINEERING AND ENGINEERING TECHNOLOGY COLLEGES* - Engineering deans around the United States read this statistical directory, which is the authority on engineering college data. The data have been cited in *BusinessWeek*, *The Wall Street Journal*, *Boston Globe*, *USA Today*, and many other leading publications.

*CONNECTIONS* - This popular monthly e-newsletter is sent to all ASEE members and is the best way to reach this audience through email.

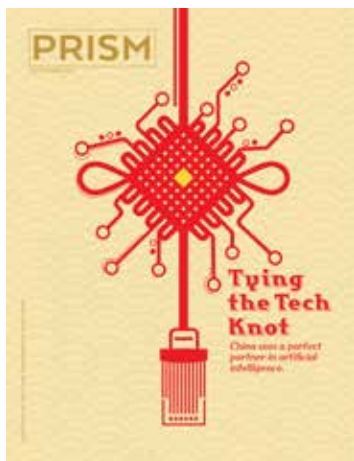
*CAPITOL SHORTS* - This weekly public policy e-newsletter is sent to all of ASEE's membership highlighting the important developments in Congress and federal agencies affecting engineering education and research.

*ASEE WEBSITE* - [www.asee.org](http://www.asee.org) is the premier website for reaching engineering faculty and deans across all engineering disciplines and colleges. The site is the top search result for the keywords "engineering education" in most search engines.

*ASEE/SPONSOR CO-BRANDED WEBINAR* - A live, online seminar, technical session, or demo, which allows advertisers to directly engage with ASEE members. The webinar will be hosted by the sponsor and promoted to ASEE's membership through our advertising vehicles and media outlets.

*eGFI TEACHERS' BLOG AND E-NEWSLETTER* - This monthly PRE-K12 e-newsletter/blog provides high-school and middle school STEM teachers, including over 5,000 Facebook fans and over 22,000 e-newsletter subscribers, with new engineering lesson plans and activities.

*eGFI STUDENT BLOG* - This blog is read by thousands of PRE-K12 students interested in studying engineering, including the 28,000+ student eGFI Facebook fans. The blog is a popular feature of the eGFI website, which is the top search result for the keywords "PRE-K12 engineering" in most search engines.



## PRISM

*Prism* is ASEE's award-winning, flagship publication and the most popular engineering education magazine in the United States. It is mailed to all members eight times during the school year. *Prism* is read by the key decision makers within engineering education and reaches faculty members and administrators in all disciplines of engineering at every engineering college in the United States.

### AWARDS

ASEE's art and editorial team has won a number of awards this year, including an APEX Grand Award for Publication Excellence for the entire September 2017 *Prism*. That issue featured an international cover story on China's burgeoning AI trend by Rebecca Kanthor, with a cover illustration by creative director Nicola Nittoli that combined a traditional red Chinese marriage knot with high-tech renderings.

#### APEX Grand Award for Publication Excellence

- *Prism*, Entire Issue (art, design, writing) September 2017.

#### APEX Awards of Excellence

- Jennifer Pocock, *Prism* Feature Writing. "A Grand Challenge? Maybe Not." Cover story on engineering for the homeless, December 2017.

#### Association Trends All-Media Contest

- Mark Matthews, Bronze Award for Daily or Weekly Communication: "Capitol Shorts Weekly Public Policy Newsletter".

#### The 24th Annual Communicator Award of Excellence

- Nicola Nittoli, Design Features, Cover Design. "Tying the High-Tech Knot" Cover illustration on China's AI for September 2017.

#### The 24th Annual Communicator Awards of Distinction

- Francis Igot, Design Features, Overall Design. "Course Correction" Overall design for layout on feature story in March + April 2017.
- Nicola Nittoli, Design Features, Overall Design. "Building Boom" Overall design for layout on cover story for Summer 2017.
- Francis Igot, Design Features, Overall Design. "RX for Superbugs" Overall design for layout on feature story for October 2017.
- Mark Matthews and Jennifer Pocock, Feature Writing. "More Than Talk: Engineering for Extreme Weather" Feature story on wicked weather, January 2018.
- Mary Lord, Feature Writing. "Down to Earth" Cover story on National Science Foundation Director France Córdova, February 2017.
- Mark Matthews, Mary Lord, and Alice Daniel, Feature Writing. "Brain Gain" Cover story on international students and the travel ban, March + April 2017.

