

2026 MEDIA KIT

Inspiring Innovation in the
Civil Engineering Community



AMERICAN SOCIETY OF CIVIL ENGINEERS



160,000+
ASCE Members
IN 177 COUNTRIES

LEADING THE INDUSTRY SINCE 1852

The American Society Of Civil Engineers (ASCE) stands at the forefront of a profession that plans, designs, constructs, and operates society's economic and social engine—the built environment—while protecting and restoring the natural environment.

ASCE is a leading provider of technical and professional conferences and continuing education, the world's largest publisher of civil engineering content, and an authoritative source of codes and standards that protect the public.

ASCE offers you many opportunities to be associated with this well-respected, powerful brand. Only ASCE can design a cross-platform advertising program that gives you exclusive access to the world's leading civil engineers—ASCE members.

Check out our new media and event sales website!





Headline Goes Here

LOGO

or

ART

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SHARE YOUR MESSAGE WITH *CIVIL ENGINEERING* READERS

This two-page space in the magazine will have a unique look and feel, differentiating it from other ads and content. An advertorial is a chance for you to highlight an innovative project or product, digging into the details in a more thoughtful way. This exclusive opportunity is available to one advertiser per issue. Let that be you!

Ask your sales representative about a one-page option.

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CIVIL ENGINEERING
MAR/APR 2025

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SPONSORED EMAILS



- Exclusively promote your brand, products, and/or services to an engaged audience
- 1 opportunity available per month
- For pricing and more information, please contact (703) 295-6439 or sales@asce.org

91,652 average recipients

17.4% unique open rate

Brought to you by the
CIVIL ENGINEERING
Source
ASCE'S NEWS AND INFORMATION HUB



College of Engineering

RANKED #2
IN BEST ONLINE
MASTER'S IN CIVIL ENGINEERING
U.S. NEWS AND WORLD REPORT, 2024



Purdue's Top Ranked Online Master's in Civil Engineering

Purdue University's Online Master's of Civil Engineering program has been ranked the #2 best online master's in civil engineering by *U.S. News & World Report*, 2024. This prestigious recognition reflects our unwavering commitment to excellence, innovation and the success of our students.

Our program is more than just a degree; it's a gateway to advancing your career and making significant contributions to the field of civil engineering. Taught by internationally world class faculty from Purdue's flagship campus, this program helps working professionals advance in their careers and distinguish themselves in a competitive industry.

Take your next giant leap with Purdue's online master's in civil engineering.

[Learn more](#)

The Civil Engineering Source is an AI-driven newsletter focused on industry news, career and management articles, Society news, job postings, and practitioner-focused technical updates, as well as exclusive online features from *Civil Engineering* magazine.

Subscribers have the option of receiving the Source five days a week or a once-weekly summary of the top stories on Fridays.

Content is customized to subscribers' interests as the AI-engine learns their preferences.

BANNER ADS

Banner 1 - **\$1,950**
Banner 2 - **\$1,500**
Banner 3 - **\$800**
Banner 4 - **\$700**

NOTE: Source banners are sold in week-long placements (5 consecutive days, M-F)

FILE FORMAT: jpeg, png, gif
SIZE: 550 x 150 pixels
MAXIMUM FILE SIZE: 200KB

140,000+ daily
160,000+ weekly
37% unique daily open rate

CIVIL ENGINEERING Source

ASCE'S NEWS AND INFORMATION HUB

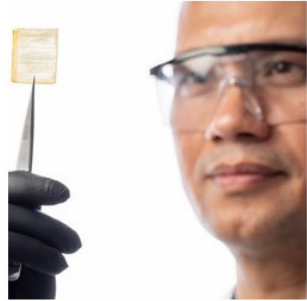
Thursday, August 21, 2025

Transparent wood? It could curb electronics waste; how are sticky rice and eggs involved?

CIVIL ENGINEERING SOURCE

This approach to transparent wood renders it biodegradable, possibly providing an environmentally friendly alternative to the plastics used in innumerable products. What are this researcher's next steps?

[Read More](#)



Live updates: Hurricane Erin pounds North Carolina coast, starts to move away

CNN

The massive Category 2 storm is expected to keep delivering dangerous coastal conditions to the East Coast throughout the week. Which states are on alert?

[Read More](#)





Flowing as they once did: Restoration project in Texas returns streams to natural state

CIVIL ENGINEERING SOURCE

As part of environmental mitigation efforts for a dam being built in Texas, a part of the North Sulphur River has been restored to its original flow patterns. What challenges did the team overcome?

