



ASEE 2016-17 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,



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Manager, Event Sales

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"Inspiring Innovation. Advancing Research. Enhancing Education."



welcome

about

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, 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.)



INDIVIDUAL

ASEE has approximately 12,000 individual members, including:

Professional:	8,013
Student:	412
Student Online:	477
K-12:	228
Contact or Government Rep:	1,423
Life:	675

INSTITUTIONAL

ASEE has more than 400 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 70 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.



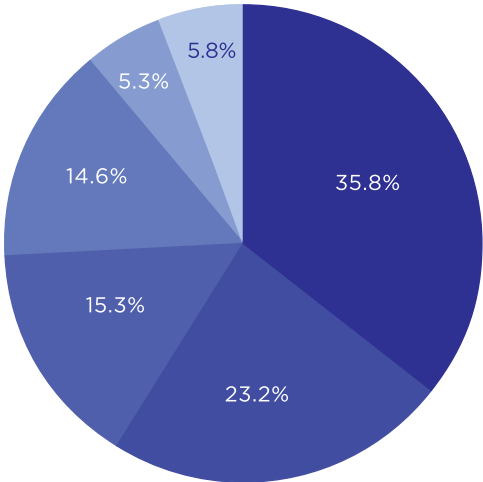
demo- graphics

ENGINEERING DISCIPLINE AS PERCENTAGE OF MEMBERSHIP

ELECTRICAL & COMPUTER	990
MECHANICAL	1,208
CIVIL	732
CHEMICAL	489
INDUSTRIAL/MFG	265
BIOMEDICAL	234
METALLURGICAL/MATERIALS	119
AEROSPACE	163
AGRICULTURAL	75
ENGINEERING SCIENCE/PHYSICS	70
GENERAL ENGINEERING	249
ENGINEERING MANAGEMENT	43
NUCLEAR	51
ENVIRONMENTAL	23
PETROLEUM	11
ARCHITECTURAL	29
MINING	6
OTHER ENGINEERING	269
COMPUTER SCIENCE	161
TECHNOLOGY	620

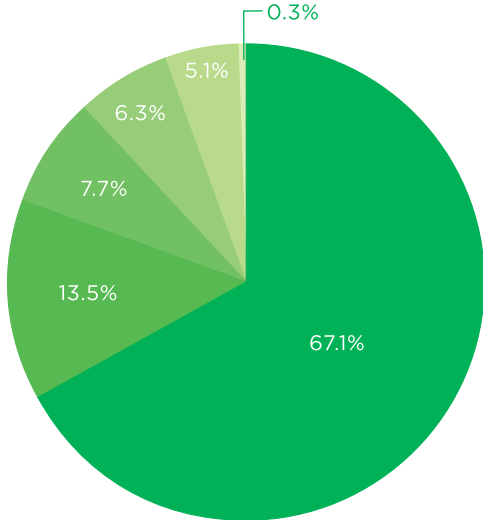


MEMBERSHIP BY ACADEMIC RANK



- Professor (35.8%)
- Other Acad. (23.2%)
- Assoc. Prof. (15.3%)
- Asst. Prof. (14.6%)
- Corp. / Gov. (5.3%)
- Instructor (5.8%)

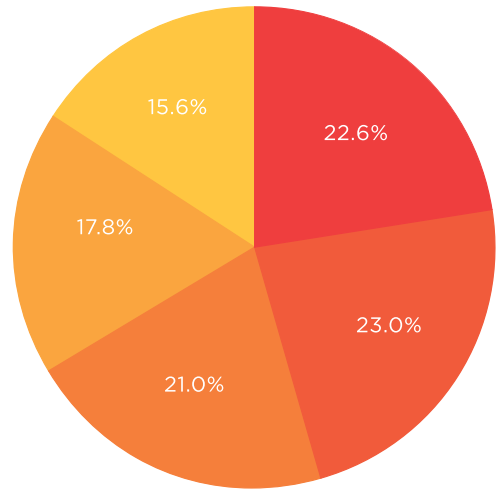
MEMBERSHIP BY RACE & ETHNICITY



- White, Non-Hispanic (67.1%)
- Asian/Pacific (13.5%)
- Decline to Answer (7.7%)
- Black, Non-Hispanic (6.3%)
- Hispanic (5.1%)
- Native American (0.3%)