prism



## CONTENT

*Prism* is committed to reporting the latest information about cutting-edge technology, research breakthroughs, and important trends in engineering education, including:

- New instructional methods
- Innovative curricula
- Trends in globalization
- Lifelong learning
- Green engineering initiatives on campus
- Research opportunities, trends, and developments
- Education and research projects with government and industry
- PRE-K12 outreach activities that encourage youth to pursue studies and careers in engineering

## ISSUANCE

*Prism* is mailed and electronically delivered to approximately 11,000 subscribers. They include all ASEE members, students, corporate executives, government advisors, and science and engineering writers and publishers. Subscription is covered in ASEE membership dues.

## CIRCULATION

*Prism* is mailed and electronically delivered to approximately 11,000 subscribers. They include all ASEE members, students, corporate executives, government advisors, and science and engineering writers and publishers. Subscription is covered in ASEE membership dues.

## ADVERTISING POLICIES

All advertisements are subject to the publisher's approval. "Sponsored Content" is placed above advertisements that resemble editorial content. The publisher is not liable for any failure or tardiness in printing, nor in circulating all or any portion of any issue, if such failure is due to natural disasters, strikes, accidents, or any other circumstances beyond the publisher's control.



**DISCOUNTS/COMMISSIONS**

- ASEE Member Discount: All Institutional and Corporate Members of ASEE receive a 15% discount on *Prism* advertising.
- Recognized Agency Commission: Outside advertising agencies (not in-house) receive a 15% discount on *Prism* advertising.
- Frequency: Discounts are available for frequent advertisers.

**AD OPTIONS/RATES:**

Issues: September, October, November, December, January, February, March/April, May

**FOUR COLOR ADS**

Ad Size	1 TIME	3 TIMES	6 TIMES	8 TIMES
1 page	\$2,625	\$2,100	\$1,825	\$1,575
2 page spread	\$5,000	\$4,000	\$3,500	\$3,000

**BLACK & WHITE ADS**

Ad Size	1 TIME	3 TIMES	6 TIMES	8 TIMES
1 page	\$2,050	\$1,650	\$1,475	\$1,225
2 page spread	\$3,800	\$3,000	\$2,700	\$2,250

- Clients will be billed in full for any advertisement canceled after the deadline.
- Previous advertisements will be repeated if new material is not received by the closing date.
- The print advertising cost includes ad placements in both the print and digital versions of *Prism* Magazine.

**Additional Options**

- Black and White + One Color or a Fifth Color = \$500 additional

prism



### POSITIONING

- General requests, including right- or left-hand page or placement towards the front of the magazine will be charged an additional \$250.
- Prime positions (inside covers, opposite TOC, first page) are sold long in advance for multi-frequency runs. Please contact for availability.
- Full-page color ads are given positioning priority over black-and-white ads.

### AD SIZES:

Two-page non-bleed	15.5" x 9.875"
Two-page bleed	16.75" x 11.125"
Full-page non-bleed	7.25" x 9.875"
Full-page bleed	8.5" x 11.125"

### DEADLINES

<b>SEPTEMBER ISSUE</b> Ad Closing: Aug 10th Ad Materials: Aug 17th Approx. Shipping: Sept 9th	<b>NOVEMBER ISSUE</b> Ad Closing: Oct 12th Ad Materials: Oct 19th Approx. Shipping: Nov 9th	<b>JANUARY ISSUE</b> Ad Closing: Dec 7th Ad Materials: Dec 21st Approx. Shipping: Jan 11th*	<b>MARCH/APRIL ISSUE</b> Ad Closing: Feb 15th Ad Materials: Feb 22nd Approx. Shipping: March 15th
<b>OCTOBER ISSUE</b> Ad Closing: Sept 7th Ad Materials: Sept 14th Approx. Shipping: Oct 5th	<b>DECEMBER ISSUE</b> Ad Closing: Nov 9th Ad Materials: Nov 16th Approx. Shipping: Dec 10th*	<b>FEBRUARY ISSUE</b> Ad Closing: Jan 12th Ad Materials: Jan 18th Approx. Shipping: Feb 8th	<b>SUMMER ISSUE</b> Ad Closing: Apr 19th Ad Materials: Apr 26th Approx. Shipping: May 17th

