

# **ASEE** 2014-15 MEDIA KIT





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 also has a prominent voice and expansive network in STEM and K-12 engineering education. ASEE's eGFI (Engineering, Go for It) brand platform includes a highly interactive website and print and digital publications, reaching millions of middle and high school teachers and students since its launch in 2003. eGFI is simply the best multimedia portal dedicated to reaching and inspiring K-12 engineering students and teachers.

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.

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  
**email:** [a.krawiec@asee.org](mailto:a.krawiec@asee.org)  
**phone:** (202) 649-3838

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

## ABOUT ASEE

The American Society for Engineering Education (ASEE) is the largest, most prestigious professional society for U.S. engineering educators and administrators. 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
- exercising worldwide leadership
- 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 12,000 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, more than 100 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.)



**INDIVIDUAL**

ASEE has approximately 12,000 individual members, including:

<b>Professional:</b>	<b>8,400</b>
<b>Student:</b>	<b>790</b>
<b>K-12:</b>	<b>224</b>
<b>Contact or Government Rep:</b>	<b>1,450</b>

**INSTITUTIONAL**

ASEE has more than 470 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 over 100 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.

## ASEE DEMOGRAPHICS

### AVERAGE INCOME

Assistant Professor:

**\$81,592**

Associate Professor:

**\$93,768**

Full Professor:

