2024 ADVERTISING & SPONSORSHIP KIT
OhioENGINEER Magazine • Electronic Advertising •
All-Ohio Engineering Conference Sponsorships
Advertising

OhioENGINEER Magazine

Are you reaching key engineering decision-makers?

Reach more than 3,000 Ohio engineering leaders!

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
2024 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>April 1</td>
</tr>
<tr>
<td>2</td>
<td>Environmental Directory</td>
<td>June 3</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>Size</th>
<th>1x</th>
<th>2x–3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card (B&amp;W)</td>
<td>$145</td>
<td>$140</td>
<td>$130</td>
</tr>
<tr>
<td>2 ½” wide x 1 ½” tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page (B&amp;W)</td>
<td>$280</td>
<td>$270</td>
<td>$255</td>
</tr>
<tr>
<td>3 ¼” wide x 5” tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page (B&amp;W)</td>
<td>$410</td>
<td>$395</td>
<td>$375</td>
</tr>
<tr>
<td>7” wide x 5” tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page (B&amp;W)</td>
<td>$680</td>
<td>$660</td>
<td>$635</td>
</tr>
<tr>
<td>7” wide x 10” tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover (Color)</td>
<td>$1,380</td>
<td>$1,315</td>
<td>$1,240</td>
</tr>
<tr>
<td>7” wide x 8 ½” tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover (Color)</td>
<td>$1,345</td>
<td>$1,280</td>
<td>$1,205</td>
</tr>
<tr>
<td>7” wide x 10” tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover (Color)</td>
<td>$1,310</td>
<td>$1,245</td>
<td>$1,170</td>
</tr>
<tr>
<td>7” wide x 10” tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classified Ads</td>
<td>Available at $1 per word.</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 preferred. 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.
2024 Advertising Contract

OhioENGINEER Magazine

Contact Information

Contact Person

Company/Client

Ad Agency (if any)

Address

City ______________ State ___________ ZIP ___________

Work Phone ______________ Mobile 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. 84 / Iss. 1</td>
<td>4/1/24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Vol. 84 / Iss. 2</td>
<td>6/3/24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Vol. 84 / Iss. 3</td>
<td>7/15/24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Vol. 84 / Iss. 4</td>
<td>10/15/24</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Classified Ads

☐ Vol. 84 / Issue 1 ☐ Vol. 84 / Issue 2 ☐ Vol. 84 / Issue 3 ☐ Vol. 84 / Issue 4

Number of words in ad: _____ x Number of issues: _____ x $1.00 = Total Amount: __________

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 NSPE-OH (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!
Electronic Advertising

It’s the fastest way to get word out!

Banner Ads in Our E-Newsletter
Cost: $200 per placement
10% discount for NSPE-OH members!

Design a banner advertisement to place in our electronic newsletter, NSPE-OH 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 on Our Website
Cost: $200 per placement
10% discount for NSPE-OH members!

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

Place Your E-Ad!

E-mail your ad to OSPE@OhioEngineer.com and then call 1-800-654-9481 (Ohio toll-free) or 614-223-1144 with your credit card data, or remit your payment to Ohio Society of Professional Engineers, 400 S. Fifth Street, Suite 300, Columbus, OH 43215. Ads will be placed upon receipt of payment.

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
<th>Number</th>
<th>Discount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad in E-Newsletter</td>
<td>$200</td>
<td>_______</td>
<td>10%</td>
<td>_______</td>
</tr>
<tr>
<td>Job Ad on NSPE-OH Website</td>
<td>$200</td>
<td>_______</td>
<td>10%</td>
<td>_______</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Grand Total: _______</td>
</tr>
</tbody>
</table>

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 ___________
Work Phone ___________________________ Mobile Phone ___________________________
Signature _____________________________________________________________________

Don’t forget your membership to get your discounts!
ALL-OHIO ENGINEERING CONFERENCE

SPONSORSHIPS

Build a foundation for business.