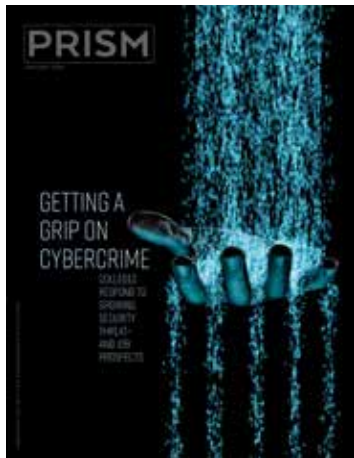
\*Possible Holiday Delay

### SPECS

Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, pdf (fonts must be embedded), or tif formats. All colors in files should be created as CMYK builds. Black-and-white files should be at least 600 dpi and done in Greyscale.

Please remove all printer's marks, including registration and crop marks, from your ad file. Ads can be emailed or mailed on a CD. Prism's 'trim size' is 8.25" x 10.875." Keep essential matter of an ad (text/image) a 1/4" from the trim or it risks being cut.

prism



## SPECIAL PRISM ADVERTISING OPPORTUNITIES

**POLYBAG INSERT**      **COST: \$10,000**

### SPECS

Marketing piece should be smaller than the trim size of *Prism* (8.25" x 10.875") to ensure it fits in the polybag and be lighter than 3.3 ounces. Shipping, quantity and further details will be provided after contracting.

### DEADLINES

Same as *Prism* (See Page 14)

**ADVERTORIAL**      **COST: \$5,000**

### SPECS

*Prism* accepts advertorials – article-length advertisements. Submissions should be no more than 500 words. Positioning will be in the body of the magazine. Submission must be clearly labeled as an advertisement and its look and content are subject to approval by ASEE. To avoid confusing readers, the headline typeface and layouts must be different from *Prism's*.

Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, pdf (fonts must be embedded), or tif formats. All colors in files should be created as CMYK builds. Black-and-white files should be at least 600 dpi and done in grayscale.

Please remove all printer's marks, including registration and crop marks, from your ad file. Ads can be emailed or mailed on a CD. Prism's 'trim size' is 8.25" x 10.875". Keep essential matter of an ad (text/image) a 1/4" from the trim or it risks being cut.



prism



### AD SIZES:

Two-page non-bleed	15.5" x 9.875"
Two-page bleed	6.75" x 11.125"
Full-page non-bleed	7.25" x 9.875"
Full-page bleed	8.5" x 11.125"

### DEADLINES

Same as *Prism*. (See Page 14)

### ONLINE PDF

**COST: \$2,000**

### SPECS

Ads should be furnished at least 144 dpi as an interactive PDF (fonts must be embedded). All colors in files should be created as RGB builds. Black-and-white files should be at least 144 dpi and done in grayscale. Advertisers should insert their web link in this version of the ad for the online PDF version of Prism. Please remove all printer marks, including registration marks and crop marks.

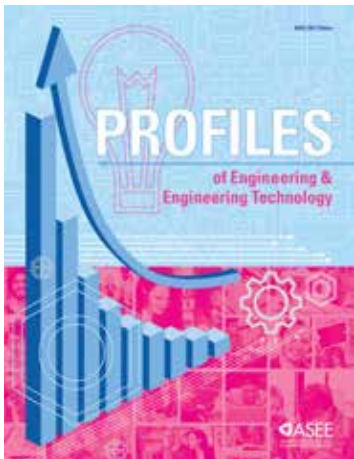
### AD SIZES

Two-page	16.5" x 10.875"
Full-page	8.25" x 10.875"

### DEADLINES

Same as *Prism*. (See Page 14)

# profiles



## **PROFILES OF ENGINEERING AND ENGINEERING TECHNOLOGY COLLEGES**

ASEE's annual *Profiles of Engineering and Engineering Technology Colleges* is the statistical authority on engineering colleges in the United States. The 500-page statistical directory is created specifically for engineering deans and has been cited in *BusinessWeek*, *the Wall Street Journal*, *Boston Globe*, *USA Today*, *U.S. News*, *World Report*, and the *Miami Herald*.

