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
Specks & Deadlines

OhioENGINEER Magazine

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>January 15</td>
</tr>
<tr>
<td>2</td>
<td>Environmental Directory</td>
<td>April 15</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>
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Display Ad Sizes & Rates*

<table>
<thead>
<tr>
<th>Ad Type</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 1/4” wide x 1 1/4” 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 1/2” 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 1/2” 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>
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</tr>
</tbody>
</table>

Classified Ads available at $1 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 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.
Advertising Agreement

I/we agree to pay the Ohio Society of Professional Engineers the below sum according to the terms in this contract and the Media Kit. This contract is valid only for issues of the OhioENGINEER and e-newsletter. I/we understand that changes in this contract may require subsequent billings or credits.

When no acceptable copy (as determined by the editor) is furnished by the advertiser by deadline, the Ohio Society of Professional Engineers reserves the right to repeat the latest ad and/or to charge for the space reserved. The Ohio Society of Professional Engineers 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 Ohio Society of Professional Engineers.

The final decision as to whether an advertisement shall be published in OhioENGINEER magazine 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 (see page 3) and processing of payment.

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

Ad Title

<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 1/15/24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Vol. 84 / Iss. 2 4/15/24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Vol. 84 / Iss. 3 7/15/24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Vol. 84 / Iss. 4 10/15/24</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Classified Ads

<table>
<thead>
<tr>
<th>Vol. 84 / Issue 1</th>
<th>Vol. 84 / Issue 2</th>
<th>Vol. 84 / Issue 3</th>
<th>Vol. 84 / Issue 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of words in ad:</td>
<td>Number of issues:</td>
<td>$1.00</td>
<td>Total Amount:</td>
</tr>
<tr>
<td>x</td>
<td>$1.00</td>
<td>=</td>
<td></td>
</tr>
</tbody>
</table>

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.

You can reach 1,000 engineering professionals by advertising in the NSPE-OH e-newsletter!

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.

- Banner Ad in E-Newsletter: $200 x Number of Monthly Issues: _________ – 10% member discount _________ = Total Amount: ___________
- Job Ad on NSPE-OH Website: $200 x Number of Advertisements: _________ – 10% member discount _________ = 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

City ___________________________________________ State ___________ ZIP ___________

Work Phone ___________________________ Mobile Phone ___________________________

Signature ____________________________________________________________________

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.
SPONSORSHIPS

ALL-OHIO ENGINEERING CONFERENCE

Build a foundation for business.

Join us for the All-Ohio Engineering Conference and NSPE-OH’s 146th Annual Meeting, June 2024.

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 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

The deadline for registration is May 15, 2024.

(Advertising art is also due May 15.)
Sponsorships

All-Ohio Engineering Conference

Make an Impression at Our 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 ................................................................. $1,500
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 ............................................................... $600
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 ............................................................... $350
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 15.
• All cover and full-page ads are 7” wide by 10” tall.
• Other sizes are noted below.
  Inside Front Cover ................. $300
  Inside Back Cover ................. $250
  Full Page .......................... $200
  Half Page ......................... $150
  (7” wide x 5” tall)
  Quarter Page ...................... $100
  (3 1/2” wide x 5” tall)
  Business Card ................... $75
  (3 1/2” wide x 2” tall)

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) ________________________