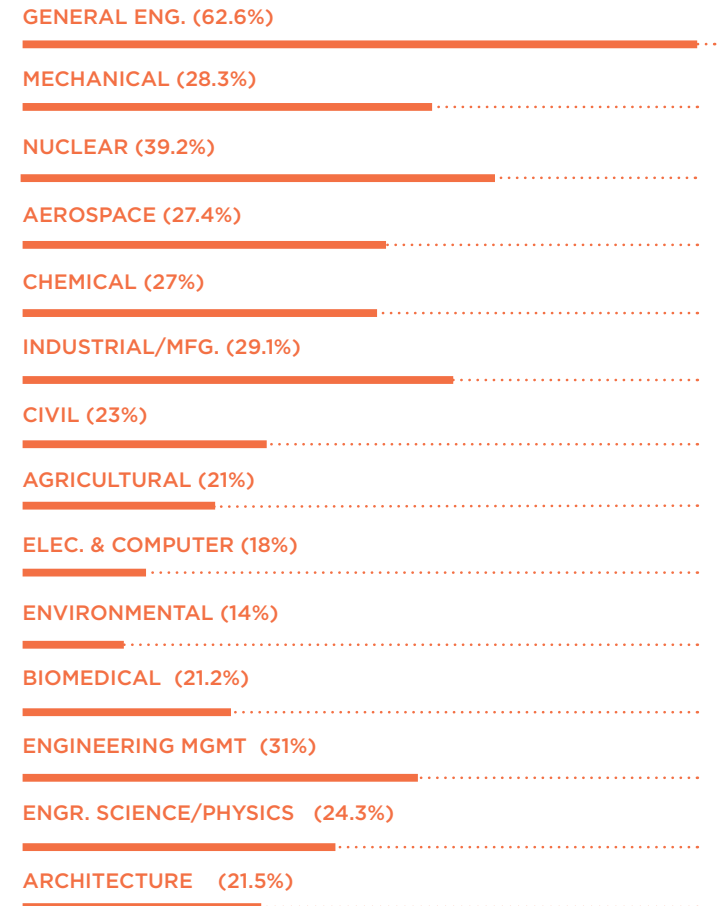
**\$123,103**

### MEMBERSHIP BY GENDER

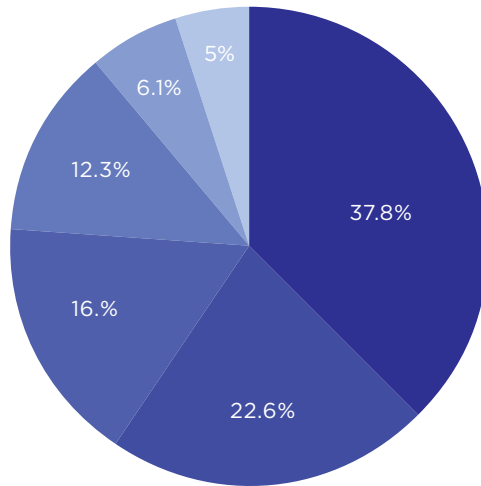
**FEMALE** 26.4%

**MALE** 73.6%

## ENGINEERING DISCIPLINE MARKET SHARE

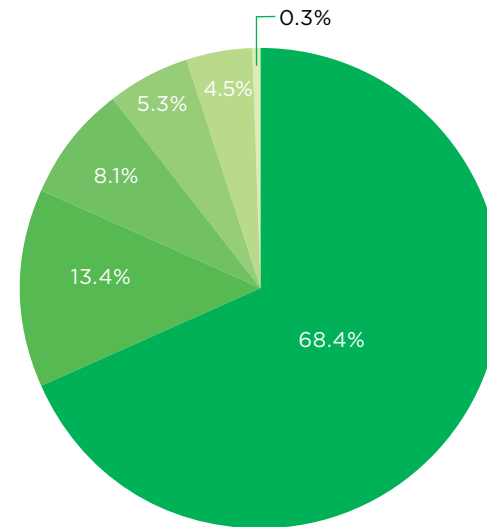


### MEMBERSHIP BY ACADEMIC RANK



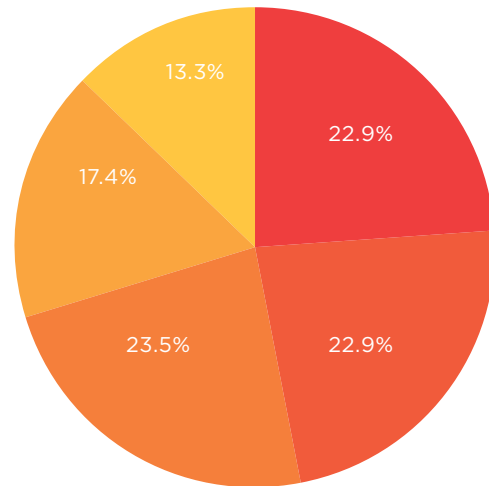
- Professor (37.8%)
- Other Acad. (22.6%)
- Assoc. Prof. (16%)
- Asst. Prof. (12.3%)
- Corp. / Gov. (6.1%)
- Instructor (5%)

### MEMBERSHIP BY RACE & ETHNICITY



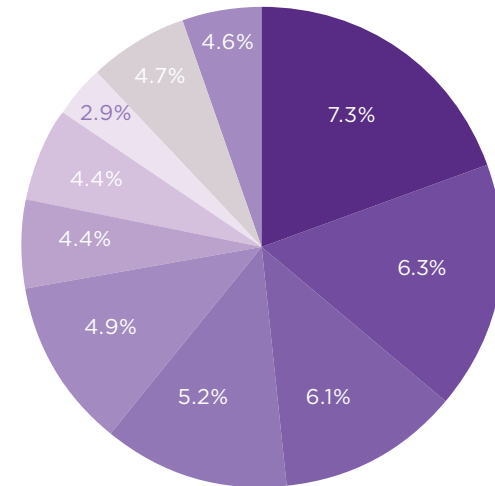
- White, Non-Hispanic (68.4%)
- Asian/Pacific (13.4%)
- Decline to Answer (8.1%)
- Black, Non-Hispanic (5.3%)
- Hispanic (4.5%)
- Native American (0.3%)

**MEMBERSHIP BY AGE GROUP**



- 65 and up (22.9%)
- 55 to 64 (22.9%)
- 45 to 54 (23.5%)
- 35 to 44 (17.4%)
- Under 35 (13.3%)

