2019 ADVERTISING & SPONSORSHIP KIT
OhioENGINEER Advertising • Electronic Advertising • Convention Sponsorship Opportunities • Certificate Ceremonies
Are you reaching key engineering decision-makers?

If not, advertise in OhioENGINEER magazine to receive the targeted exposure you need!

Our quarterly publication boasts a circulation of nearly 3,000 engineering decision-makers throughout Ohio and include these key decision-makers:

- all members of the Ohio Society of Professional Engineers
- key engineering firms in Ohio
- key municipal engineers in Ohio
- key county engineers in Ohio
- key sanitary engineers in Ohio
- all Ohio Department of Transportation district offices

**Bonus Circulation:** The Engineering Education and Technology issue is sent to every Ohio high school for students interested in pursuing engineering degrees.

### Who Reads OhioENGINEER?

**BY JOB TITLE**

- **35%** Manager, Director, Vice President, Superintendent, Principal Engineer, Senior Engineer, Chief Engineer
- **24%** President, CEO, Chairman, Owner, or Partner
- **19%** Engineer
- **11%** each Consultant, Other

**BY LOCATION**

- **25%** Central Ohio & Greater Columbus Area
  - 16% Cleveland Area
  - 12% Canton/Akron Area
  - 11% Cincinnati Area
- **10%** Toledo Area
- **8%** Dayton Area
- **18%** Other
2019 Themes & Due Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Contract &amp; Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Our Energy Frontier</td>
<td>March 29</td>
</tr>
<tr>
<td>2</td>
<td>Environmental Directory</td>
<td>May 15</td>
</tr>
<tr>
<td>3</td>
<td>Government, Infrastructure, Ethics</td>
<td>July 30</td>
</tr>
<tr>
<td>4</td>
<td>Education and Technology</td>
<td>November 18</td>
</tr>
</tbody>
</table>

Display Ad Sizes & Rates*

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>2x–3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card (B&amp;W)</td>
<td>$130</td>
<td>$125</td>
<td>$120</td>
</tr>
<tr>
<td>Quarter Page (B&amp;W)</td>
<td>$265</td>
<td>$250</td>
<td>$240</td>
</tr>
<tr>
<td>Half Page (B&amp;W)</td>
<td>$395</td>
<td>$375</td>
<td>$355</td>
</tr>
<tr>
<td>Full Page (B&amp;W)</td>
<td>$655</td>
<td>$620</td>
<td>$590</td>
</tr>
<tr>
<td>Back Cover (Color)</td>
<td>$1,325</td>
<td>$1,260</td>
<td>$1,195</td>
</tr>
<tr>
<td>Inside Front Cover (Color)</td>
<td>$1,295</td>
<td>$1,230</td>
<td>$1,165</td>
</tr>
<tr>
<td>Inside Back Cover (Color)</td>
<td>$1,260</td>
<td>$1,195</td>
<td>$1,135</td>
</tr>
</tbody>
</table>

Classified Ads available at 75 cents per word.

*Rates per insertion.

The above rates include both the print & digital editions. No additional cost!
The digitized edition features live links to our advertisers’ websites!

Advertising Terms & Conditions

- All ads must be prepaid and accompanied by a signed contract.
- If submitting ads from different campaigns, you may use a photocopy of the contract for the other campaigns.
- Use of the contract may begin anytime of the year.
- Ads are placed “run of publication” at editor’s discretion.
- Press-ready art is required. Send a high-resolution PDF (300 dpi or greater) via e-mail. Typesetting services and additional colors are available. Sufficient layout instructions must accompany ad.
- Ad materials will be returned only upon request.
- Agency discount available to advertising agencies only.
- Inserts may be arranged.
- Advertisers and their advertising agencies assume complete liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising there from made against the publisher.
Electronic advertising is the fastest way to get word out!

Banner Ads
Cost: $200 per placement
10% discount for OSPE members!

Design a banner advertisement to place in our electronic newsletter, OSPE Administrative Update, a monthly publication. To get the best available placement, reserve your banner ad now for the next edition!

Specifications:
- Templates are set to a default 600px wide
- File size must be 350kb/2.25mb or less
- Acceptable formats include: png, jpg and gif
- Provide your company’s URL and we’ll link it to your ad!