**Statistical categories profiled in the book include the number of undergraduate and graduate:**

- Degrees Awarded
- Enrollment
- Faculty Headcounts
- Research Expenditures

### **CIRCULATION**

*The Profiles of Engineering and Engineering Technology Colleges* is sent to 1,500 engineering and engineering technology deans, department heads, faculty, libraries, and publisher distributors in the United States. A listing of all the participating colleges and programs can be viewed at: [http://www.asee.org/papers-and-publications/publications/14\\_443-474.pdf](http://www.asee.org/papers-and-publications/publications/14_443-474.pdf)

### **ISSUANCE**

*The Profiles of Engineering and Engineering Technology Colleges* is published annually at the end of May.

### **AD OPTIONS/RATES**

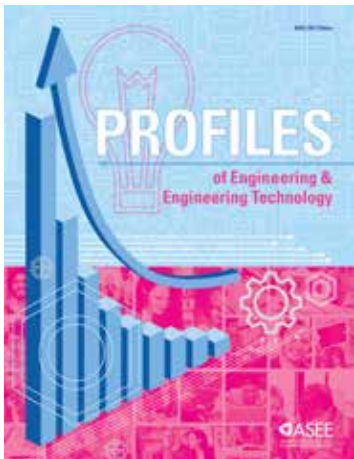
1 page four color - \$2,200

1 page black and white - \$1,500

1 page marketing piece to be included in book's mailing envelope - \$3,500

***\*Please contact us for prime positioning options and rates. Rates are subject to change.***

# profiles



## **SPECS**

PDF files are preferred with fonts embedded. Color ads need to be at least 300 dots per inch resolution and the color needs to be CMYK. Black and white ads need to be at least 600 dots per inch and done in grayscale. Please remove all printer's marks including registration and crop marks from your ad file. Ads can be emailed or mailed on a CD. The *Profiles* trim size is 8.375" by 10.875." Keep essential matter (text/image) 1/4" from the trim or it risks being cut.

## **AD SIZES**

Full page non-bleed	7.375" x 9.875"
Full page bleed	8.625" x 11.125"

## **DEADLINE**

Ad Closing: April 24th, 2019

Ad Materials: May 1st, 2019

# connections



## CONNECTIONS

*Connections* is a subscription-based monthly e-newsletter designed to help engineering faculty members and deans keep up to date on the latest news within their profession. It is a free benefit for all ASEE members.

### CONNECTIONS FEATURES:

- Statistics on the status of engineering education today, compiled by ASEE
- Political developments on Capitol Hill affecting engineering education and research funding
- A preview of upcoming *Prism* magazine stories
- Exciting innovations in the engineering classroom
- The latest job openings in the field

### CIRCULATION

*Connections* is sent to approximately 20,000 engineering educators, mostly in the U.S. They include 11,000 ASEE members and an additional 2,500 non-member faculty. Each issue is also posted on the ASEE Website for online visitors.

### TRAFFIC

Ads typically receive between 6,000 and 8,000 impressions per month.

### ISSUANCE

*Connections* is sent out the third week of each month throughout the entire year.

### AD OPTIONS/RATES

- **Button ads** run in a vertical column in the right hand margin of each issue and cost \$550 per month.
- **Premier sponsor leaderboard ads** run horizontally at the top of each issue, are limited to one per issue, and cost \$2,100 per month.
- **Advertorials** are advertisements in the form of an article. Advertorials run as an editorial piece in the middle of the e-newsletter and are listed in the table of contents. The cost is \$2,100 per month.



## SPECS

**Button ad** - 300 x 250 pixel digital art file in the jpg or gif formats (including animated gifs) that is under 50k in file size. Please also include a 4-8 word text header and link which will be posted at the top of each e-newsletter. Please limit animated gifs to three loops.

**Premier sponsor banner ad** - 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). All ads must be under 50kb. Please limit animated gifs to three loops.

**Advertorials** - Advertorials should include 300 words or less, a 300 x 250 image with a link and up to 5 links in the ad copy. ASEE will place the words **“Sponsored Content”** next to the advertorial header.

## ADDITIONAL INFORMATION

*Connections* is sent in both an html and text format for e-mail interfaces that do not accept html documents. A listing of each advertiser’s name and link is prominently placed in an advertiser “table of contents” located at the top right margin of each e-newsletter, placed above all content to ensure maximum exposure for all advertisers regardless of positioning.

