

ADVERTISING OPPORTUNITY

USBE & Information Technology Magazine

The 15th Annual Top Supporters of the HBCUs Issue
Building the pipeline of STEM Talent

EDITORIAL LINEUP

HBCU Engineering Deans Issue (June):

Organizations that recognize employees at the annual BEYA STEM Conference and support Historically Black College and University Engineering Schools view the *USBE&IT* Conference and the Deans issue as a must. Both issues are a place to showcase employees and best practices of the many corporations that actively recruit HBCU graduates and support HBCU STEM programs.

*This magazine has a bonus circulation at the HBCU Engineering Deans Event with employers during the BEYA STEM Conference.

ADVERTISING OPPORTUNITIES

Spring Edition

- Spring edition featuring Top Supporters of HBCUs
- Spotlight on Top HBCU Grads
- Executives Speak out on the value of HBCUs

**RESERVE YOUR AD SPACE
 BY JUNE 30, 2017**

Fall Edition

- Features career opportunities in STEM
- Features inspiring and award winning role models for success in a variety of STEM careers
- Internship opportunities

**RESERVE YOUR AD SPACE BY
 JULY 31, 2017**

BENEFITS

- 14,000 readers at 300 colleges and universities will see your message of opportunities an inclusion
- 2000 conference bonus distributions
- 1022 paid subscribers
- 55,883 Digital readers
- Excellent medium to feature your organization's diversity outreach programs or message
- Build the pipeline of women in STEM by showcasing opportunities in your organization



SUBMISSION FORMAT

Full Page

With bleeds:

- 8.125 inches x 10.875 inches trim area.
- Must include 0.125 inch bleeds on all sides.
- Please maintain a safe area 0.25 inch from trim edges.

No bleeds:

- 7.625 inches. x 10.375 inches

ADVERTISING PRICE LIST

	1x	2x
- 3/4 - color Full-Page (Standard-Level)	\$6360	\$5724
- 2/3 - Page (Value I)	\$5265	\$4739
- 1/2 - Page (Value II)	\$4470	\$4023
- 1/3 - Page (Value III)	\$4073	\$3665

Going Strong for 35 Years

USBE & Information Technology, (ISSN 1088-3452) is devoted promoting opportunities in science, technology, engineering, and math (STEM) fields for students and professionals. This publication is bulk mailed to universities and colleges nationwide.

Career Communications Group (CCG) publications target students actively pursuing paths to STEM careers. CCG publications promote STEM as integral parts of global competitiveness and America's advancement. Therefore CCG magazines aim to reach, engage, and retain diverse readers with career advice, tips, and resources on jobs and professional life from forward-thinking role models in STEM fields.

Building Engineers and Technologists

CCG publications have one critical mission: To help diverse people succeed in STEM careers. Because many CCG magazine readers are also first generation college students to and through college, CCG publications aim to serve as a guide with inspirational templates. The magazine collaborates with, and provide readers with information, insight and perspectives on job horizons, professional life and people they need to know.

Physical And Digital Diversity Distribution

Despite considerable progress over the past couple of decades for underrepresented minority groups and women earning bachelor's degrees in engineering and computer fields, the gap in educational achievement between young minorities and whites continues to be wide. The percentage of the population ages 25–29 with bachelor's or higher degrees was 19% for blacks, 12% for Hispanics, and 37% for whites.

Our magazines' controlled and digital distribution strategy is designed to address achievement gap with distribution to 300 colleges and universities including Historically Black Colleges & Universities (HBCUs) and the Hispanic Serving Institutions (HSIs) to the offices of the deans of engineering, career centers, and key active student organizations. Combined, the magazines reach 67 percent of all enrolled science and engineering minority students. The magazines also reach 8,000 professionals, including community and corporate leaders.

Of the undergraduate students majoring in engineering and computer science, the disciplines of our readership break down into the following percentages:

Engineering Majors

Medical/Biomedical Engineering.....	6.50%
Chemical Engineering.....	8.00%
Civil Engineering.....	17.00%
Computer Engineering.....	6.00%
Electrical Engineering.....	21.00%
Industrial Engineering.....	5.50%
Mechanical Engineering.....	20.00%
Other.....	16.00%



**Advertise and exhibit at the
 BEYA Conference in 2018
 for \$15,000 and save \$2000!**

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