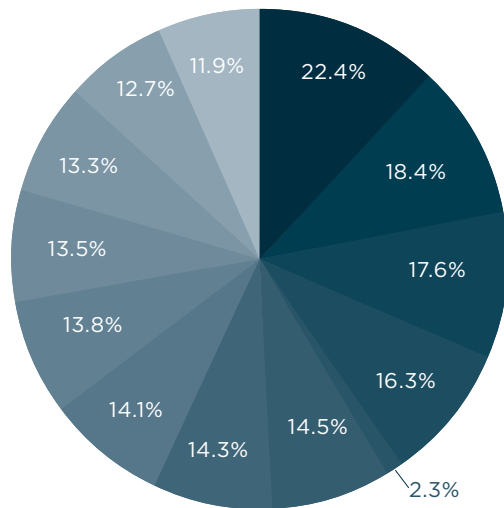
**DIVISION PARTICIPATION AS PERCENT OF TOTAL MEMBERSHIP**



- Educational Research and Methods (ERM) (7.3%)
- Energy, Conversion, Conservation (ECC) (6.3%)
- Multidisciplinary Engr. (6.1%)
- Mechanical (5.2%)
- Electrical (4.9%)
- Computing and Informational Technology (4.4%)
- Materials (4.4%)
- Entrepreneurs (2.9%)
- Women (4.7%)
- Design in Engineering Education (DEED) (4.6%)