[Read More](#)



City, county leaders urge Congress to reinstate 'critical' cybersecurity funding

SMART CITIES DIVE

The federal government last year canceled funding for a cybersecurity resource credited for detecting more than 43,000 potential state and local government cyberattacks.

[Read More](#)

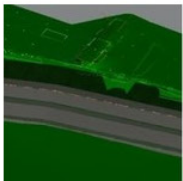


Army Corps' Buffalo district commits to BIM across construction projects

CONSTRUCTION DIVE

As the federal government pushes for greater technology adoption in permitting, the Army Corps of Engineers' Buffalo District turns to building information modeling for design and construction projects.

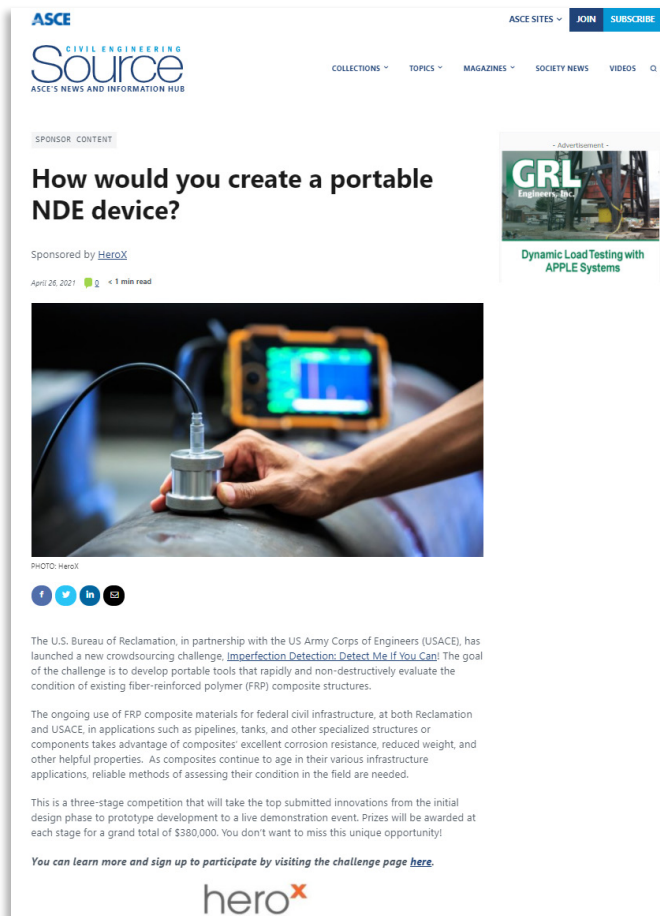
[Read More](#)



SPONSOR CONTENT & INDUSTRY NEWS

Do you offer a top tier service or cutting-edge product? Has your team recently completed a groundbreaking project? Tell your story to a highly curated audience of civil engineering professionals.

SPONSOR CONTENT



- Your content will appear within our daily Source newsletter for a full week (M-F) and prominently featured on the Source website for 2 weeks per placement
- In addition to the 200-600 word article, you can provide images, videos, and more
- Only 2 sponsor content opportunities per month
- Design, copywriting, and/or layout services available as needed

For pricing and more information, please contact (703) 295-6439 or sales@asce.org

SPONSORED CONTENT SPECS:

IMAGES: 5:4 aspect ratio; minimum 72 ppi

HEADLINE: 10 words or less

TEASER EXCERPT: 200 characters or less

INTERESTED IN SHARING YOUR PERSONNEL MOVES, MERGERS, ACQUISITIONS, OR OTHER INDUSTRY NEWS WITH CIVIL ENGINEERS FROM AROUND THE GLOBE?

