

ASEE

2012 **ADVERTISING KIT**

**THE LEADING NETWORK FOR
ENGINEERING EDUCATORS SINCE 1893**



AMERICAN SOCIETY FOR ENGINEERING EDUCATION

ADVERTISING WITH ASEE

ASEE's network is vital for developing a presence within U.S. engineering academia. Hundreds of premier corporate, government, and educational organizations depend on ASEE to get their message out to the engineering education community.

If you would like to advertise with ASEE, please email s.williamson@asee.org with the publication you want to advertise in, the month(s) you want to advertise and your advertising materials.

If you have any questions, please don't hesitate to contact me.



SCOTT WILLIAMSON, Director of Corporate Marketing
American Society for Engineering Education
Inspiring Innovation. Advancing Research. Enhancing Education.

1818 N St. NW, Suite 600
Washington DC 20036
ph: 202-331-3549
fax: 202-265-8504
s.williamson@asee.org

Visit: www.asee.org/ads for the latest advertising information.



TABLE OF CONTENTS

- 4 [WHO ARE ASEE MEMBERS](#)
- 5 [WHY ASEE?](#)
- 6 [WHO ADVERTISES WITH ASEE?](#)
- 7 [MARKETING TO ENGINEERING TEACHERS](#)
- 8 **[ADVERTISING OPPORTUNITIES](#)**

HIGHER EDUCATION MARKET

- 9-11 [ASEE PRISM MAGAZINE](#)
- 12 [PROFILES OF ENGINEERING COLLEGES DIRECTORY](#)
- 13 [CONNECTIONS E-NEWSLETTER](#)
- 14 [CAPITOL SHORTS E-NEWSLETTER](#)
- 15 [ASEE.ORG WEB SITE](#)

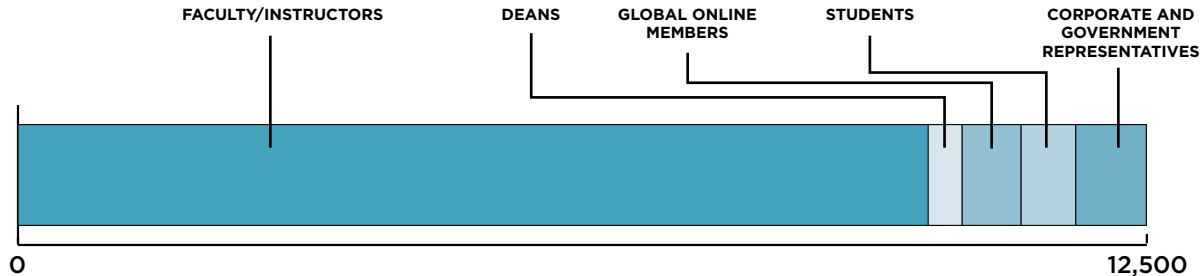
K-12 MARKET

- 16 [eGFI TEACHER BLOG & E-NEWSLETTER](#)
- 17 [eGFI STUDENT BLOG](#)
- 18 [eGFI MAGAZINE ONLINE](#)

WHO ARE ASEE MEMBERS?

ASEE is the professional society for U.S. engineering educators and administrators. There are approximately **12,500** individual ASEE members. They include:

- 10,000 faculty/instructors across all engineering disciplines
- 400 deans (including over 90% of all U.S. engineering deans)
- 500 global online members (international faculty members)
- 800 students
- 800 corporate and government representatives



ASEE also has 600 institutional members. These include:

- [450+ colleges](#) (including **90%** of all accredited U.S. engineering colleges)
- [150+ corporations](#)

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.

K-12 NETWORK (eGFI)

ASEE reaches thousands of K-12 STEM teachers and students through the *Engineering Go For It (eGFI)* initiative. *eGFI* promotes engineering as an exciting career choice for middle school and high school students through a wide variety of print and online publications.

WHY ASEE?