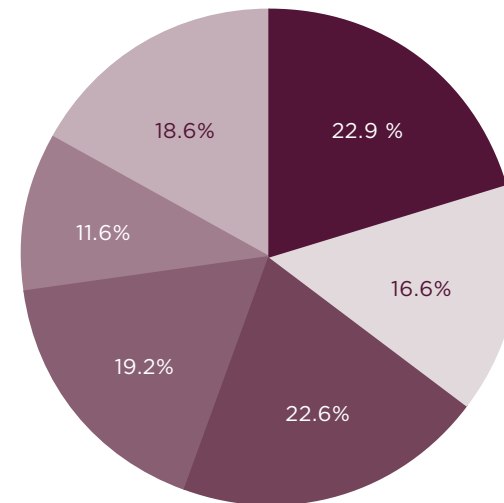


### ENGINEERING DISCIPLINE AS PERCENTAGE OF MEMBERSHIP



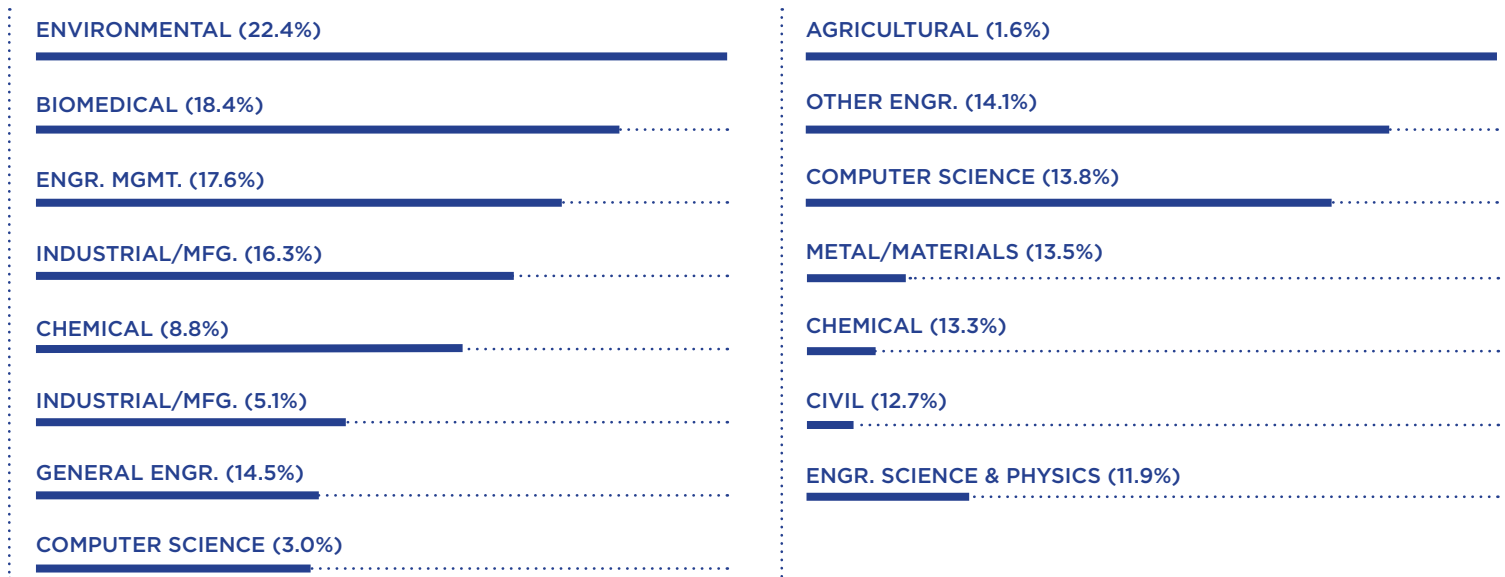
- Environmental (22.4%)
- Biomedical (18.4%)
- Engr. Mgmt. (17.6%)
- Industrial/Mfg. (16.3%)
- Corp/Gov Contact (2.3%)
- General Engr. (14.5%)
- Architectural (14.3%)
- Other Engr. (14.1%)
- Computer Science (13.8%)
- Metal/Materials (13.5%)
- Chemical (13.3%)
- Civil (12.7%)
- Engr. Science & Physics (11.9%)

### YEARS OF MEMBERSHIP



- Under 2 years: 22.9%
- 5-9 Years: 22.6%
- 10-19 Years: 19.2%
- 2-4 Years: 16.6%
- 1+ to- 2 Years: 11.6%
- 20+ Years: 18.6%

### ENGINEERING DISCIPLINE AS PERCENTAGE OF MEMBERSHIP



## 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 and 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 K-12 engineering education nationwide through widely circulated publications, a cutting edge web-site, and workshops for students and teachers.
- ASEE provides access to over 500,000 engineering students - 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, Maplesoft, Elsevier, and Boeing.
- Annually, more than \$10 billion is spent on research at U.S. engineering colleges. ASEE advertising vehicles effectively deliver your value proposition to engineering research procurement decision makers.

## **ADVERTISING OPPORTUNITIES:**

**PRISM MAGAZINE** - 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 specifically to deans of engineering and department chairs at engineering and engineering technology schools across all disciplines.

**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 K-12 e-newsletter/blog provides high-school and middle school STEM teachers, including over 3,600 Facebook fans and over 26,000 e-newsletter subscribers, with new engineering lesson plans and activities.

**eGFI STUDENT BLOG** - This blog is read by thousands of K-12 students interested in studying engineering, including the 30,000+ student eGFI Facebook fans and more than 7,500 e-newsletter subscribers. The blog is a popular feature of the eGFI website, which is the top search result for the keywords "K-12 engineering" in most search engines.

**THE ACCELERATOR** - A free, subscription-based monthly e-newsletter developed for undergraduate and graduate students, which offers the latest news affecting student life within the engineering discipline.



## 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

*Prism* recently won Communicator Awards for design and three for writing/content. Additionally, *Prism* received 2 APEX award for publication excellence.