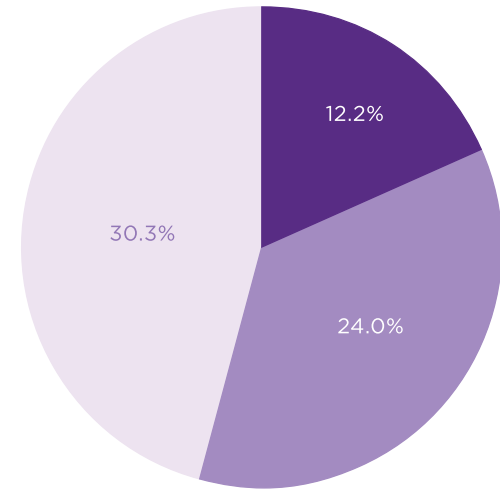
demo- graphics

MEMBERSHIP BY AGE GROUP



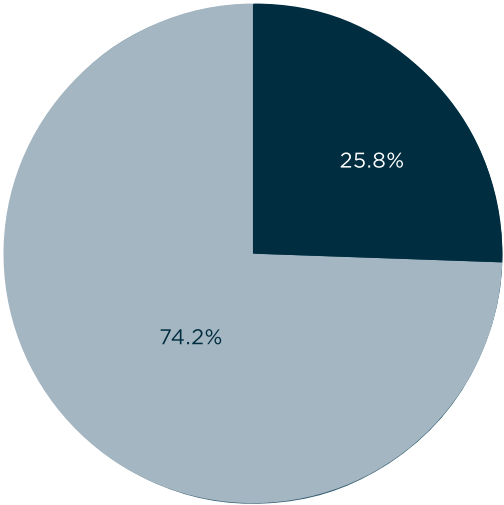
- 65 and Up (22.6%)
- 55 to 64 (23.0%)
- 45 to 54 (21.0%)
- 35 to 44 (17.8%)
- Under 35 (15.6%)

FEMALE ACADEMIC STANDING (TENURE/TENURE TRACK ONLY)



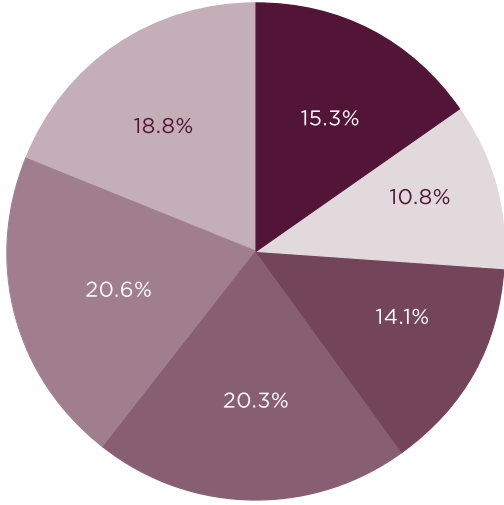
- Full Professor (12.2%)
- Assoc. Professor (24.0%)
- Asst. Professor (30.3%)

MEMBERSHIP BY GENDER



■ Female (25.8%) ■ Male (74.2%)

LENGTH OF MEMBERSHIP



■ 0 to 1 years (15.3%) ■ 5 to 9 Years (20.3%)
■ 1 to 2 Years (10.8%) ■ 10 to 19 Years (20.6%)
■ 2 to 4 Years (14.1%) ■ 20+ Years (18.8%)