- ASEE is the largest, most diverse, and prestigious engineering education society in the United States.
- Since 1893, ASEE has been the networking center among engineering colleges.
- ASEE is a leader in promoting K-12 engineering education nationwide through widely circulated publications, a cutting edge web-site, and workshops for students and teachers.
- ASEE reaches every accredited engineering college in the United States across all engineering disciplines.
- The ASEE community provides a credible and personal network to develop relationships with faculty members and deans.
- ASEE members influence generations of leaders within their field. In the classroom they teach the more than 500,000 undergraduate and graduate students who are the engineers of tomorrow. In the laboratory they conduct cutting-edge research.
- ASEE is a leader in promoting K-12 engineering education nationwide through widely circulated publications, a cutting edge web-site, and workshops for students and teachers.
- Students who use your products in the classroom today will use your products tomorrow as leaders in the engineering and technology workforce.
- ASEE's events, publications, and network are an integral component in the business plans of some of the Fortune 500's most innovative companies.
- ASEE is the leader in providing engineering education news for campuses around the country.
- Educators who care deeply about new teaching developments in engineering regularly read ASEE's publications.
- More undergraduates major in engineering than in mathematics, computer science, and the physical sciences combined.
- The diverse field of engineering covers nearly all science and math disciplines (biology, calculus, chemistry, physics, etc).
- Over \$6 billion is spent each year on research at engineering colleges.

WHO ADVERTISES WITH ASEE?

A wide variety of organizations, including hundreds of premier corporations, societies, and colleges build brand equity by advertising their products and services with ASEE publications.

THIS INCLUDES ORGANIZATIONS LIKE:

Agilent

AIAA

ASME

Autodesk

Bose

Case Western Reserve
University

CNC Mastercam

Dassault Systemes

DuPont

Elsevier

GE

Hewlett-Packard

IEEE

Lockheed Martin

Maplesoft

McGraw Hill

Mathworks

NCEES

National Instruments

Northrop Grumman

Oxford Press

Purdue University

Prentice Hall

Rose Hulman University

SAE

SolidWorks

Texas A&M University

Transamerica

WPI

Z Corp

HERE'S WHAT THEY SAY:

"ASEE has offered several channels for us to advertise our products and resources to academia. We can attribute stronger awareness of NI and our product platforms over the last few years to our consistent ad strategy."

-Jon Pafk, Academic MarCom Manager, NATIONAL INSTRUMENTS

"We have found ASEE/Prism to be an effective way to advertise to the engineering community. Through advertising and the trade show we have brand recognition and have gone from being virtually unheard of to being widely used."

-Dan Newby, Director of Education, CNC SOFTWARE, INC.

"Advertising with ASEE over the past six years has been very beneficial for both the previous company and the current company that I work for. Through the use of Connections, button ads on www.asee.org, print ads in Prism and print ads in the Profiles of Engineering and Engineering Technology Colleges guide, exposure and awareness was gained throughout the university community in North America."

-Sandra Larrabee, University Program Manager, EVE-USA, INC.

MARKETING TO ENGINEERING TEACHERS

Teachers are an influential group. A single teacher, department head, or dean can impact thousands of engineering students over the course of their career. ASEE's multiplier of influence reaches hundreds of thousands of students per year. The long-term impact of ASEE members on the engineering leaders of tomorrow, as well as their teaching peers, is tremendous.

The most successful organizations within engineering education recognize that the following factors are key to successfully establishing a brand among the community:

