

## NEWS Online Advertising

ACEC New York distributes a monthly newsletter - the NEWS Online - generally on the first Tuesday of every month. Due to demand, ACEC New York will be offering placement of up to two (2) ads in each issue of the NEWS Online. These ads will be distributed to our full email list (approx. 2400 engineering and related professionals), as well as displayed on our website. Note: ads are subject to approval. Each NEWS Online has two placement opportunities. All opportunities are awarded on a first come, first served basis. Certain months may be reserved for sponsorship purposes

### Single Month Ad

\$275 MEMBER

\$600 NON-MEMBER

- One color ad (125 px X 400 px) placed in NEWS Online for one month
- Hyperlinked to url provided by sponsor

### Three-Month Ad

\$750 MEMBER

\$1,400 NON-MEMBER

- One color ad (125 px X 400 px) for three consecutive months
- Hyperlinked to url provided by sponsor

### Six-Month Ad

\$1,250 MEMBER

\$2,400 NON-MEMBER

- One color ad (125 px X 400 px) for six consecutive months
- Hyperlink to url provided by sponsor

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

- Single Month Placement
- Three-Month Placement
- Six-Month Placement

Desired Starting Month: \_\_\_\_\_

**Make checks payable to:**

ACEC New York  
6 Airline Drive  
Albany, NY 12205

Submit completed forms and artwork (jpeg preferred) to Natasha Burns (natasha@acecny.org).

## NEWS Online Advertising

### 2021

- August 3, 2021
- September 14, 2021
- October 12, 2021
- November 2, 2021
- December 7, 2021

### 2022

- January 4, 2022
- February 8, 2022
- March 1, 2022
- April 5, 2022
- May 3, 2022
- June 7, 2022

- NEWS Online distributed to ~2400 top engineering professionals in New York
- Average open rate of 18-20%
- Metrics provided to sponsor include open rate of email and ad clicks
- Two placement opportunities per newsletter

*\*Advertising subject to availability. Runs will be assigned on a first-come, first-serve basis. Images must be 125 px x 400 px. Advertiser is solely responsible for design and specifications. Ads support one hyperlink. Ads cannot be changed during a run. All ads will be accepted at the discretion of ACEC New York.*