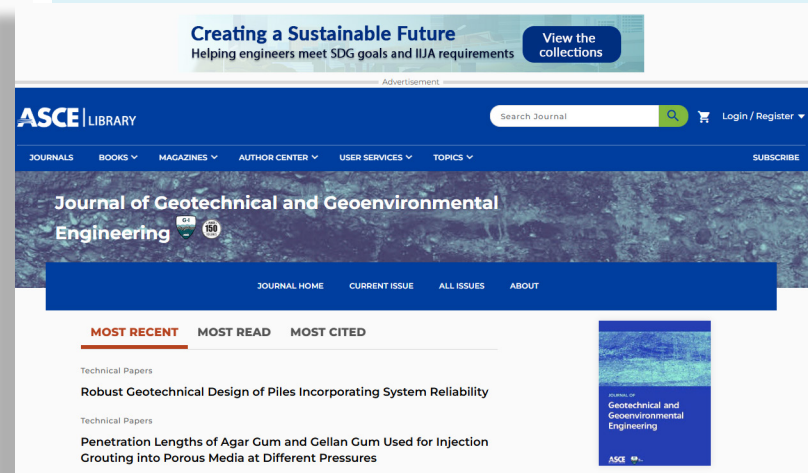
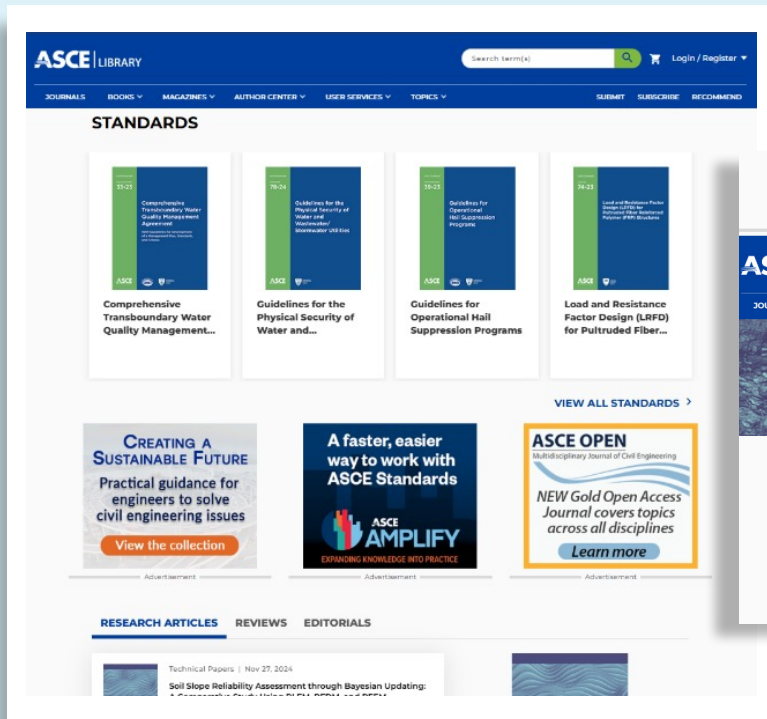
INDUSTRY NEWS

The cost for a two-week placement on www.asce.org/source is \$400 for ASCE members or \$500 for nonmembers.

[Submit your industry news](#) for publishing today!

An advertisement for FLAC2D Version 9. It features a screenshot of the software interface showing a 3D model of a geological structure with a color-coded stress or strain distribution. To the right of the image, the text reads 'Introducing FLAC2D Version 9 Revolutionizing Civil Engineering Solutions'. Below this, it states 'Itasca, publishers of FLAC the original geomechanical modeling software, revolutionizes the geomechanical engineering industry with the release of FLAC2D v9.0.' and provides the website www.asce.org.

ASCE LIBRARY DIGITAL ADS



DIGITAL AD OPTIONS

Get in front of the right audience with 118,600 monthly impressions averaged across all ASCE Library pages. Take advantage of this opportunity to target specific engineering disciplines.

MEDIUM RECTANGLE:

Size: 300 x 250 pixels

LEADERBOARD:

SIZE: 728 x 90 pixels

Ad placements	Pricing*		
ASCE Journal	Leaderboard top	Leaderboard bottom	Medium rectangle
Structural Engineering	\$1,700	\$1,400	
Construction	\$1,700	\$1,400	
Water	\$1,700	\$1,400	
Geo	\$1,400	\$1,100	
Transportation	\$1,400	\$1,100	
Management & Education	\$1,400	\$1,100	
Ports	\$1,100	\$800	
Utilities	\$1,100	\$800	
General	\$1,100	\$800	\$800

*Ad placements are priced per month.

BUILD YOUR BRAND, PROMOTE YOUR SERVICES, AND SELL YOUR PRODUCTS 24 HOURS A DAY!

75.1% browse from a desktop computer

24.9% browse from a mobile phone
(58.9% iOS; 41.3% Android)

Average monthly unique visitors: **199,801**

Average monthly page views: **707,331**

Average time spent on site: **3:22**

Average banner ad CTR **0.28%**

*Source Google Analytics, May 2024 - June 2025

DIGITAL AD OPTIONS

MEDIUM RECTANGLE:

\$900 per month
SIZE: 300 x 250 pixels
Average CTR: 0.45%

LEADERBOARD:

\$1,100 per month
SIZE: 728 x 90 pixels
Average CTR: 0.92%

BILLBOARD:

\$1,400 per month
SIZE: 970 x 250 pixels
Average CTR: 0.98%

Interested in reaching a more targeted, academic focused audience? Ask us about advertising on ascelibrary.org! For pricing and more information, please contact (703) 295-6439 or email sales@asce.org.