- Engineers are problem-solvers.
- Engineering educators are highly educated and data-driven.
- Engineering educators want to know how your product or service can be used to teach curriculum or conduct research.
- Engineering educators are naturally discerning, often filtering out superficial marketing tactics.
- Engineering educators like to learn about new teaching and research practices from their peers.
- Engineering educators respond to brands with which they are familiar and those with positive reputations within their community.
- Engineering educators value long-term personal relationships and are part of a larger community that regularly shares information with each other.
- Engineering education is a strategic grassroots market that can play a crucial role in extending a company's reach and longevity.
- A consistent, incremental effort over a period of time through a variety of channels - including meetings/events, advertising (print, online, email, mail), sponsorship, campus visits - is vital to becoming a well-known brand in this market.
- Offering products at a discount or without cost to engineering educators can be an effective way to introduce or reinforce your brand within the community.
- Participating with engineering education initiatives outside of the marketing/sales environment can result in more effective relationships, greater brand awareness, and new insights for marketers.
- **The ASEE community provides the perfect balance of a credible and personal network to develop your brand and relationships within the engineering education community.**

ADVERTISING OPPORTUNITIES

HIGHER EDUCATION MARKET



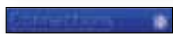
PRISM MAGAZINE - ASEE's flagship publication is mailed to ASEE members monthly during the school year. It is the most popular engineering education publication in the United States. In an ASEE membership survey, 90% indicated that *PRISM* magazine is the top benefit of an ASEE membership.

Pages 9-11



PROFILES OF ENGINEERING 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.

Page 12



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

Page 13



CAPITOL SHORTS - This weekly e-newsletter is sent specifically to department chairs at engineering and engineering technology colleges across all disciplines.

Page 14



ASEE WEBSITE - 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 any search engine.

Page 15

K-12 MARKET



eGFI TEACHER BLOG AND E-NEWSLETTER - This K-12 blog/e-newsletter regularly provides thousands of high-school and middle school STEM teachers with new engineering lesson plans and activities.

Page 16



eGFI STUDENT BLOG - This blog is read by thousands of K-12 students interested in studying engineering, including the over 30,000 student eGFI Facebook fans. The blog is a popular feature of the eGFI website which is the top search result for the keywords "K-12 engineering" in any search engine.

Page 17



eGFI MAGAZINE ONLINE - This colorful and inspiring online magazine is read in K-12 classrooms across the country and designed to attract middle school and high school students to the exciting world of engineering and technology.

Page 18

ASEE PRISM MAGAZINE

ASEE PRISM is an award-winning magazine and the most popular engineering education magazine in the United States. *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 - (2011)

- 9 Communicator Awards of Excellence (Design and Writing)
- Association of Educational Publisher Awards (Design)
- 8 Awards for Publication Excellence (Writing and Design)



CONTENT

ASEE PRISM is committed to reporting the latest information about cutting-edge technology and other 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
- K-12 outreach activities that encourage youth to pursue studies and careers in engineering

*** For the latest editorial calendar please email s.williamson@asee.org.**

ISSUANCE

ASEE PRISM is published monthly nine times per year (Sept, Oct, Nov, Dec, Jan, Feb, Mar, April, May). The magazine is published in accordance with the academic year and mailed second class two weeks before the issue date.

CIRCULATION

ASEE PRISM is mailed to more than 12,500 ASEE members. They include 10,000 engineering faculty members and over 400 engineering deans. *ASEE PRISM* is also sent to students, corporate executives, members of Congress, government advisors, and science and engineering writers and publishers. Subscription is covered in ASEE membership dues.

ASEE PRISM MAGAZINE

RATE POLICY

Advertising Policies: All advertisements are subject to the publisher's approval. The word "advertorial" 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 ASEE PRISM commercial advertising.
- *Recognized Agency Commission:* Outside advertising agencies (not in-house) receive a 15% discount on ASEE PRISM advertising.
- *Frequency:* Discounts are available for frequent advertisers.

SPECIAL AD OPPORTUNITIES

* Polybag Inserts and 'Advertorials' are available. Please contact us for pricing, specs, and availability.