#### Recognition from the Communicator Awards:

Tall Order: September 2013, Overall Design

Botswana Gains Momentum: November 2013, Cover Design

120 Years of Inspiration: Summer 2013, Corporate Identity - Copy/Writing

Mind-Boggling: March-April 2013, Writing - Feature Article

Boom or Bubble?: November 2013, Writing - News Article

Urban Outfitters, Writing - Feature Article

The Undeclared: October 2013, Writing - News Article

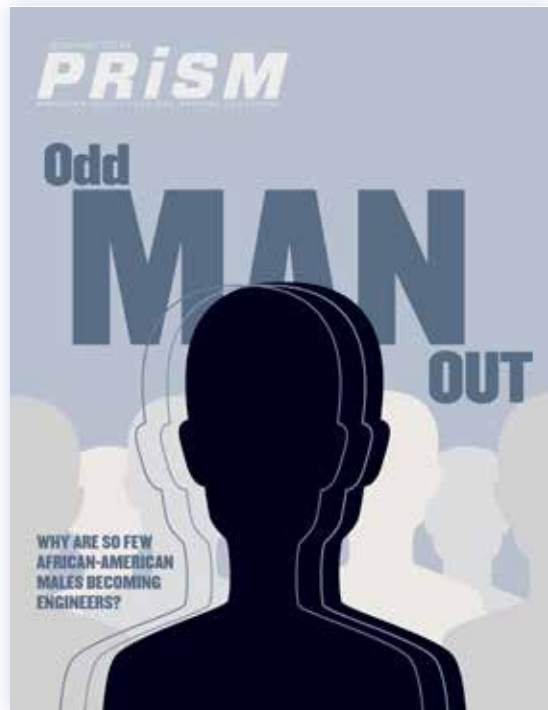
Delivering Diversity: September 2013, Writing - Feature Article

#### Recognition from the APEX Awards:

Hook Line & Thinker: September 2013, Design & Layout

Mind-Boggling: March-April 2013, Writing - Technical & Technology Writing

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
- K-12 outreach activities that encourage youth to pursue studies and careers in engineering

## ISSUANCE

*Prism* is published monthly eight times per year (Sept, Oct, Nov, Dec, Jan, Feb, Mar/Apr, May). The magazine is published in accordance with the academic year and mailed second class two weeks before the issue date.

## CIRCULATION

*Prism* is mailed to more than 12,000 ASEE members. They include 10,000 engineering faculty members and over 400 engineering deans. It 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.

## 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 *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

- 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.

### FOUR COLOR ADS

Ad Size	1 TIME	3 TIMES	6 TIMES	8 TIMES
1 page	\$2,500	\$2,000	\$1,750	\$1,500
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	\$1,900	\$1,500	\$1,350	\$1,125
2 page spread	\$3,800	\$3,000	\$2,700	\$2,250

## 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.

## 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.

## 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

**SEPTEMBER ISSUE**  
Ad Closing: Aug 15th

**OCTOBER ISSUE**  
Ad Closing: Sept 12th

**NOVEMBER ISSUE**  
Ad Closing: Oct 10th

**DECEMBER ISSUE**  
Ad Closing: Nov 14th

**JANUARY ISSUE**  
Ad Closing: Dec 12th

**FEBRUARY ISSUE**  
Ad Closing: Jan 9th

**MARCH/APRIL ISSUE**  
Ad Closing: Feb 13th

**SUMMER ISSUE**  
Ad Closing: Apr 24th





## 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. Insert materials can be mailed to:

ATTN: Caren Maynard  
ASEE *Prism* Polybag  
Cummings Printing  
4 Peters Brook Drive  
Hooksett, NH 03106

### DEADLINES

Same as *Prism*.