DIVISION MEMBERSHIP AS PERCENT OF TOTAL MEMBERSHIP

PIC 1		
AEROSPACE	352	3.0%
AGRICULTURAL	251	2.2%
BIOLOGICAL & AGRICULTURAL	117	1.0%
CHEMICAL ENGINEERING	510	4.4%
CIVIL ENGINEERING	563	4.8%
CONSTRUCTION	139	1.2%
ENGINEERING ECONOMY	116	1.0%
ELECTRICAL & COMPUTER	803	6.9%
INDUSTRIAL	235	2.0%
MECHANICAL	863	7.4%
MANUFACTURING	247	2.1%
ENGINEERING MANAGEMENT	255	2.2%

PIC 2		
BIOMEDICAL	469	4.0%
DESIGN IN ENGINEERING EDUCATION	887	7.6%
ENVIRONMENTAL	311	2.7%
ENGINEERING TECHNOLOGY	517	4.4%
ENGINEERING LEADERSHIP DEVELOPMENT	860	7.4%
MATERIALS	819	7.0%
MILITARY & VETERANS	112	1.0%
MULTIDISCIPLINARY	1,295	11.1%
NUCLEAR & RADIOLOGICAL	90	0.8%
OCEAN & MARINE	214	1.8%

SOFTWARE	192	1.6%
SYSTEMS	262	2.2%
PIC 3		
COMMUNITY ENGAGEMENT	807	6.9%
ENERGY CONVERSION & CONSERVATION	1,064	9.1%
ENGINEERING DESIGN GRAPHICS	201	1.7%
ENGINEERING & PUBLIC POLICY	189	1.6%
FIRST-YEAR PROGRAMS	523	4.5%
COMPUTING AND INFORMATION TECHNOLOGY	869	7.5%
INSTRUMENTATION	145	1.2%
LIBERAL EDUCATION/ ENGINEERING AND SOCIETY	329	2.8%
MATHEMATICS	178	1.5%
MECHANICS	335	2.9%
ENGINEERING PHYSICS & PHYSICS	200	1.7%
TECH. & ENGINEERING LITERACY/PHILOSOPHY OF ENGINEERING	574	4.9%
TWO-YEAR COLLEGE	463	4.0%

PIC 4		
COMPUTERS IN EDUCATION	469	4.0%
EXPERIMENTATION & LAB-ORIENTED STUDIES	363	3.1%

ENGINEERING LIBRARIES	209	1.8%
ENTREPRENEURSHIP	411	3.5%
EDUCATION RESEARCH & METHODS	1,402	12.0%
ENGINEERING ETHICS	1,215	10.4%
GRADUATE STUDIES	270	2.3%
INTERNATIONAL	224	1.9%
PRE-COLLEGE ENGINEERING EDUCATION	694	6.0%
MINORITIES IN ENGINEERING	483	4.1%
NEW ENGINEERING EDUCATORS	289	2.5%
STUDENTS	666	5.7%
WOMEN IN ENGINEERING	862	7.4%

PIC 5		
COLLEGE INDUSTRY PARTNERSHIPS	589	5.1%
COOPERATIVE & EXPERIENTIAL EDUCATION	204	1.7%
CONTINUING PROFESSIONAL DEVELOPMENT	194	1.7%



INSTITUTIONAL MEMBERS

ENGINEERING	292
ENGINEERING TECH 4-YEARS	17
ENGINEERING TECH 2-YEARS	10
DUAL	47
COLLEGE AFFILIATE	24
NON-US/CANADIAN	10
INTERNATIONAL	1
K-12	4

CORPORATE/NON-PROFIT MEMBERS

ASSOCIATION	9
ASSOCIATE AFFILIATE	8
CORPORATE	48
CORPORATE AFFILIATE	7

INSTITUTIONS WITH THE HIGHEST ASEE MEMBERS

PURDUE UNIVERSITY, WEST LAFAYETTE	237
TEXAS A&M UNIVERSITY	143
UNIVERSITY OF TENNESSEE, KNOXVILLE	139
VIRGINIA TECH	129
PENNSYLVANIA STATE UNIVERSITY, UNIVERSITY PARK	116
UNIVERSITY OF MICHIGAN	116
OHIO STATE UNIVERSITY	110
GEORGIA INSTITUTE OF TECHNOLOGY	105
UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN	97
NORTH CAROLINA STATE UNIVERSITY	93

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 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 Systèmes, 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 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 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 4,000 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 K-12 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 "K-12 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

Prism recently won six Communicator Awards for design and for writing/content and two APEX award for publication excellence.