Job Ads
Cost: $200 per placement
10% discount for OSPE members!

- In less than 72 hours of your placement — and very often within only a few hours! — we will post your position opening on our Job Advertisements webpage.
- We will also include a link on our homepage, www.OhioEngineer.com, to increase traffic to your job ad.
- No graphics; text only please.

Place Your E-Ad Now!
We can get your electronic advertisement posted fast! Simply e-mail your ad to PR@OhioEngineer.com and then call OSPE at 1-800-654-9481 (Ohio toll-free) or 614-223-1144 with your payment information, or fill out the form on page 5. Please note, ads will be placed upon receipt of payment.

Payment Options:
- Credit Cards: MasterCard, Visa and American Express
- Personal or Corporate Checks

E-Ad Submission Deadlines

|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|

Don’t forget your membership to get your discounts!
Contact Information

Contact Person ____________________________________________________________

Company/Client __________________________________________________________

Ad Agency (if any) ________________________________________________________

Address __________________________________________________________________

City __________________________ State ___________ ZIP ________________________

Phone _____________________________________________________________________

E-mail ________________________________________________________________

Advertising Options

Please e-mail your art and/or classified text to ospe@ohioengineer by the materials due dates shown on pages 3 (OhioENGINEER) and 4 (electronic ads).

Display Ads

Ad Title _________________________________________________________________

Issues

<table>
<thead>
<tr>
<th>Contract/Art Due</th>
<th>Ad Size/Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Vol. 79 / Iss. 1 3/29/19</td>
<td>____________</td>
<td>______</td>
</tr>
<tr>
<td>□ Vol. 79 / Iss. 2 5/15/19</td>
<td>____________</td>
<td>______</td>
</tr>
<tr>
<td>□ Vol. 79 / Iss. 3 7/30/19</td>
<td>____________</td>
<td>______</td>
</tr>
<tr>
<td>□ Vol. 79 / Iss. 4 11/18/19</td>
<td>____________</td>
<td>______</td>
</tr>
</tbody>
</table>

Classified Ads

<table>
<thead>
<tr>
<th>Issue</th>
<th>Number of words in ad: ______ x Number of issues: ______ x 0.75 = Total Amount: ______</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Vol. 79 / Issue 1</td>
<td></td>
</tr>
<tr>
<td>□ Vol. 79 / Issue 2</td>
<td></td>
</tr>
<tr>
<td>□ Vol. 79 / Issue 3</td>
<td></td>
</tr>
<tr>
<td>□ Vol. 79 / Issue 4</td>
<td></td>
</tr>
</tbody>
</table>

Electronic Ads

| Banner Ad: $200 x Number of issues: ______ x 0.75 = Total Amount: ______ |
|-----------------|------------------------------------------------|
| □ Job Ad: $200 x Number of issues: ______ x 0.75 = Total Amount: ______ |

Grand Total: __________________

Payment Information

Payment Type: □ Check payable to Ohio Society of Professional Engineers

<table>
<thead>
<tr>
<th>Card Type</th>
<th>MasterCard</th>
<th>American Express</th>
<th>Discover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visa</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

Cardholder Name __________________________________________________________

Card Number __________________________ Exp. Date ______ Security Code ______

Billing Address* __________________________________________________________________

*If different from above

City __________________________ State ___________ ZIP ________________________

Signature __________________________

Please return your signed contract to OSPE (ospe@ohioengineer.com) to reserve your ad space. If paying by check, please return this form with payment to 400 S. Fifth St., Suite 300, Columbus, OH 43215. You may call 614-223-1144 with your credit card data. Thank you!

Vol. 79 / Iss. 1 3/29/19
Vol. 79 / Iss. 2 5/15/19
Vol. 79 / Iss. 3 7/30/19
Vol. 79 / Iss. 4 11/18/19
Build a foundation for business.

Join us for the All Ohio Engineering Conference and OSPE’s 141st Annual Meeting at the Hilton Garden Inn Toledo-Perrysburg, June 6-8, 2019.

Sponsorship Benefits

Choose to sponsor a specific event or be a general sponsor! In addition, OSPE members receive a 10% discount on their sponsorship package.