*FILE SIZES: For an image file, **maximum** 200KB.*

THE ASCE UPDATE NEWSLETTERS

The ASCE Update is a monthly newsletter created and sent exclusively to students and younger members 35 and under with the latest Society news, career development opportunities, job postings, and more.

File format: jpeg, png, gif
Size: 550 x 150 pixels
Maximum file size: 200KB

Audience	Open Rate	Click-to-open rate	Price per issue
51,387 students and younger members (domestic and international)	28.28%	14.67%	\$1,100

SPONSORED WEBINARS

48%

average attendance rate
for live event

528

average registrants

29

Countries participating
on average

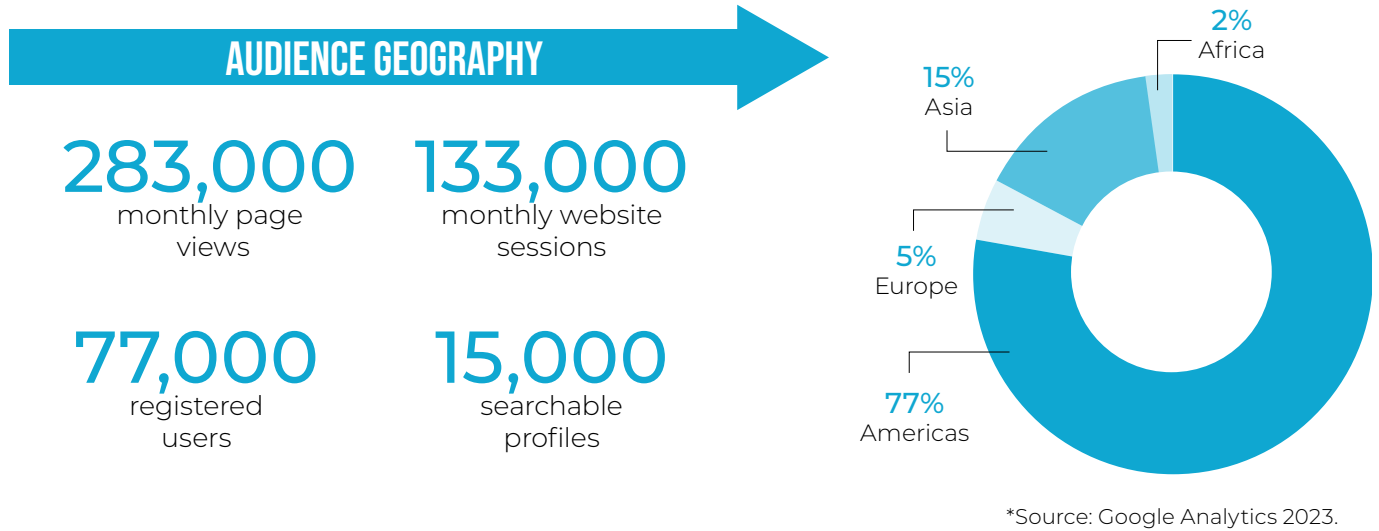
WHAT ASCE PROVIDES:

- Dedicated email from ASCE to our members
- Ads in the Civil Engineering Source
- Web banners on ASCE.org – 4 to 6 weeks before the event
- Social media posts on ASCE's Twitter and Facebook pages
- ASCE's eLearning web page webinar description with link for registration – 4 to 6 weeks before the event
- Registration platform
- Opt-in for registrants to share their information with the presenter/sponsor
- Dry run one week prior to live event
- Ability for polling questions during the live event
- Confirmation & 24-hour reminder emails sent to registrants
- Platform support, including day of
- Archiving of webinar on our website for a period of one year

“

ARMOROCK could not be more pleased with our first ASCE webinar. We had more than 600 registrants from 15 countries. We were excited to see the resulting level of awareness and the cost to reach interested parties was a slam dunk. We honestly had a hard time keeping up with the dozens and dozens of questions coming at us. What a great investment.”

—ARMOROCK, webinar sponsor



MOST SEARCHED TERMS

Planning & Development	Utility Engineering	Aerospace Engineering	Wind Engineering	Energy Engineering
	Surveying & Geomatics	Architectural Engineering	Geotechnical Engineering	Coasts, Oceans, Ports and Waterways
Construction engineering	Structural Engineering	Engineering Mechanics	Environmental Engineering	Pipelines engineering
Earthquake engineering	Water Resources Engineering	Water, Wastewater & Stormwater Engineering	Transportation Engineering	
Forensic Engineering				

EMPLOYER BRANDING

Associate your brand with the nation's oldest engineering society - a trusted source of research and knowledge for the world's leading civil engineers. Get a fully branded Employer Hub to broaden your organization's core values and messaging for a comprehensive, value-based offering.