Recognition from the Communicator Awards:

- 2016 Gold Award of Excellence: "Growing Pains," Writing - Feature Article
- 2016 Gold Award of Excellence: "Sea Change, Writing" - Feature Article
- 2016 Silver Award of Distinction: "Human Spare Parts," Writing - Technical
- 2016 Silver Award of Distinction: "'Bot Diggity, Writing" - Feature Article
- 2016 Silver Award of Distinction: "R-E-S-P-E-C-T," Magazine - Interior Design
- 2016 Silver Award of Distinction: "Piercing the 20 Percent Ceiling," Magazine - Interior Design

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 approximately 12,000 ASEE members. They include 10,000 engineering faculty members and over 350 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, Summer

FOUR COLOR ADS

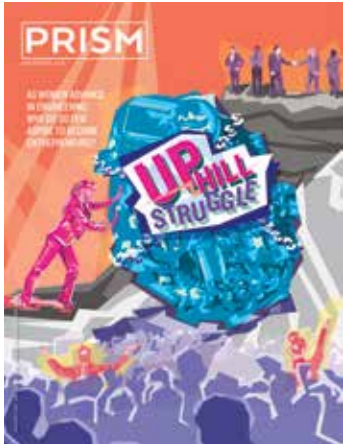
Ad Size	1 TIME	3 TIMES	6 TIMES	8 TIMES
1 page	\$2,625	\$2,100	\$1,825	\$1,575
2 page spread	\$5,000	\$4,000	\$3,500	\$3,000

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.

Prism



Additional Options

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

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 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.

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 12th
Ad Materials: Aug 19th

OCTOBER ISSUE

Ad Closing: Sept 9th
Ad Materials: Sept 16th

NOVEMBER ISSUE

Ad Closing: Oct 14th
Ad Materials: Oct 21st

DECEMBER ISSUE

Ad Closing: Nov 11th
Ad Materials: Nov 18th

JANUARY ISSUE

Ad Closing: Dec 16th
Ad Materials: Dec 23rd

FEBRUARY ISSUE

Ad Closing: Jan 13th
Ad Materials: Jan 20th

MARCH/APRIL ISSUE

Ad Closing: Feb 17th
Ad Materials: Feb 24th

SUMMER ISSUE

Ad Closing: Apr 14th
Ad Materials: Apr 21st

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*. (See Page 16)

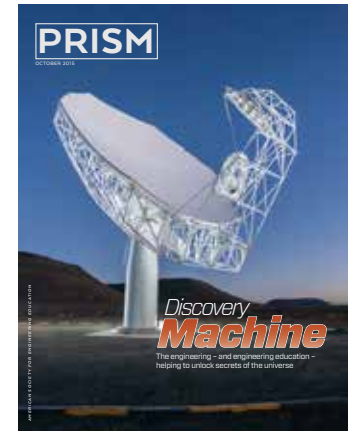
ADVERTORIAL Cost: \$5,000

SPECS

Prism accepts advertorials – article-length advertisements. Submissions should be no more than 700 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.



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

ISSUANCE

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

AD OPTIONS/RATES

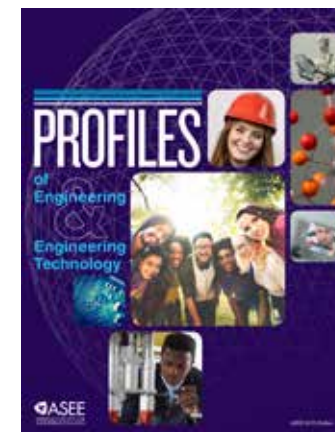
1 page four color - \$2,200

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



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 26th, 2017

Ad Materials: May 2nd, 2017

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 23,000 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 between 7,000 and 9,000 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.

