



The Society for Standards Professionals is uniquely positioned to be your company's *One Stop Shop* to reach the SES community of standards and conformity assessment professionals. We will work with your company to target the right prospects in order to maximize your ROI.

SES is a not-for-profit professional membership society dedicated to furthering the knowledge and use of standards and standardization. It also manages the only certification program in North America for standardization professionals. SES provides a neutral forum where standards users and developers can come together to address mutual issues, opportunities, and interests in ways that work to benefit everyone involved with, or affected by, standards. SES members are involved in the development, application, and use of company, government, national, regional, and international standards.

With SES as your partner, we can help your company ensure your brand and messaging reaches your desired market in an integrated, consistent, effective and cost-efficient manner via high-impact sponsorship opportunities and prominent advertising exposure through SES assets including Publication Advertising, Website Advertising, and Webinar and Conference Sponsorships.

STANDARDS ENGINEERING SPECIFICATIONS

Standardization professionals look to SES's primary publication, *Standards Engineering*, as a bi-monthly journal for practitioner-focused insights into issues and trends in standardization. By advertising in *Standards Engineering*, you generate brand recognition with SES's 700-plus member professionals and 35-plus organizational member institutions.

Bonus: Each issue is posted on the *SES Member's Only* portal and includes hotlinks from ads to the company's website at no extra charge. The online version is in color.

Purchase Due Date: Three months preceding issue month. For example, the due date for January/February Issue is November 1st.

Material Due Date: Two months preceding issue month. For example, the due date for January/February Issue is December 1st.

SES NEWS E-NEWSLETTER SPECIFICATIONS

SES News is a monthly e-newsletter filled with industry and organization news, topics, and calls for discussion. The newsletter is distributed to SES members and thousands of other standardization professionals (total circulation exceeds 1,000) through direct distribution and social media promotion. With its easy-to-read format and wide assortment of content, *SES News* is popular with standardization professionals in all work environments and industry sectors. Sponsors in this category may submit a 'sponsored article' highlighting the use of their service or product in a standardization or conformity assessment setting with link back to the sponsors website, service, or product. Articles should be 1-3 paragraphs in length.

Purchase Due Date: 1st of the previous month. For example, the due date for the February Issue is January 1st.

Material Due Date: The last Monday of the preceding month.

ONLINE ADVERTISING SPECIFICATIONS

Digital advertising is a crucial part of every marketing agenda. SES-standards.org online ads are direct, cost-effective connections between advertisers' web sites and thousands of standardiza-tion professionals. These ads will be included on the SES homepage and will rotate continuously to ensure maximum exposure for your company. (This is separate from SES Annual Conference sponsorship which includes advertising on the SES Annual Conference pages and in conference advertising.) *All ads are rotated equally.*

Purchase Due Date: 30 days in advance.

Material Due Date: 7 days in advance.

Media Requirement: JPEG, GIF, or Flash. Maximum height 150 pixels.



ADVERTISING RATES

Price includes an ad in *Standards Engineering*, an ad on SES-standards.org, and an article in the *SES News E-Newsletter*

OPPORTUNITY	3.5 x 2 inch "business card" ad	1/2 page ad	Full page ad
Option 1 <ul style="list-style-type: none"> Ad in 1 issue of <i>Standards Engineering</i> 1 newsletter article (anytime in the 3-month timeframe) 3 months of an ad on the SES website 	\$250	\$500	\$750
Option 2 <ul style="list-style-type: none"> Ad in 6 issues of <i>Standards Engineering</i> 3 newsletter articles (anytime in the 12-month timeframe) 12 months of an ad on the SES website 	\$500	\$750	\$1000
Option 3 <ul style="list-style-type: none"> Ad in 6 issues of <i>Standards Engineering</i> 3 newsletter articles (anytime in the 12-month time-frame) 12 months of an ad on the SES website 	\$750	\$1500	\$2000

General Terms and Payments

- Copy is subject to editor's approval.
- Billing address and purchase order number, if available, must accompany insertion order.
- You will receive an invoice shortly after receipt of your order.
- A link to the webpage will accompany invoice. Terms: Net 30 days from invoice date.
- Payments must be received prior to posting ad(s).
- SES strongly recommends payment by credit card over check due to the risk of checks lost in the mail and avoiding the processing time of 4 to 6 weeks.

Cancellations

Cancellations and change orders must be submitted to publisher in writing prior to close dates for mechanicals. Orders may not be cancelled after publications are issued.

Liability

- Advertisers and advertising agencies assume liability for the contents of all advertisements printed/posted and assume responsibility for any claims arising therefore against the publisher.
- All advertising subject to the Publishers' Advertising Policies published on ses-standards.org.
- For more information about advertising and sponsorship opportunities, please contact admin@ses-standards.org.

ADVERTISING POLICIES

Conditions other than rates are subject to change by Publisher without notice. As used here, the term “Publisher” shall refer to Standards Engineering and/or SES: The Society of Standards Professionals. The terms and conditions of this rate card supersede any terms or conditions appearing on previous materials.

Publisher’s Copy Protective Clause

Advertisers and advertising agencies assume sole liability for all content—including text, representations, photographs, and illustrations—of advertisement printed or displayed electronically, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to its mission or publication standards, which are subject to change or modification at the sole discretion of the Publisher. Any advertising resembling editorial matter may be designated as advertising by the Publisher.

Positioning of Advertisements

Advertisement placement is at the sole discretion of the Publisher except where a request for a specified preferred position is agreed to and acknowledged by the Publisher.

General Policies

- Publisher has the right to hold advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and for which such advertising was published.
- Regulations concerning copy and contracts are those generally accepted throughout the industry.
- No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- All advertising orders are subject to our credit requirements.
- All advertising will be invoiced prior to publication, images and content must be submitted on the due dates listed on proceeding pages. Images or content not submitted by due date will be pushed to next available publication date.
- Publisher retains right of final approval and acceptance of all advertising submitted and shall not be liable for any loss resulting from rejection of such advertising.

Dual Liability

All advertising placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined in the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf regardless of whether such payment was remitted to the agent.