STRATEGIC AND TARGETED ADVERTISING

ASCE Career Connections' recruitment marketing packages are designed to connect you with the most qualified civil engineering candidates. Our community spans structural and construction engineering, through to pipelines engineering, surveying and geomatics.

REACH PASSIVE CANDIDATES

Combine the power of a digital and ASCE print campaign to expand your reach to experienced candidates before they're actively jobseeking. Plus, target top candidates on the world's largest online journal collection, the Wiley Online Library.

ENHANCE YOUR WORKFLOW

Get expert recruitment support, whenever you need it. Our dedicated Talent Solutions Managers will help you find the right marketing strategy, whether you have one vacancy or multiple. Take advantage of our autopost packages for fully automated, hassle-free job postings.

- Find the right candidate with more impactful recruitment advertising packages
- Connect with highly specialized candidates, thanks to a more advanced search engine
- Maximize your applications and your budget with support from our expert sales and employer success teams
- Extend your reach to specialist engineers who may not be actively jobseeking
- Showcase your values and your employer brand with your improved employer profile

	 Qualified A great starter package to find engineering professionals who are newly qualified and actively looking for a role.	 Practicing Attract the attention of early career candidates with less than 5 years of engineering experience.	 Experienced Engage the 73% of our audience that aren't actively looking for jobs, with greater reach into the engineering community.	 Specialist Our recommended package for reaching experienced, PE licensed civil engineers, who are least likely to be actively jobseeking.
A straightforward ad with your logo	✓	✓	✓	✓
Job featured on Career Connections home page	×	✓	✓	✓
Highlighted in job search results	×	✓	✓	✓
Anchored at the top of the job search results	×	×	✓	✓
Posted alongside relevant ASCE journal content	×	×	✓	✓
Posted alongside engineering journals on the Wiley Online Library	×	×	×	✓
Resume database access	×	×	×	✓
30 Day Plan	\$655 Select	\$765 Select	\$875 Select	\$985 Select
60 Day Plan	\$765 Select	\$875 Select	\$985 Select	\$1095 Select
90 Day Plan	\$875 Select	\$985 Select	\$1095 Select	\$1205 Select

Find your ideal candidate today!
Get started at employers.asce.org

The official bi-monthly magazine of the ASCE's Geo-Institute, **GEOSTRATA** offers you the opportunity to target your marketing message directly to geo professionals.

GEOSTRATA

GEOSTRATA is trusted by professionals involved in the design and construction of such major projects as:

- Commercial buildings
- Dams
- Foundations
- Public buildings
- Residential subdivisions
- Retaining walls
- Roads and highways
- Stormwater
- Management systems
- Other subsurface projects

2026 ADVERTISING RATES

Size/Position	1x	3x	6x
Cover 4	4,855	4,610	4,345
Covers 2 & 3	4,540	4,305	4,085
Full page	3,405	3,320	3,230
2/3 page	3,150	3,085	3,005
1/2 page	2,980	2,925	2,830
1/3 page	2,520	2,490	2,435

Attention Geo-Institute Organizational Members:
Ask your advertising representative about special rates!

2026 EDITORIAL PLANNER

Issue	Editorial Focus	Deadlines
FEB/MAR	AI in Geotechnics	AD CLOSE 12/12/2025 MATERIALS DUE 12/19/2025 IN-HOME ARRIVAL 2/2/2026
APR/MAY	Coastal Geotechnics	AD CLOSE 2/13/2026 MATERIALS DUE 2/20/2026 IN-HOME ARRIVAL 3/30/2026
JUN/JUL	Deep Foundations	AD CLOSE 4/14/2026 MATERIALS DUE 4/24/2026 IN-HOME ARRIVAL 6/1/2026
AUG/SEP	Performance & Real-time Monitoring	AD CLOSE 6/15/2026 MATERIALS DUE 6/24/2026 IN-HOME ARRIVAL 7/27/2026
OCT/NOV	Energy/Thermal Geotechnics	AD CLOSE 8/17/2026 MATERIALS DUE 8/25/2026 IN-HOME ARRIVAL 9/28/2026
DEC/JAN	Digital Delivery in Geo	AD CLOSE 10/16/2026 MATERIALS DUE 10/23/2026 IN-HOME ARRIVAL 11/30/2026



CIVIL ENGINEERING 2026 GENERAL DISPLAY RATES

Size/Position	1×	3×	6×
Cover 4	10,680	10,146	9,612
Cover 2 & 3	9,790	9,301	8,811
Full page	8,900	8,455	8,010
1/2 page	5,785	5,496	5,207
1/3 page	4,272	4,058	3,845
1/4 page	3,185	3,026	2,867

Agency commission 15% of gross billing allowed to recognized advertising agencies on display space, color, and preferred position charges.