## DEADLINES

<b>SEPTEMBER ISSUE</b> Ad Closing: Sept 7th Ad Materials: Sept 14th	<b>DECEMBER ISSUE</b> Ad Closing: Dec 7th Ad Materials: Dec 14th	<b>MARCH ISSUE</b> Ad Closing: Mar 8th Ad Materials: Mar 15th	<b>JUNE ISSUE</b> Ad Closing: Jun 7th Ad Materials: Jun 14th
<b>OCTOBER ISSUE</b> Ad Closing: Oct 5th Ad Materials: Oct 12th	<b>JANUARY ISSUE</b> Ad Closing: Jan 4th Ad Materials: Jan 11th	<b>APRIL ISSUE</b> Ad Closing: Apr 5th Ad Materials: Apr 12th	<b>JULY ISSUE</b> Ad Closing: Jul 5th Ad Materials: Jul 12th
<b>NOVEMBER ISSUE</b> Ad Closing: Nov 2nd Ad Materials: Nov 9th	<b>FEBRUARY ISSUE</b> Ad Closing: Feb 8th Ad Materials: Feb 15th	<b>MAY ISSUE</b> Ad Closing: May 3rd Ad Materials: May 10th	<b>AUGUST ISSUE</b> Ad Closing: Aug 9th Ad Materials: Aug 16th

# capitol shorts



## CAPITOL SHORTS

*Capitol Shorts* is a subscription-based weekly e-newsletter designed to keep ASEE members abreast of important developments in Congress and federal agencies affecting engineering education and research.

### CIRCULATION

*Capitol Shorts* is sent to all of ASEE's current membership: including 17,000 engineering and engineering technology faculty and students across disciplines, mostly in the U.S. Each issue is also posted on the ASEE website for online visitors.

### ISSUANCE

*Capitol Shorts* is sent out weekly throughout the entire year.

### TRAFFIC

Ads typically receive around 20,000 impressions per month.

### AD OPTIONS/RATES

**Leaderboard:** One exclusive sponsor leaderboard ad runs horizontally at the top of each issue and costs \$2,100 per month (4 issues included).

**Advertorial:** Advertorials are advertisements in the form of an article, which run as an editorial piece in the middle of the e-newsletter. The cost is \$2,100 per month (4 issues included).

### SPECS

**Leaderboards** should be furnished as a 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb. If you wish the copy from your digital art file to be included in the alternative text version of *Capitol Shorts* (not HTML), please also send a text version of your ad as well.

**Advertorials** should include 200 words or less, a 180 x 150 image with a link and up to 5 links in the ad copy. ASEE will place the words **"Sponsored Content"** next to the advertorial header.

# capitol shorts



## DEADLINES

<b>SEPTEMBER ISSUE</b> Ad Closing: Aug 18th Ad Materials: Aug 25th	<b>DECEMBER ISSUE</b> Ad Closing: Nov 20th Ad Materials: Nov 27th	<b>MARCH ISSUE</b> Ad Closing: Feb 19th Ad Materials: Feb 26th	<b>JUNE ISSUE</b> Ad Closing: May 21st Ad Materials: May 28th
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website



## ASEE WEBSITE

### ASEE.ORG IS

- Consistently the top-ranked website on Google, Bing, and Yahoo! when searching the keywords “engineering education.”
- The top location online to reach engineering faculty and deans across all engineering disciplines and colleges.
- Visited daily by thousands of ASEE members, who regularly use the site’s many resources, including job postings, information regarding ASEE conferences & meetings, *Prism* magazine online, research journals, and others.
- Designed to display ads throughout the ASEE website.
- Designed so that ads easily stand out on the right side of each page.
- Designed so that all ads are rotated positions and receive an equal amount of impressions and placement opportunities.

### TRAFFIC

Ads typically receive between 20,000 and 300,000 impressions per 30 day period.

### RATE

All online advertisements are \$1,100 per 30-day time period.

### SPECS

Ads should be furnished as a 300 x 250 pixel digital art file in the tiff, jpg, or gif formats. Please limit animated gifs to three loops. All ads must be under 50kb.

### DEADLINES

N/A. Ads will be uploaded within 48-72 hours of receipt by ASEE.



website



## ASEE /SPONSOR CO-BRANDED WEBINAR

The *ASEE/Sponsor Co-branded Webinar* is a terrific outlet enabling advertisers to directly engage ASEE members via a live online seminar/technical session.

