

FOUNDED 1916



Florida Engineering

SOCIETY

WWW.FLENG.ORG | JOURNAL

Media Kit 19

ADVERTISING RATES

EDITORIAL CALENDAR

PUBLISHING SCHEDULE

MECHANICAL REQUIREMENTS





About the Florida Engineering Society

Since 1916, the Florida Engineering Society (FES) has been the statewide society of professional engineers from all disciplines that promotes the ethical and competent practice of engineering, advocates licensure, and enhances the image of its members. FES serves OVER 3,000 members. FES educates and informs its members through a monthly magazine—the *FES Journal* and the FES web site at www.fleng.org.

Our members are Florida's top Professional Engineers who:

- own a consulting engineering firm;
- are engaged in construction or industry;
- are employed by government;
- retired; or
- teach in universities.

By advertising you enjoy quality access to one of the largest engineering associations in the nation. Strengthen your business relationship with the decision makers by advertising in *FES Journal*.

Advantages in Advertising

The *FES Journal* is the official monthly magazine of the Florida Engineering Society. Eleven of the twelve issues feature articles on engineering practices, trends and projects; legislative activities; continuing education programs, employment opportunities; and Society events. Featured articles are written by engineers for engineers. The twelfth issue, the December issue, is the annual directory of members and contains complete contact information for each member.

Our magazine reaches over 3,000 decision makers by bringing news, analysis, and trends that affect engineers in government, private practice, industry, construction, retired, and education. Your ad in the *FES Journal* effectively reaches decision makers who purchase products and services.

Readership Profile

For 100+ years, professional engineers have depended on the *FES Journal* for the latest in-depth news and information regarding Florida's engineering community. It is the largest statewide magazine and our members' only magazine. Readers include policy-makers, administrators, project managers, and engineer interns. These professionals are an integral part of the purchasing decisions representing the following areas:

Accident Investigation	Construction Management	Hazardous Waste HVAC	Development Sanitary
Aeronautical/Aerospace	Electrical Energy	Hydrogeological Industrial	Solid Waste Structural
Agriculture	Management Energy/Power	Laboratory Services Land Development	Surveying/Photogrammetry
Airports	Plants Environmental	Marine Structures Mechanical	System Safety-Reliability
Architecture	Fire Protection Forensic	Nuclear Petroleum	Testing Transportation
Bridges	Foundations Geographic Inf Sys (GIS)	Pile Testing Planning	Water/Wastewater and much more!
Building Design	Geotechnical	Plumbing Research &	
Chemical			
Civil			
Coastal			
Computer Consulting			



2019 Editorial Calendar

January Volume 72, Number 5
Energy

February Volume 72, Number 6
Automated Vehicles

March Volume 72, Number 7
Water

April Volume 72, Number 8
Legislative

May Volume 72, Number 9
Transportation

June Volume 72, Number 10
Environmental

July Volume 72, Number 11
Geotechnical / GMEC

August Volume 72, Number 12
FES Annual Report

September Volume 73, Number 1
3D Design

October Volume 73, Number 2
Bridges

November Volume 73, Number 3
FES Student Chapter Takeover

December Volume 73, Number 4
Annual Directory (members only)



Mechanical Requirements

TRIM SIZE 8-3/8" X 10-7/8"
BLEED SIZE 8-5/8" X 11-1/8"

DIGITAL FILES

Preferred formats are InDesign, Adobe Illustrator, or PhotoShop, provided all fonts are embedded, all color is converted to CMYK or high-res PDF. Image files must be 300 DPI.

Display Advertising Rates

Size	Directory	1x	3x	7x	12x
Back	\$2,020	\$1,840	\$1,715	\$1,500	\$1,350
IFC	\$1,480	\$1,330	\$1,155	\$1,150	\$1,100
IBC	\$1,350	\$1,200	\$1,120	\$1,100	\$1,050
Full	\$1,245	\$1,045	\$910	\$825	\$770
1/2	\$840	\$725	\$665	\$600	\$525
1/3	\$660	\$595	\$540	\$470	\$395
1/4	\$525	\$455	\$400	\$355	\$310
1/6	\$380	\$320	\$290	\$275	\$230

COLOR: Four color process, \$150 a page.