**ADVERTORIAL**      Cost: \$5,000

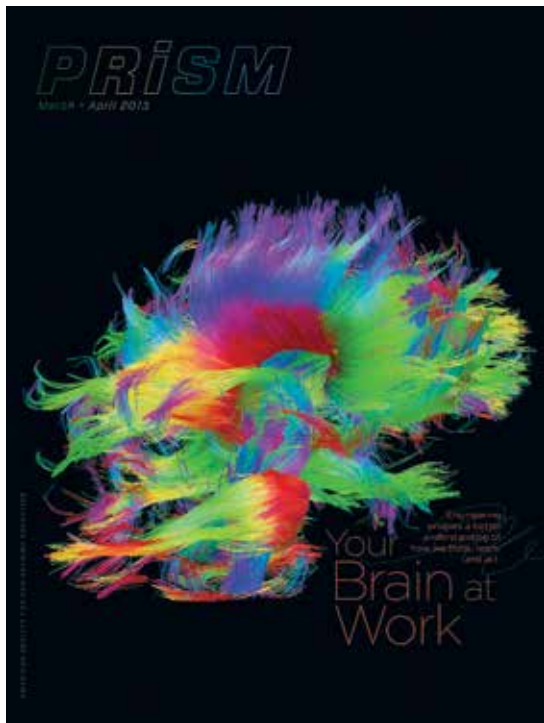
### SPECS

*Prism* accepts advertorials – article-length advertisements. Submissions should be no more than 1,500 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*.

**ONLINE PDF**

**COST: \$1,500**

**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*. (page 13)



## 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 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

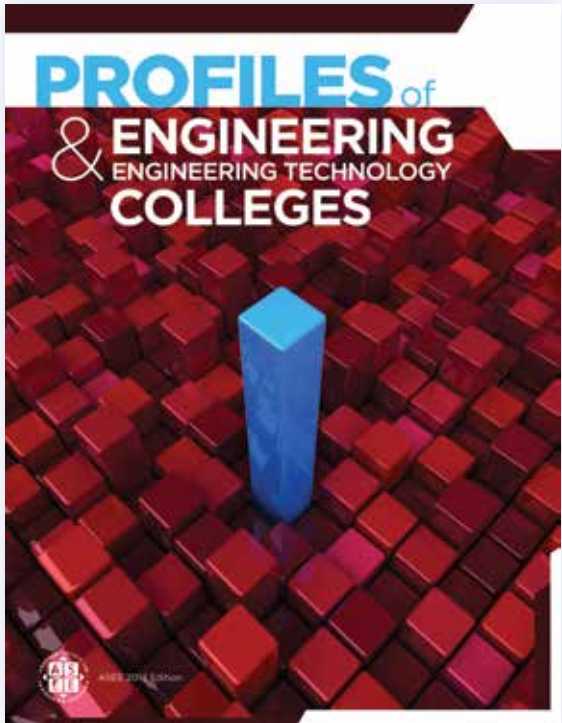
*The Profiles Of Engineering And Engineering Technology Colleges* is sent to 600 engineering and engineering technology deans in addition to 1,200 department heads, faculty, libraries, and publisher distributors in the United States. A listing of all ASEE member deans who read the book is available at: [www.asee.org/activities/organizations/campus/member-Schools.cfm](http://www.asee.org/activities/organizations/campus/member-Schools.cfm)

### ISSUANCE

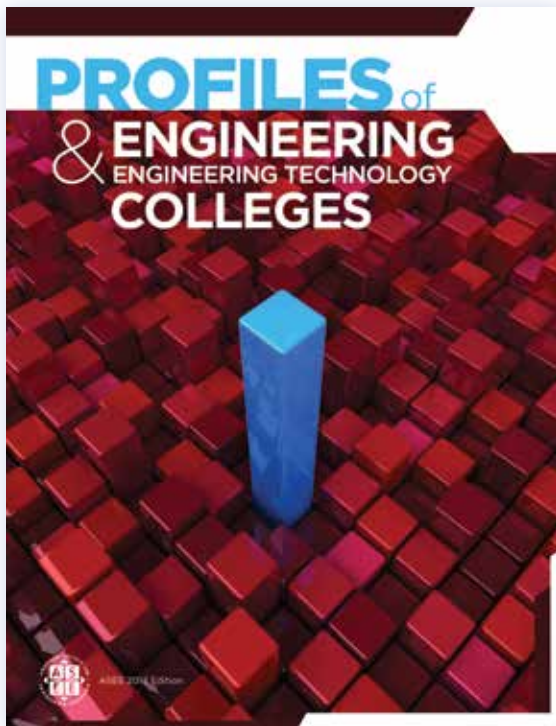
*The Profiles Of Engineering And Engineering Technology Colleges* is published annually at the end of May.