### **Webinar sponsorship fee is \$12,000 per session. Sponsorship benefits include:**

- ASEE will widely promote the webinar; both the live session and the recorded version hosted online by the sponsor, to ASEE's membership and provide a moderator.
- The ONLY means to directly contact ASEE membership via email.
- ASEE will provide the following promotional vehicles:

### **Live Webinar Promotion**

- Three (3) email notifications promoting the webinar sent directly to all current members
  - Sponsor will provide all content for the email notification, which will be sent by ASEE staff
- Two (2) full page color *Prism* magazine ads
- Two (2) *Connections* e-newsletter button ads and posts
- Two (2) months of *ASEE.org* website button advertising
- One (1) week for *First Bell* e-newsletter text ad
- One (1) Facebook and Twitter post
- One (1) pre-show e-blast to webinar registrants on behalf of ASEE (email list provided by client)

### **Recorded Webinar Promotion (recorded version of the webinar posted online)**

- One (1) email notification promoting the recorded webinar sent directly to all current members
- One (1) full page color *Prism* magazine ad
- One (1) *Connections* e-newsletter button ad and post
- One (1) *ASEE.org* website button ad
- One (1) Facebook and Twitter post
- Link to the recorded session on the membership resources page

# webinar



## Please Note the Following Sponsor Responsibilities:

- Sponsor will produce all webinar content including the moderator's script and manage all technical aspects of the live and recorded webinar including:
  - Webinar messaging/content including graphics, links, verbiage, etc. which will be included in the email notification sent to ASEE membership.
    - Graphics will be sent as a jpeg or gif
    - Verbiage/content will be provided as a word document
  - The promotional landing page
  - Online registration
  - Webinar software/interface
  - Troubleshooting any technical problems that might arise during the webinar
  - The visual and audio presentation
- Sponsor will send ASEE a description of the webinar topic prior to the start of the webinar promotion to receive ASEE's approval.
- Content to be included in the email notifications to membership is subject to the approval of ASEE.
- ASEE will develop email messaging to members based upon the sponsor's content. The sponsor will receive a preview of the email before it is sent to membership and can suggest any changes which are deemed necessary.
- Sponsor will give ASEE advance notice of the technical/IT requirements that are needed in order for ASEE to participate in the webinar (software/hardware/phone/website).
- ASEE will provide sponsor with advertising deadlines for the above placements.

- Sponsor will provide ASEE promotional materials/graphics for all advertising placements in a timely manner.
- Sponsor's advertising materials will meet the technical requirements of ASEE advertising specifications and be supplied to ASEE by the deadlines provided.
- Sponsor's brand will be highly visible and included in all promotional materials about the webinar. The webinar sponsorship agreement does NOT constitute nor imply an endorsement or recommendation of the Sponsor's products/services by ASEE to its membership.
- Sponsor will provide ASEE with the file of the recorded webinar to post on the membership resources page.

## ACCEPTABLE COPY:

Sponsor in partnership with ASEE... Presents a Webinar

## NOT ACCEPTABLE COPY:

ASEE Presents a Webinar...

- Sponsor will not use previously scheduled ASEE advertising buy(s)/space for the webinar promotion.
- When possible, promotional materials will be extremely clear in describing:
  - The intended audience (example: primarily electrical engineering professors)
  - The project learning outcomes for the audience (what specifically can attendees expect to learn from the webinar)
  - The mode of delivery (example: pure lecture/interactive discussion/software demo/etc.)

Egfi

## eGFI TEACHER BLOG & E-NEWSLETTER

<http://teachers.egfi-k12.org/>

With interest in PRE-K12 engineering surging nationwide, this award-winning e-newsletter and blog regularly provides tens of thousands of STEM educators, including over 4,000 Facebook fans, with engaging, standards-based engineering activities and other resources designed to get students excited about learning science and math.

### TRAFFIC/CIRCULATION

Ads typically receive about 50,000 impressions per month. The *eGFI E-newsletter for Teachers* is emailed monthly to more than 22,000 subscribers, mostly middle and high school STEM educators in the United States who either teach engineering or use hands-on engineering design activities to boost student interest and success in science and math.