AD OPTIONS/RATES:

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

Four Color Ads	1x	3x	6x	9x
1 page	\$2,250	\$2,050	\$1,900	\$1,700
2-page spread	\$3,375	\$3,100	\$2,875	\$2,500
2/3 page	\$1,900	\$1,750	\$1,600	\$1,425
1/2 page	\$1,575	\$1,450	\$1,350	\$1,200
1/3 page	\$1,350	\$1,250	\$1,150	\$1,000
1/4 page	\$1,125	\$1,050	\$950	\$850

Black and White Ads	1x	3x	6x	9x
1 page	\$1,575	\$1,450	\$1,350	\$1,175
2-page spread	\$2,350	\$2,175	\$2,000	\$1,775
2/3 page	\$1,350	\$1,250	\$1,150	\$1,000
1/2 page	\$1,100	\$1,000	\$950	\$825
1/3 page	\$950	\$875	\$800	\$700
1/4 page	\$800	\$725	\$675	\$600

For the latest ad deadlines email: s.williamson@asee.org.

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.

Additional Options:

Black and White + One Color or a Fifth Color - **\$150** additional

POSITIONING:

- General requests, including right- or left-hand page or placement towards the front of the magazine will be charged an additional **\$200**.
- 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 and smaller size ads.

ASEE PRISM MAGAZINE

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. Copy requiring composition, additional work, or alterations will be billed at cost.

ASEE 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.

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"
2/3 page vertical non-bleed	4.75" x 9.875"
2/3 page vertical bleed	5.375" x 11.125"
1/2 page horizontal non-bleed	7.25" x 4.75"
1/2 page horizontal bleed	8.5" x 5.376"
1/3 page vertical non-bleed	1.75" x 9.875"
1/3 page vertical bleed	2.375" x 11.125"
1/4 page non-bleed	3.5" x 4.75"
1/4 page bleed	4.125" x 5.375"

Visit: www.asee.org/prism

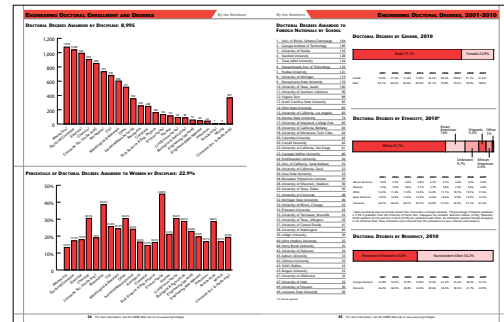
PROFILES OF ENGINEERING COLLEGES

GAIN EXPOSURE WITH ENGINEERING DEANS

ASEE's annual *PROFILES OF ENGINEERING 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 and 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 COLLEGES* is sent to 350 engineering and engineering technology deans in addition to 1,800 department heads, faculty, libraries, and publisher distributors in the United States. A listing of all ASEE member deans who read the book is available at: www.asee.org/activities/organizations/campus/memberSchools.cfm

ISSUANCE

The *PROFILES OF ENGINEERING COLLEGES* is published annually at the end of May.

AD OPTIONS/RATES

- 1 page four color - **\$1,650**
- 1 page black and white - **\$1,200**
- 1/2 page black and white - **\$750**
- 1 page marketing piece to be included in book's mailing envelope - **\$3,000**

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

SPECS

Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, pdf (fonts must be embedded), or tiff 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. Copy requiring composition, additional work, or alterations will be billed at cost.

The *PROFILES* trim size is 8.375" by 10.875". Keep essential matter of an ad (text/image) a 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"
- Half page non-bleed 7.375" x 4.4375"
- Half page bleed 8.625" x 5.4375"

DEADLINE

Deadline is typically at the beginning of May. Please contact us for more specific deadline information.

Visit: www.asee.org/colleges

REACH ASEE MEMBERS VIA EMAIL

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 15,000 engineering educators, mostly in the U.S. They include 14,000 ASEE members and an additional 1,000 non-member faculty. Each issue is also posted on the ASEE Website for online visitors.