CIVIL ENGINEERING 2026 EDITORIAL PLANNER

In addition to the content listed below, *Civil Engineering* includes in-depth feature articles every other month written by civil engineers for civil engineers on significant projects around the world.

Issue	Civil Engineering Topics	Deadlines
JAN/FEB	Water	AD & ADVERTORIAL CLOSE 11/14/2025 MATERIALS DUE 11/21/2025 IN-HOME ARRIVAL 12/31/2025
MAR/APR	Earth & Space	AD & ADVERTORIAL CLOSE 1/14/2026 MATERIALS DUE 1/22/2026 IN-HOME ARRIVAL 3/2/2026
MAY/JUN	Roads & Highways	AD & ADVERTORIAL CLOSE 3/16/2026 MATERIALS DUE 3/25/2026 IN-HOME ARRIVAL 5/4/2026
JUL/AUG	Pipelines	AD & ADVERTORIAL CLOSE 5/15/2026 MATERIALS DUE 5/22/2026 IN-HOME ARRIVAL 6/29/2026
SEP/OCT	Tech & Transit	AD & ADVERTORIAL CLOSE 7/15/2026 MATERIALS DUE 7/24/2026 IN-HOME ARRIVAL 8/31/2026
NOV/DEC	ASCE2027	AD & ADVERTORIAL CLOSE 9/16/2026 MATERIALS DUE 9/25/2026 IN-HOME ARRIVAL 11/2/2026

CIVIL ENGINEERING CLASSIFIEDS

BASIC LINE ADS (POSITIONS AVAILABLE, UNIVERSITY POSITIONS AVAILABLE, ETC.):

\$265 per column inch. One inch minimum; billed by the half inch. Approximately 360 characters and spaces per column inch. Set in straight paragraph format. Add your logo for only \$370!

ENHANCED LINE ADS:

(Eye-catching option!):
\$265 per column inch, plus an additional \$320 for the Special Enhancement.

- Increased size
- Larger section in bold with a box/border around the ad

Nondisplay Civil Engineering Classified Advertising Rates

No agency commission for non-display ads. Legal notices and proposals take the column-inch rate. 5% discount for multiple insertions.

CAREER CONNECTIONS PRINT AND ONLINE

Any recruitment classified ad will also appear on the ASCE Career Connections website for the months of publication at no additional charge. For an additional \$200, the ad will be placed online upon confirmation of placement and will run through the month of publication.

Your ad will appear in our Career Connections jobs database at careers.asce.org.

ASCE CAREER CONNECTIONS

NYU TANDON SCHOOL OF ENGINEERING

CONSTRUCTION AUTOMATION: The Department of Civil and Urban Engineering (CUE) at the NYU Tandon School of Engineering invites applications for a tenure-track faculty position in the area of construction automation. Particular interest will be in candidates who work at the frontier of their field towards enhancing the design, construction, delivery, and operation of the infrastructure systems and the built environment through robotics, artificial intelligence (AI), digital twins, sensing, informatics, human-technology collaboration, safety and ergonomics, computational design, digital fabrication, sustainable and green technologies in construction, and cyber-physical systems. The complete description and application are on Interfolio. Applicants should clearly articulate how they will develop a robust, externally funded research program, their work will achieve synergy with existing construction faculty research areas, and they will create opportunities with existing centers of research at NYU (e.g., C2SMART, CUSP, Robotics, etc.). Please submit all application materials electronically through Interfolio: <http://apply.interfolio.com/132527>

ENVIRONMENTAL ENGINEERING: The Department of Civil and Urban Engineering (CUE) at the NYU Tandon School of Engineering invites applications for a tenure-track faculty position in the area of Environmental Engineering. Particular interest will be in candidates with expertise in the design of innovative physical-chemical processes for the treatment or reuse of water and/or wastewater, the fate of emerging contaminants in natural and engineered systems, environmental analytical chemistry, resource recovery from wastewater or other waste streams, or related fields. The complete description and application are on Interfolio. We seek individuals who have, or have the potential to develop, a strong record of scholarship, mentoring, leadership, teaching and curricular innovation. Candidates will contribute to the expansion of the environmental engineering program at NYU Tandon, as well as the school-wide Sustainable Engineering Initiative. Please submit all application materials electronically through Interfolio: <http://apply.interfolio.com/132696>