- Your company’s name will appear in the conference on-site program.
- Your company’s name will appear on prominently displayed meeting signage.
- Platinum and Gold Sponsors will receive complimentary conference registrations!
- Your company’s name will appear in a post-conference issue of OhioENGINEER magazine.
- Several sponsorships include a free tabletop exhibit!
- Upon arrival, sponsors will receive a list of attendees. If you cannot staff your display, please feel free to send literature and we will place it on a sponsor table for you. Space is limited.

I enjoyed mingling with sponsors so I could get a better idea of what products are out there.

—Ohio professional engineer

Don’t forget your membership to get your discounts!

The deadline for registration is May 24, 2019.
(Advertising art is also due May 24.)
Make an Impression.

Support the engineering profession by sponsoring the All Ohio Engineering Conference.

**General Sponsorships**

- **Platinum** .......................................................... $2,500
  Includes two registrations, one tabletop exhibit, one full-page ad in Conference Guide and listing in *OhioENGINEER*

- **Gold** .......................................................... $1,250
  Includes one registration, one tabletop exhibit, and listing in Conference Guide and *OhioENGINEER*

- **Silver** .......................................................... $500
  Includes one tabletop exhibit and listing in Conference Guide and *OhioENGINEER*

- **Bronze** .......................................................... $300
  Includes listing in Conference Guide and *OhioENGINEER*

**Exclusive Sponsorships (One Sponsor Only)**

- **Thursday Night Reception Sponsor** .......................................................... $2,500

- **Registration Bags Sponsor** .......................................................... $2,250

- **Presidents’ Party Sponsor** .......................................................... $1,000
  Includes a tabletop exhibit during conference and party

- **Lanyards Sponsor** .......................................................... $950

- **Legislative Luncheon Sponsor** .......................................................... $750
  Includes a tabletop exhibit during conference, luncheon, role in the program and other benefits

- **Awards Luncheon Sponsor** .......................................................... $750
  Includes a tabletop exhibit during conference, luncheon, role in the program and other benefits

- **Auxiliary Tours Sponsor** .......................................................... $600

- **Education Session Sponsors** .......................................................... $500/seminar
  Includes placement of literature on back table during session

- **Conference Signs Sponsor** .......................................................... $500

- **Hospitality Suite Sponsor (One sponsor each day. Choose Friday or Saturday.)** .......................................................... $500

- **Refreshment Break Sponsor (One sponsor each day. Choose Friday or Saturday.)** .......................................................... $400

**Advertising Opportunities**

- **Conference Bag Insert** .......................................................... $250
  You may include a piece of literature or a small promotional item in our registration bag. Maximum size is up to one 8.5” x 11” sheet. Due May 24. Call 614-223-1144 for further details.

- **Conference Guide Advertising:** All cover and full-page ads are 7” wide by 10” tall. Other sizes noted below. Art is due May 24.
  - Inside Front Cover ........ $200
  - Inside Back Cover ........ $175
  - Full Page ...................... $125
  - Half Page ..................... $100
  - Quarter Page ................ $75
    (3 1/2” wide x 5” tall)
  - Business Card ............... $50
    (3 1/2” wide x 2” tall)
Contact Information

Contact Person ________________________________________________________________

Title ________________________________________________________________________

Company ____________________________________________________________

Address ______________________________________________________________________

City __________________________ State __________ ZIP _______________________

Phone ____________________________ E-mail ____________________________________________________________________________

If you are an OSPE member, please provide your member number: ____________________________

Members receive a 10% discount on sponsorship packages.

Sponsorship Selection

General Sponsorships

☐ Platinum . . . . . . . $2,500  ☐ Silver . . . . . . . . . $500
☐ Gold . . . . . . . . . . . $1,250  ☐ Bronze . . . . . . . . $300

Exclusive Sponsorships

☐ Thurs. reception . . $2,500  ☐ Awards Luncheon . . $750  ☐ Hospitality Suite . . . . $500
☐ Registration Bags . . $2,250  ☐ Auxiliary Tours . . . . . . . . $600  ☐ Friday  ☐ Saturday
☐ Presidents’ Party . . $1,000  ☐ Education Session . . $500  ☐ Refreshment Break . . $400
☐ Lanyards . . . . . . . $950  Number of sessions: _____  ☐ Friday  ☐ Saturday
☐ Legislative Luncheon . $750  ☐ Conference Signs . . . $500