ISSUANCE

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

AD OPTIONS/RATES

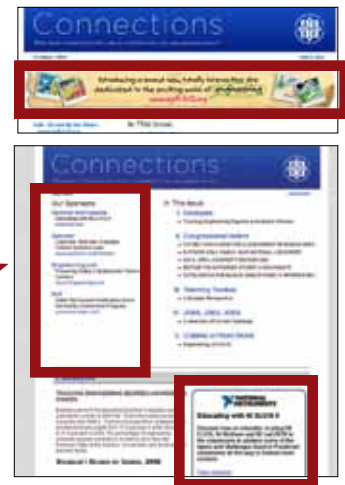
- **Button ads** run in a vertical column in the right hand margin of each issue and cost **\$500** per month.
- **Premier sponsor leaderboard ads** run horizontally at the top of each issue, are limited to one per issue, and cost **\$2,000** per month.
- **Advertorials** are advertisements in the form 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 and there is a limit to one advertorial per issue.

SPECS

Button Ad:

Ads should be furnished as a 300 x 250 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. Also send a 4-8 word header and link, which will be posted at the top of each e-newsletter. If you wish the copy from your digital art file to be included in the alternative text version of *CONNECTIONS* (not HTML), please also send a text version of your ad as well.

ALL SPONSORS LISTED HERE.



Premiere 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. If you wish the copy from your digital art file to be included in the alternative text version of *CONNECTIONS* (not HTML), please also send a text version of your ad as well.

Advertorial:

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.

DEADLINE

The deadline for ad submissions is the first Friday of the month the ad is scheduled to run.

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.

Visit: www.asee.org/connections/

CAPITOL SHORTS

REACH DEPARTMENT CHAIRS VIA EMAIL

CAPITOL SHORTS is a subscription-based weekly e-newsletter designed to help engineering and engineering technology department chairs keep up to date on the latest developments in Congress and federal agencies affecting engineering education and research.

CIRCULATION

CAPITOL SHORTS is sent to approximately 1,500 engineering and engineering technology department chairs 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.

AD OPTIONS/RATES

■ One exclusive sponsor **leaderboard ad** runs horizontally at the top of each issue and costs **\$2,000** per month (4 issues included)

SPECS

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. 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.

DEADLINE

The deadline for ad submissions is seven days prior to the beginning of the month of advertising.

ADDITIONAL INFORMATION

CAPITOL SHORTS is the only ASEE publication sent specifically to department chairs.

Visit www.asee.org/papers-and-publications/blogs-and-newsletters/capitol-shorts-newsletter



LEADERBOARD AD

ASEE WEBSITE

THE #1 WEBSITE FOR “ENGINEERING EDUCATION”

ASEE.ORG IS:

- consistently the top-ranked website on Google 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, *ASEE PRISM* magazine online, research journals, and others.
- designed to display ads throughout the ASEE Web site.
- 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.



YOUR AD HERE.

TRAFFIC

Ads generally receive between 30,000 to 80,000 impressions per 30-days.

RATE

All online advertisements are **\$650** 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.

Visit: www.asee.org

eGFI TEACHER BLOG AND E-NEWSLETTER

THE PREMIERE K-12 ENGINEERING TEACHER BLOG

The eGFI teacher blog and e-newsletter is a popular online [blog](#) and monthly subscription-based [e-newsletter](#) read by thousands of high-school and middle school STEM teachers in the United States. The eGFI teacher blog and e-newsletter provide lesson plans and resources for K-12 teachers to use in the classroom. The eGFI website is the top result in any search engine when searching “K-12 Engineering”.

TRAFFIC/CIRCULATION

Ads generally receive between 30,000-60,000 impressions per month on the blog and e-newsletter combined. The eGFI teacher e-newsletter is e-mailed monthly to 14,000 high school and middle school STEM teachers in the United States who teach engineering.

AD OPTIONS/RATES

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

- + First & second position button: **\$800**
- + Third & fourth position button: **\$650**
- + Fifth & lower position button: **\$500**

■ **Premier sponsor leaderboard ads** run horizontally at the top of each issue, are limited to one per month, and cost **\$2,000** per month.