CIVIL ENGINEER: M-F 8-5/40hr/wk. Apply knowledge of transportation engineering to complete design concept reports, traffic impact studies & safety plans; assist w/proposals & budgets; prepare designs, incl. intersection geometric design, signage & line marking drawings, traffic control plans, traffic signal design & site plans using AutoCAD & Civil 3D; develop & maintain traffic simulation models & software tools using Vissim, Vistro & Synchro to simulate traffic behavior & eval. alternate scenarios; apply statistical analysis techniques & software (R, Spss) for traffic data analysis, forecasting & crash data analysis to determine crash patterns, trends & hot spots; optimize traffic signal operations & analyze traffic, incl. signalized crossings, roundabouts, urban arterials & freeway segments, using modeling tools (Synchro, HCS & Transync). Req.: M.S. in Civil Engineering. Submit resume w/ad copy to: Mike Blankenship, Greenlight Traffic Engineering, LLC, 14050 N. 83rd Ave., Ste. 290, Peoria, AZ 85381.

ASCE MENTOR MATCH

Be a mentor.
Find a mentor.
Virtually.

collaborate.asce.org/mentoring

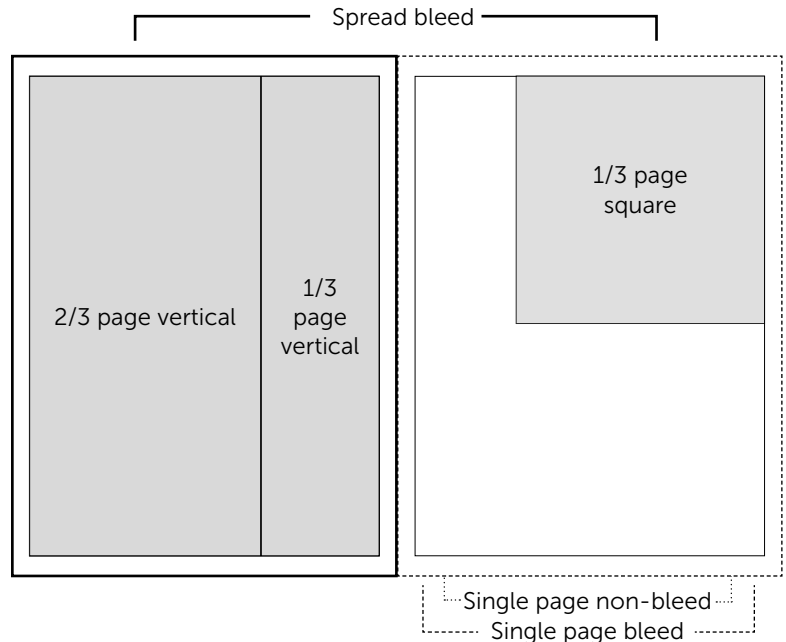
Want to run a classified ad here?
E-mail sales@asce.org to find out how!

CIVIL ENGINEERING
JAN/FEB 2024

DISPLAY AD MECHANICAL SPECS **GEOSTRATA**

- **PUBLICATION TRIM SIZE:** 7.875" x 10.875"
- **BLEED:** add .125" on all four sides of ad
- **LIVE AREA:** deduct .25" from trim size, all four sides

Space Size	Dimensions		
	Width	x	Height
Spread bleed	16.1875"	x	11.125"
Single page bleed	8.125"	x	11.125"
Single page non-bleed	7.375"	x	10.375"
2/3 page vertical	4.5625"	x	10"
1/2 page island	4.5625"	x	7.5"
1/2 page horizontal	7"	x	4.875"
1/3 page square	4.5625"	x	4.875"
1/3 page vertical	2.1875"	x	10"

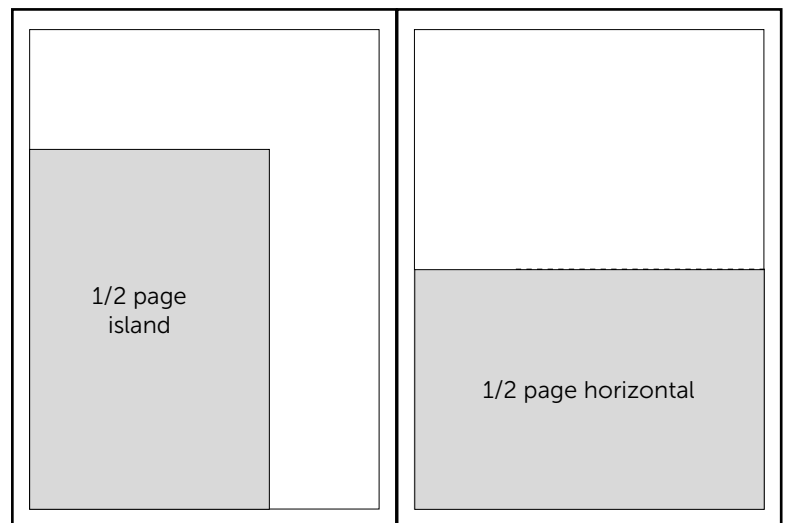


INSERTS

- For rates on inserts, email sales@asce.org
- Number of preprinted inserts to be supplied should be confirmed by your ad representative. Inserts can be bound in or tipped in. Email for production specifications before proceeding.