### AD OPTIONS/RATES

- 1 page four color - \$2,000
- 1 page black and white - \$1,200



# profiles



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

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 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. 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: 5/1/2015

## 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 21,000 engineering educators, mostly in the U.S. They include 12,000 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 8,000 impressions per month.

### ISSUANCE

*Connections* is sent out the last 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.



## 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.

*\*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.

## DEADLINES

SEPTEMBER ISSUE Ad Closing: Sep 12	DECEMBER ISSUE Ad Closing: Dec 12th	MARCH ISSUE Ad Closing: Mar 13th	JUNE ISSUE Ad Closing: Jun 12th
OCTOBER ISSUE Ad Closing: Oct 10th	JANUARY ISSUE Ad Closing: Jan 9th	APRIL ISSUE Ad Closing: Apr 10th	JULY ISSUE Ad Closing: Jul 10th
NOVEMBER ISSUE Ad Closing: Nov 15th	FEBRUARY ISSUE Ad Closing: Feb 13th	MAY ISSUE Ad Closing: May 15th	AUGUST ISSUE Ad Closing: Aug 14th

## 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.*

## CAPITOL SHORTS

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

### CIRCULATION

*Capitol Shorts* is sent to the top leaders in engineering education: more than 3,100 engineering and engineering technology deans and 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

**Leaderboard:** 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.

### ADVERTORIAL:

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.

### ADDITIONAL INFORMATION

*Capitol Shorts* is the only ASEE publication sent specifically to department chairs.

### DEADLINES

SEPTEMBER ISSUE Ad Closing: Aug 26	DECEMBER ISSUE Ad Closing: Nov 25	MARCH ISSUE Ad Closing: Feb 24	JUNE ISSUE Ad Closing: May 26
OCTOBER ISSUE Ad Closing: Sept 23	JANUARY ISSUE Ad Closing: Dec 23	APRIL ISSUE Ad Closing: Mar 24	JULY ISSUE Ad Closing: Jun 23
NOVEMBER ISSUE Ad Closing: Oct 28	FEBRUARY ISSUE Ad Closing: Jan 27	MAY ISSUE Ad Closing: Apr 28	AUGUST ISSUE Ad Closing: Jul 28

capitol  
shorts



# 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.



**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.

**DEADLINES**

**SEPTEMBER ISSUE**

Ad Closing: Sept 12

**OCTOBER ISSUE**

Ad Closing: Oct 10

**NOVEMBER ISSUE**

Ad Closing: Nov 15

**DECEMBER ISSUE**

Ad Closing: Dec 12

**JANUARY ISSUE**

Ad Closing: Jan 9

**FEBRUARY ISSUE**

Ad Closing: Feb 13

**MARCH ISSUE**

Ad Closing: Mar 13

**APRIL ISSUE**

Ad Closing: Apr 10

**MAY ISSUE**

Ad Closing: May 15

**JUNE ISSUE**

Ad Closing: Jun 12

**JULY ISSUE**

Ad Closing: Jul 10

**AUGUST ISSUE**

Ad Closing: Aug 14



website



## ASEE WEBSITE

### 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 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 about 250,000 impressions per month.

### RATE

All online advertisements are \$1,000 per 30-day time period. Minimum 30 day ad runone graphic per placment; \$250 fee for additional graphics.

