2021 ADVERTISING & SPONSORSHIP KIT
OhioENGINEER Advertising • Electronic Advertising • Convention Sponsorship Opportunities • Certificate Ceremonies

Making Engineering LEADERS

Ohio Society of Professional Engineers
400 South Fifth Street, Suite 300, Columbus, OH 43215
www.ohioengineer.com • pr@ohioengineer.com
614-223-1144 phone • 1-800-654-9481 Ohio toll free
Are you reaching key engineering decision-makers?

Advertise in OhioENGINEER magazine to receive the targeted exposure you need!

Our quarterly publication boasts a circulation of more than 3,000 engineering decision-makers throughout Ohio and includes all members of the Ohio Society of Professional Engineers.

*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
### 2021 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 5</td>
</tr>
<tr>
<td>2</td>
<td>Environmental Directory</td>
<td>June 1</td>
</tr>
<tr>
<td>3</td>
<td>Government, Infrastructure, Ethics</td>
<td>July 15</td>
</tr>
<tr>
<td>4</td>
<td>Education and Technology</td>
<td>October 15</td>
</tr>
</tbody>
</table>

### Display Ad Sizes & Rates*

<table>
<thead>
<tr>
<th>Ad Size Description</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>
<tr>
<td>Classified Ads</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Due Date</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
</table>
## 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

<table>
<thead>
<tr>
<th>Issues</th>
<th>Contract/Art Due</th>
<th>Ad Size/Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Vol. 81 / Iss. 1</td>
<td>3/05/21</td>
<td>___________________</td>
<td></td>
</tr>
<tr>
<td>□ Vol. 81 / Iss. 2</td>
<td>6/01/21</td>
<td>___________________</td>
<td></td>
</tr>
<tr>
<td>□ Vol. 81 / Iss. 3</td>
<td>7/15/21</td>
<td>___________________</td>
<td></td>
</tr>
<tr>
<td>□ Vol. 81 / Iss. 4</td>
<td>10/23/21</td>
<td>___________________</td>
<td></td>
</tr>
</tbody>
</table>

### Classified Ads

- □ Vol. 81 / Issue 1
- □ Vol. 81 / Issue 2
- □ Vol. 81 / Issue 3
- □ Vol. 81 / Issue 4

Number of words in ad: _____ x Number of issues: _____ x 0.75 = Total Amount: __________

### Electronic Ads

- □ Banner Ad: $200 x Number of issues: _____ – 10% member discount _____ = Total Amount: _____
- □ Job Ad: $200 x Number of issues: _____ – 10% member discount _____ = Total Amount: _____

Grand Total: __________

## Payment Information

**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 Street, Suite 300, Columbus, OH 43215. You may call 614-223-1144 with your credit card data. Thank you!**

<table>
<thead>
<tr>
<th>Payment Type</th>
<th>Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Check payable to Ohio Society of Professional Engineers</td>
<td></td>
</tr>
<tr>
<td>□ Visa □ MasterCard □ American Express □ Discover</td>
<td></td>
</tr>
</tbody>
</table>

Cardholder Name _____________________________

Card Number _____________________________ Exp. Date ________ Security Code _____________________________

Billing Address* ____________________________________________________________

*If different from above

City _____________________________ State __________ ZIP _____________________________

Signature ____________________________________________________________

Date (required) ____________________________

Signature (required) ____________________________
Build a foundation for business.

Join us for the All-Ohio Engineering Conference and OSPE’s 143rd Annual Meeting, online, June 2021.

Sponsorship Benefits

OSPE members receive a 10% discount on their sponsorship package! In addition, all Conference sponsors are entitled to the following benefits:

- Your company’s name will appear in the printed & electronic promotions.
  
  Note: This is a time-sensitive benefit. It is limited to sponsors that register before the printed & electronic promotions are produced.

- Your company will get a weblink in electronic promotions.

- Your company’s name will appear in the onsite Conference Guide.

- Your company’s name will appear in a post-conference issue of OhioENGINEER.

- Additional level-specific benefits are detailed on the next page!

The deadline for registration is May 20, 2021. (Advertising art is also due May 20.)

“"The exposure we can offer for a virtual conference is phenomenal! Last year, sponsors were featured dozens of times during the program." — OSPE President Kevin Ernst, PE
Make an Impression at the Conference.

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

Sponsorship Levels

Platinum ................................................................. $2,500

Includes
• Two registrations
• Full-page ad in Conference Guide
• Streaming of sponsor’s 60-second MP4 video
• “Shout outs” during conference
• Platinum sponsor’s logo slide (1 slide per platinum sponsor)
• Sponsor’s branding/messaging slide (1 slide per platinum sponsor)
• Sponsor’s link or QR code

Gold ................................................................. $1,250

Includes
• One registration
• “Shout outs” during conference
• Gold sponsors’ logo slide (All gold sponsors’ logos will be grouped together on a slide.)
• Sponsor’s branding/messaging slide (1 slide per gold sponsor)
• Sponsor’s link or QR code

Silver ........................................................... $500

Includes
• Silver sponsors’ logo slide (All silver sponsors’ logos will be grouped together on a slide.)
• Sponsor’s branding/messaging slide (1 slide per silver sponsor)
• Sponsor’s link or QR code

Bronze ........................................................... $300

Includes
• Bronze sponsors’ logo slide (All bronze sponsors’ logos will be grouped together on a slide.)
• Sponsor’s link

Conference Guide Advertising

• Art is due May 20.
• All cover and full-page ads are 7” wide by 10” tall.
• Other sizes are noted below.

Inside Front Cover .............. $200
Inside Back Cover .............. $175
Full Page ......................... $125
Half Page ......................... $100
(7” wide x 5” tall)
Quarter Page .................... $75
(3 ½” wide x 5” tall)
Business Card ................. $50
(3 ½” 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 Levels

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

Conference Guide Advertising

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

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*

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 Street, 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 2021 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)
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 or early fall. 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.

* Should it become prudent that we convert the Certificate Ceremony to a virtual event, the aforementioned tabletop display and signage will be replaced with virtual benefits, including the use of electronic logos and slides featuring sponsor branding/messaging.

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!