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. If you wish the copy from your digital art file to be included in the alternative Text version of the eGFI teacher e-newsletter (not HTML), please also send a text version of your ad as well.

Premiere 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. If you wish the copy from your digital art file to be included in the alternative text version of the eGFI teacher e-newsletter (not HTML), please also send a text version of your ad as well.

DEADLINE

The deadline for ad submissions is seven days prior to the beginning of the month of advertising.

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



PREMIERE SPONSOR LEADERBOARD AD

FIRST BUTTON AD

REACH THOUSANDS OF K-12 STUDENTS INTERESTED IN ENGINEERING

The eGFI student blog web site is read monthly by thousands of middle and high school students who are interested in studying engineering, including the over 30,000 [eGFI student Facebook fans](#). This blog highlights the latest engineering inventions, headlines, outreach programs and is a popular feature of the [eGFI website](#) which is the top search result for the keywords “K-12 engineering” in any search engine.

TRAFFIC

Ads generally receive between 30,000-60,000 impressions per month.

AD OPTIONS/RATES

- **Button ads** run in a vertical column in the right-hand margin of the student blog and cost **\$500** per 30-day time period.
- **Premier sponsor leaderboard ads** run horizontally at the top of the student blog and cost **\$1,500** 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.

Premiere 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.

ADDITIONAL INFORMATION

Ads run throughout each page of the student blog web site. Button ads are rotated so that all ads receive equal positioning and impression numbers. The premiere sponsor banner ad position is exclusive. The eGFI student [Facebook](#) page, with 30,000 fans, links to each new entry on the student blog. eGFI's weekly student e-newsletter also links to the student blog generating regular traffic.

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



PREMIERE
SPONSOR
LEADER-
BOARD AD

FIRST
BUTTON
AD

eGFI MAGAZINE ONLINE

THE MOST POPULAR K12 ENGINEERING MAGAZINE IS NOW ONLINE.

eGFI (*Engineering Go For It*) MAGAZINE ONLINE is a colorful and inspiring online magazine designed to show high school and middle school students how they can change the world with a career in engineering. Using Zmags™ digital publishing technology, students can flip through each page, view the colorful layout of the print version online, click on live hyper-links, and view multimedia content not available anywhere else.

For information on becoming a sponsor of the **print version of eGFI MAGAZINE please contact **SCOTT WILLIAMSON** at s.williamson@asee.org for details.*



CONTENT

eGFI MAGAZINE ONLINE includes:

- Inspiring stories on engineers improving our quality of life
- Profiles on dynamic undergraduate students who want to change the world
- Exciting technology that will revolutionize society
- Briefs on the most popular engineering career paths/disciplines

TRAFFIC

Thousands of students each month are expected to visit eGFI MAGAZINE ONLINE.

AD OPTIONS/RATES

1 page four color - **\$1,200** per 60-day time period

2-page four color spread - **\$1,600** per 60-day time period

SPECS

eGFI MAGAZINE ONLINE ads should be at least 150 dpi and furnished as digital art files in the pdf format. Please make sure all fonts are embedded or outlined. All files should be created as RGB builds. CMYK ads will be converted to RGB. ASEE is not responsible for color shifts that may occur during the conversion process. Please remove all printer's marks, including registration and crop marks, from your ad file. **Live hyperlinks can be included in the ad. Flash ads and videos are accepted please contact us for the spec requirements.**

Ad Sizes:

Two-page	15.5" x 9.875"
Full page	8.25" x 10.875"

Visit: <http://www.egfi-k12.org/read-the-magazine/>

Notes



*FOR THE MOST UPDATED RATES PLEASE VISIT WWW.ASEE.ORG/ADS

ALL AD MATERIALS AND RESERVATIONS CAN BE E-MAILED OR MAILED TO:

SCOTT WILLIAMSON
1818 N Street, N.W.
Suite 600
Washington, DC 20036
s.williamson@asee.org
202-331-3549