Featuring 12 virtual CPD hours!

Sponsorship Benefits

NSPE-OH 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 the 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 15, 2024.  
(Advertising art is also due May 15.)

The exposure we can offer for a virtual conference is phenomenal! Our sponsors are featured dozens of times during the program.

– NSPE-OH Past President Kevin Ernst, PE
# Sponsorships

## All-Ohio Engineering Conference

Make an Impression at Our Conference.

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

### Sponsorship Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Includes</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>• Two registrations&lt;br&gt;• Full-page ad in Conference Guide&lt;br&gt;• Streaming of sponsor’s 60-second MP4 video&lt;br&gt;• “Shout outs” during conference&lt;br&gt;• Platinum sponsor’s logo slide (1 slide per platinum sponsor)&lt;br&gt;• Sponsor’s branding/messaging slide (1 slide per platinum sponsor)&lt;br&gt;• Sponsor’s link or QR code</td>
<td>$2,500</td>
</tr>
<tr>
<td>Gold</td>
<td>• One registration&lt;br&gt;• “Shout outs” during conference&lt;br&gt;• Gold sponsors’ logo slide (All gold sponsors’ logos will be grouped together on a slide.)&lt;br&gt;• Sponsor’s branding/messaging slide (1 slide per gold sponsor)&lt;br&gt;• Sponsor’s link or QR code</td>
<td>$1,500</td>
</tr>
<tr>
<td>Silver</td>
<td>• Silver sponsors’ logo slide (All silver sponsors’ logos will be grouped together on a slide.)&lt;br&gt;• Sponsor’s branding/messaging slide (1 slide per silver sponsor)&lt;br&gt;• Sponsor’s link or QR code</td>
<td>$600</td>
</tr>
<tr>
<td>Bronze</td>
<td>• Bronze sponsors’ logo slide (All bronze sponsors’ logos will be grouped together on a slide.)&lt;br&gt;• Sponsor’s link</td>
<td>$350</td>
</tr>
</tbody>
</table>

### Conference Guide Advertising

- Art is due May 15.
- All cover and full-page ads are 7” wide by 10” tall.
- Other sizes are noted below.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$300</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$200</td>
</tr>
<tr>
<td>Half Page (7” wide x 5” tall)</td>
<td>$150</td>
</tr>
<tr>
<td>Quarter Page (3 1/2” wide x 5” tall)</td>
<td>$100</td>
</tr>
<tr>
<td>Business Card (3 1/2” wide x 2” tall)</td>
<td>$75</td>
</tr>
</tbody>
</table>

Space limited. Reserve early!
2024 Sponsorship Contract

All-Ohio Engineering Conference

Contact Information

Contact Person ____________________________________________________________

Title __________________________________________________________________________

Company _______________________________________________________________________

Address _________________________________________________________________________

City ___________________________ State __________________ ZIP ________________

Work Phone __________________________ Mobile Phone _________________________

E-mail ________________________________________________________________________

If you are an NSPE-OH member, please provide your member number: _______________________

Members receive a 10% discount on sponsorship packages.

Sponsorship Levels

☐ Platinum ............ $2,500 ☐ Silver .................. $600

☐ Gold .................. $1,500 ☐ Bronze ................. $350

Conference Guide Advertising

☐ Inside Front Cover .... $300 ☐ Full Page .............. $200 ☐ Quarter Page ........ $100

☐ Inside Back Cover .... $250 ☐ Half Page .............. $150 ☐ Business Card ........ $75

Sponsorship & Advertising Total: ________________________

NSPE-OH 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 NSPE-OH (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 (NSPE-OH) the grand total shown at left according to the terms in this contract and the Advertising & Sponsorship Kit. This contract is valid only for the 2024 All-Ohio Engineering Conference. I/we understand that changes in this contract may require subsequent billings or credits.

NSPE-OH 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 NSPE-OH. 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. NSPE-OH 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) ___________________________