### AD OPTIONS/RATES

Button ads run in a vertical column in the right hand margin of the blog and the e-newsletter and cost:

- Button Ad: \$1,050

Premier sponsor leaderboard ads run horizontally at the top of each issue, are limited to one per issue, and cost \$2,100 per month.

Advertorials are advertisements in the form of an article in the *eGFI E-newsletter for Teachers*. Advertorials run as an editorial piece in the middle of the e-newsletter. Advertisers may also provide a button ad that will run in the vertical column in the right hand margin of the blog and the e-newsletter for one month. The cost is \$2,100 per month.



Egfi



### SPECS

Button ad - 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). All ads must be under 50kb. Please limit animated gifs to three loops.

Premier sponsor banner ad - 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). All ads must be under 50kb. Please limit animated gifs to three loops. If you wish the copy from your digital art file to be included in the alternative text version of eGFI E-newsletter for Teachers (not HTML), please also send a text version of your ad as well.

**Advertorials** should include 300 words or less, a 180 x 150 image with a link, and up to 5 links in the ad copy. ASEE will place the words “Sponsored Content” next to the advertorial header. Advertisers also should provide a button ad that will run in the vertical column in the right hand margin of the blog and the e-newsletter. Button Ads should be furnished as a 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.

### DEADLINES

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Egfi



## eGFI STUDENT BLOG

<http://students.egfi-k12.org/>

The *eGFI Student Blog* is read by thousands of PRE-K12 students interested in studying engineering, including the 28,000+ student eGFI Facebook fans. The blog is a popular feature of the award-winning eGFI website, which is the top search result for the keywords “PRE-K12 engineering” in most search engines.

### TRAFFIC

Ads typically receive about 40,000 impressions per month.

### AD OPTIONS/RATES

**Button ads** run in a vertical column in the right-hand margin of the student blog and cost \$550 per 30-day time period.

**Premier sponsor leaderboard ads** run horizontally at the top of the student blog and cost \$2,000 per 30-day time period.

### SPECS

**Button Ad** - Ads should be furnished as a 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.

**Premier Sponsor Leaderboard Ad** - Ads should be furnished as a 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.

### DEADLINES

N/A. Ads will be uploaded within 48-72 hours of receipt by ASEE.

### ADDITIONAL INFORMATION

Ads run throughout each page of the student blog website. Button ads are rotated so that all ads receive equal positioning and impression numbers. The premiere sponsor leaderboard ad position is exclusive. The eGFI student Facebook page, with 30,000+ fans, links to each new entry on the student blog. eGFI’s monthly student e-newsletter also links to the student blog generating regular traffic.

# accelerator



## THE ACCELERATOR

The Accelerator is a subscription-based monthly e-newsletter for undergraduates and graduate students in engineering. It aims to keep students informed and help them connect and succeed.

### THE ACCELERATOR FEATURES

- The latest news affecting student life, engineering, and higher education.
- Information on internships, contests, grants, and scholarships.
- Information and tips on career planning.
- Features on entrepreneurial students.
- Interesting examples of student research.
- Links to organizations offering guidance to students.

### CIRCULATION

*The Accelerator* reaches a subscription base of some 2,200 engineering undergraduate and graduate students and professors, including ASEE Student Division members and leading members of honor societies, such as Tau Alpha Pi, and the National Association of Engineering Student Councils.

### ISSUANCE

*The Accelerator* is sent out monthly throughout the entire year.

### AD OPTIONS/RATES

- Button ads run in a vertical column in the right hand margin of each issue and cost \$500 per month.
- Premier sponsor leaderboard ads run horizontally at the top of each issue, are limited to one per issue, and cost \$2,000 per month.
- Advertorials are advertisements in the form of an article. Advertorials run as an editorial piece in the middle of the e-newsletter and are listed in the table of contents. The cost is \$2,000 per month.

# accelerator



## ADDITIONAL INFORMATION

The Accelerator is sent in both an html and text format for email interfaces that do not accept html documents. A listing of each advertiser’s name and link is prominently placed in an advertiser “table of contents” located at the top right margin of each e-newsletter, placed above all content to ensure maximum exposure for all advertisers regardless of positioning.

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**INSPIRING INNOVATION. ADVANCING  
RESEARCH. ENHANCING EDUCATION.**

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