Advertising Options

☐ Conference Bag Insert . . $250  ☐ Full Page . . . . . . . . . $125  ☐ Quarter Page . . . . . $75
☐ Inside Front Cover . . . $200  ☐ Half Page . . . . . . . . . $100  ☐ Business Card . . . . $50
☐ Inside Back Cover . . . $175

Sponsorship & Advertising Total: ____________________________

OSPE Member Discount –10% ____________________________

Grand Total: ____________________________

Payment Information

Payment Type: ☐ Check payable to Ohio Society of Professional Engineers

☐ Visa  ☐ MasterCard  ☐ American Express  ☐ Discover

Cardholder Name ____________________________________________________________

Card Number __________________________________ Exp. Date ______ Security Code ____________

Billing Address* _______________________________________________________________________________________

*If different from above

City __________________________ State __________ ZIP _______________________

Signature ____________________________

Please return your signed contract to OSPE (ospe@ohioengineer.com) to reserve your sponsorship or advertising placement. If paying by check, please return this form with payment to 400 S. Fifth St., Suite 300, Columbus, OH 43215. You may call 614-223-1144 with your credit card data. Thank you!

Sponsor Agreement

I/we agree to pay the Ohio Society of Professional Engineers (OSPE) the grand total shown at left according to the terms in this contract and the Media Kit. This contract is valid only for the 2019 All Ohio Engineering Conference. I/we understand that changes in this contract may require subsequent billings or credits. OSPE and the publisher reserve the right to decline any advertising that is deemed inappropriate, unprofessional, misleading, unethical, or which, in their reasonable discretion, does not promote the professionalism and/or ethics of the engineering profession which are consistent with the Constitution, Bylaws, and Policies established by OSPE. The final decision as to whether an advertisement shall be published in the conference guide is reserved to the discretion of the publisher under the guidelines established by the Ohio Society of Professional Engineers Public Relations Committee. OSPE will not accept advertising or sponsorships for continuing education (CPD/PDH) programming. No guarantee of submission. Subject to Terms & Conditions and processing of payment.

Signature (required) __________________________________________________________

Date (required) ____________________________

Exhibit Guidelines

If your sponsorship includes a tabletop exhibit, please adhere to these guidelines:

• Most display units and small items — including literature, small equipment and A/V — that can be hand carried into the exhibit area and completely contained on one six-foot table are acceptable.

• Items may not be placed on the walls around your table or on the floor. Displays may not exceed the table’s dimensions.

• Security is not provided in the exhibit area. OSPE is not responsible for any items left unattended.

• Be sure to remove all of your property at the tear-down time.

Guide is reserved to the discretion of the publisher under the terms of the contract and OSPE’s guidelines established by the Ohio Society of Professional Engineers Public Relations Committee. OSPE will not accept advertising or sponsorships for continuing education (CPD/PDH) programming. No guarantee of submission. Subject to Terms & Conditions and processing of payment.

Signature (required) __________________________________________________________

Date (required) ____________________________
Recruit Ohio’s Newest PEs.

Your company can enjoy high-quality networking opportunities at Ohio Engineering Certificate Ceremonies. There you will get to know Ohio’s newest professional engineers!

Certificate Ceremonies are held twice each year in the late winter and in the late summer. These popular events are well attended and have a celebratory atmosphere.

Sponsors may promote their businesses and/or employment opportunities. It’s the ideal setting for companies to showcase themselves to prospective employees and business allies.

For a $300 sponsorship, your firm will be entitled to:

- a free tabletop display at the ceremony,*
- company name in the on-site program at the ceremony,
- company name on prominently displayed signage at the ceremony,
- a mailing list of all newly registered professional engineers (PEs), and
- company name recognition in OhioENGINEER magazine.

*If you cannot staff your display, please feel free to send literature, and we will place it on a sponsor table for you. Space is limited.

To reserve your sponsorship, simply call 614-223-1144 (in Ohio, 800-654-9481). Don’t miss this opportunity to find new clients and employees to fill your vacancies!