Except for Directory Ads

Color included for 7x and 12x for BACK, IFC, or IBC

Advertising Sizes

Size (In inches)	Width	x	Height
Full Page Bleed	8.75"		11.25"
Full Page	7.5"		10"
1/2 Page Horizontal	7.5"		5"
1/2 Page Vertical (Stand)	3.7"		10"
1/3 Page Vertical	2.3"		10"
1/3 Page Square	4.875"		4.5"
1/4 Page Vertical	3.75"		4.875"
1/6 Page Horizontal	4.875"		2"
1/6 Page Vertical	2.3"		3.5"

Classified Rates Black and White Only

Text rates are: \$80 for the first twenty (20) words and \$2.50 each additional word. Includes Web site listing from date of contract to end run date of magazine. Add logo for additional \$50. CLASSIFIED DISPLAY RATES see display rates shown left.

Business Card PROFESSIONAL SERVICES GUIDE

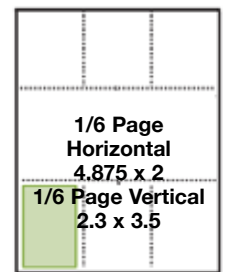
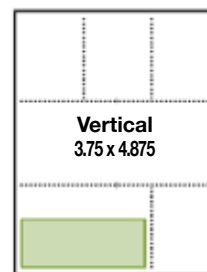
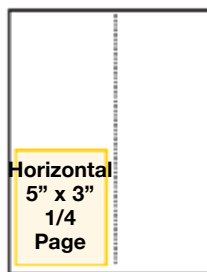
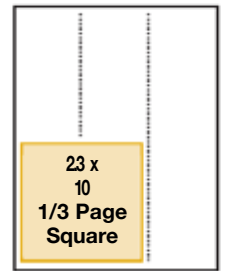
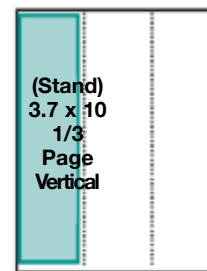
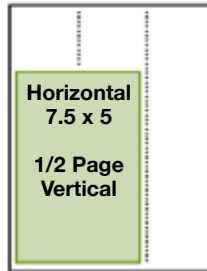
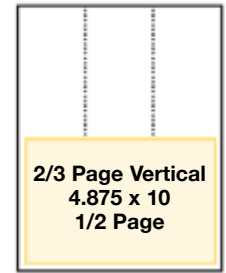
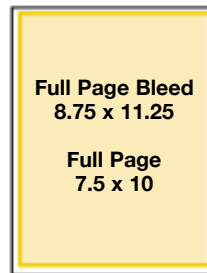
12 months

	Sizes	Color	B/W
Single:	2.3 x 1.3	\$530	\$455
Double:	2.3 x 2.5	\$850	\$775
Triple:	2.3 x 3.5 or 7.5 x 1.25	\$1,120	\$1,045
Quad:	2.3 x 5 or 4.8 x 2.5	\$1,600	\$1,525

\$180 for Dot Matrix - lists areas of specialty

www.fleng.org WEB ADVERTISING

The FES website (www.fleng.org) offers your company's logo with hyperlink to your website for only \$500 for an entire year.





Advertising Form

Contact Person: _____

Business or Agency: _____

Address: _____

City, State, Zip: _____

Phone: _____ Mobile: _____

Email: _____

Frequency: 1x 3x 7x 12x

Type: Display Ad Classified Ad Web Logo

Business Card

Size: Full Page 1\2 1\3 1\4 1\6

Size: Single Double Triple Quad

Location: Back Cover Inside Front Cover Inside Back Cover

Insertion Months: January February March April May June July
 August September October November December

Contract Begins: _____ **Contract Ends:** _____

Insertion Cost: _____ x _____ \$ _____

Classified Logo: (optional) \$ _____

Business Card: \$ _____

Matrix: \$ _____

Web Logo: \$ _____

Color Charges (optional): \$ _____

Total \$ _____

Full Payment accompanies this order:

VISA MC AMEX DISC

Exp Date: _____ CVV: _____

Card #: _____

Card Holder Signature: _____

Billing Address (if different than above): _____

PO Number: _____

The undersigned agrees to insert advertising as indicated above in this contract. Advertising in any of these publications is subject to the policies, mechanical data and requirements as stated on page three of this contract. Rates do not include production charges. Submission of copy is the responsibility of the advertiser. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its agency jointly responsible for such money due and payable to the publisher. No cancellation accepted after closing date for space. Contracts subject to three times, seven times or 12 times insertion at a frequency discount may be canceled prior to the closing of the next published issue, but are subject to short rate charges of the difference between earned rate and charged rate for all previous insertions published under the contract.
Agreed and accepted by:

Advertiser: _____ Date: _____

Advertiser's Signature

Advertising Coordinator: _____ Date: _____

Advertising Coordinator's Signature

Questions? Please call Kathy Roland at 850-224-7121 or email kathy@fleng.org.