### 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.

## 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 \$15,000 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) *Accelerator* 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) *ASEE.org Featured News* homepage post
- 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) *Accelerator* e-newsletter button ad
- One (1) *ASEE.org* website button ad
- One (1) *ASEE.org Featured News* homepage post
- One (1) Facebook and Twitter post
- Link to the recorded session on the membership resources page

### 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:



A promotional graphic for a webinar. The top left has a blue background with white text: "Webinar: Advanced Physical Modeling Revitalizes the Freshmen 'Cornerstone' Design Course". Below this is a URL: "Watch the Recording at: www.maplesoft.com/asee". The top right shows a 3D model of a yellow robotic arm. The middle section has a white background with a circuit diagram and text: "Engineering design projects are an important learning tool for first-year engineering students. These projects provide a structured approach to the design process, giving students a solid understanding of how to move from a mere concept to a working model of a system. These projects not only give students the knowledge and skills to produce such outcomes, but also give students confidence in their abilities to complete future projects." Below this is a paragraph: "The webinar presents a detailed case study of the McMaster University initiative to enrich its Cornerstone course. In order for students to maximize theory with application and design in industry research, and ultimately in the classroom, the introduction of new software tools was necessary. Maplesoft and other such advanced physical modeling tools have experienced rapid adoption in industry in recent years and institutions are now starting down the path to curriculum reform as well. These tools are easy and intuitive enough to be used by freshmen, allowing them to gain greater insight into the nature of physical systems. The technology offers more traditional modeling software in that it offers a richer and more relevant treatment of the underlying mathematics and physics of models." The bottom left has three headshots of speakers: "Presenters: Dr. James Andrew Smith, Prof. Christopher G. Sear, and Prof. David J. Wainwright" and "Moderator: Steve Hall, Director of Education, ASEE". The bottom right has the ASEE logo and the Maplesoft logo. At the bottom, it says "Watch the Recording at: www.maplesoft.com/asee" and "www.maplesoft.com | info@maplesoft.com".

# webinar

- 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 TEACHER BLOG & E-NEWSLETTER

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

With interest in K-12 engineering surging nationwide, this award-winning e-newsletter and blog regularly provides tens of thousands of STEM educators, including over 3,600 Facebook fans, with engaging, standards-based engineering activities and other resources designed to get students excited about learning science and math.

### AWARDS

*eGFI E-Newsletter for Teachers* recently received an APEX award for Publication Excellence

### RECOGNITION FROM THE APEX AWARDS:

“Olympic Engineering,” Engineering, Go For It! Teacher’s Newsletter: January 2014, Grand Award for Electronic Newsletters

### TRAFFIC/CIRCULATION

Ads typically receive about 55,000 impressions per month. The *eGFI E-newsletter for Teachers* is emailed monthly to more than 26,000 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:

- First & second position button: \$1,000
- Third & fourth position button: \$750
- Fifth & lower position button: \$500

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 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 \$2,000 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.

### ADVERTORIAL

Advertorials should include 300 words or less, a 200 x 175 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

SEPTEMBER ISSUE

Ad Closing: Aug 25

OCTOBER ISSUE

Ad Closing: Sept 29

NOVEMBER ISSUE

Ad Closing: Oct 26

DECEMBER ISSUE

Ad Closing: Nov 23

JANUARY ISSUE

Ad Closing: Dec 29

FEBRUARY ISSUE

Ad Closing: Jan 26

MARCH ISSUE

Ad Closing: Feb 23

APRIL ISSUE

Ad Closing: Mar 30

MAY ISSUE

Ad Closing: Apr 25

JUNE ISSUE

Ad Closing: May 24

JULY ISSUE

Ad Closing: Jun 29

AUGUST ISSUE

Ad Closing: Jul 27

## eGFI STUDENT BLOG

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

The *eGFI Student Blog* is read by thousands of K-12 students interested in studying engineering, including the 30,000+ student *eGFI* Facebook fans and more than 7,500 e-newsletter subscribers. The blog is a popular feature of the award-winning *eGFI* website, which is the top search result for the keywords “K-12 engineering” in most search engines.

### TRAFFIC

Ads typically receive about 50,000 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.

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.

The logo for eGFI, consisting of the lowercase letters 'eGFI' in a white, sans-serif font, positioned in the bottom right corner of a solid blue square.



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

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