

## 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  
\$325 MEMBER  
\$600 NON-MEMBER

- One color ad (125pxX 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 (125pxX 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 (125pxX 400 px) for six consecutive months  
- Hyperlinked to URL provided by sponsor

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Single Month Placement  
Three-Month Placement  
Six-Month Placement

Make checks payable to:  
ACEC New York  
6 Airline Dr., Suite 110  
Albany, NY 12205

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

Submit completed forms and artwork (jpeg preferred) to Jen Waterbury (jennifer@acecnyc.org).

## NEWS Online Advertising

2022	2023
<ul style="list-style-type: none"> <li>September 6, 2022</li> <li>October 4, 2022</li> <li>November 1, 2022</li> <li>December 6, 2022</li> </ul>	<ul style="list-style-type: none"> <li>January 3, 2023</li> <li>February 7, 2023</li> <li>March 7, 2023</li> <li>April 4, 2023</li> <li>May 2, 2023</li> <li>June 6, 2023</li> </ul>

- 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.