Connections



SPECS

Medium rectangle 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 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: Sept 2nd
Ad Materials: Sept 9th

OCTOBER ISSUE

Ad Closing: Oct 7th
Ad Materials: Oct 14th

NOVEMBER ISSUE

Ad Closing: Nov 4th
Ad Materials: Nov 11th

DECEMBER ISSUE

Ad Closing: Dec 9th
Ad Materials: Dec 16th

JANUARY ISSUE

Ad Closing: Jan 6th
Ad Materials: Jan 13th

FEBRUARY ISSUE

Ad Closing: Feb 3rd
Ad Materials: Feb 10th

MARCH ISSUE

Ad Closing: Mar 10th
Ad Materials: Mar 17th

APRIL ISSUE

Ad Closing: Apr 7th
Ad Materials: Apr 14th

MAY ISSUE

Ad Closing: May 5th
Ad Materials: May 12th

JUNE ISSUE

Ad Closing: Jun 9th
Ad Materials: Jun 16th

JULY ISSUE

Ad Closing: Jul 7th
Ad Materials: Jul 14th

AUGUST ISSUE

Ad Closing: Aug 4th
Ad Materials: Aug 11th

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 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 15,000 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.

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.

DEADLINES

SEPTEMBER ISSUE

Ad Closing: Aug 19th
Ad Materials: Aug 26th

OCTOBER ISSUE

Ad Closing: Sept 23rd
Ad Materials: Sept 30th

NOVEMBER ISSUE

Ad Closing: Oct 21st
Ad Materials: Oct 28th

DECEMBER ISSUE

Ad Closing: Nov 20th
Ad Materials: Nov 28th

JANUARY ISSUE

Ad Closing: Dec 22nd
Ad Materials: Dec 29th

FEBRUARY ISSUE

Ad Closing: Jan 20th
Ad Materials: Jan 27th

MARCH ISSUE

Ad Closing: Feb 17th
Ad Materials: Feb 24th

APRIL ISSUE

Ad Closing: Mar 24th
Ad Materials: Mar 31st

MAY ISSUE

Ad Closing: Apr 21st
Ad Materials: Apr 28th

JUNE ISSUE

Ad Closing: May 19th
Ad Materials: May 26th

JULY ISSUE

Ad Closing: Jun 23rd
Ad Materials: Jun 30th

AUGUST ISSUE

Ad Closing: Jul 21st
Ad Materials: July 28th

Capitol
Shorts



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

The ASEE.org website is visited by upwards of 35,000 unique users per month. Ads typically receive about 250,000 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.

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 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 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 65,000 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.

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.



eGFI



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

SEPTEMBER ISSUE

Ad Closing: Aug 19th
Ad Materials: Aug 26th

OCTOBER ISSUE

Ad Closing: Sept 23rd
Ad Materials: Sept 30th

NOVEMBER ISSUE

Ad Closing: Oct 21st
Ad Materials: Oct 28th

DECEMBER ISSUE

Ad Closing: Nov 20th
Ad Materials: Nov 28th

JANUARY ISSUE

Ad Closing: Dec 22nd
Ad Materials: Dec 29th

FEBRUARY ISSUE

Ad Closing: Jan 20th
Ad Materials: Jan 27th

MARCH ISSUE

Ad Closing: Feb 17th
Ad Materials: Feb 24th

APRIL ISSUE

Ad Closing: Mar 24th
Ad Materials: Mar 31st

MAY ISSUE

Ad Closing: Apr 21st
Ad Materials: Apr 28th

JUNE ISSUE

Ad Closing: May 19th
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JULY ISSUE

Ad Closing: Jun 23rd
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AUGUST ISSUE

Ad Closing: Jul 21st
Ad Materials: July 28th

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 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 “K-12 engineering” in most search engines.

TRAFFIC

Ads typically receive about 80,000 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.

The logo for eGFI, consisting of the lowercase letters 'eGFI' in a white, sans-serif font, centered within a solid blue square.



INSPIRING INNOVATION. ADVANCING RESEARCH. ENHANCING EDUCATION.

AMERICAN SOCIETY FOR ENGINEERING EDUCATION
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