GENERAL

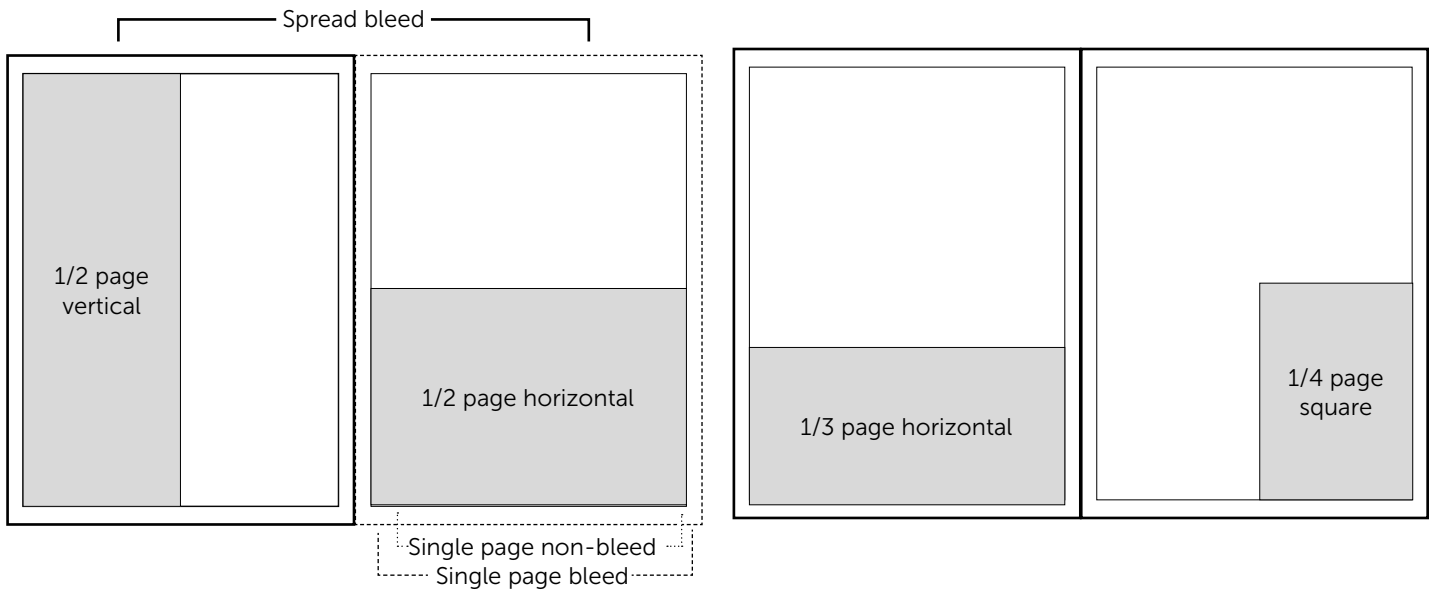
Contracts, insertion orders, correspondence, special requests, proofs, and copy should be sent to your ad representative or sales@asce.org.



DISPLAY AD MECHANICAL SPECS CIVIL ENGINEERING

- **PUBLICATION TRIM SIZE:** 7.875" x 10.875"
- **BLEED:** add .125" on all four sides of ad
- **LIVE AREA:** deduct .25" from trim size, all four sides

Space Size	Dimensions		
	Width	×	Height
Spread bleed	16.1875"	×	11.125"
Single page bleed	8.125"	×	11.125"
Single page non-bleed	7.25"	×	10.25"
1/2 page horizontal	6.75"	×	4.5"
1/2 page vertical	3.25"	×	9"
1/3 page horizontal	6.75"	×	2.25"
1/4 page	3.25"	×	4.5"



INSERTS

- For rates on inserts, email sales@asce.org
- Number of preprinted inserts to be supplied should be confirmed by your ad representative. Inserts can be bound in or tipped in. Email for production specifications before proceeding.

GENERAL

Contracts, insertion orders, correspondence, special requests, proofs, and copy should be sent to your ad representative or sales@asce.org.



AMERICAN SOCIETY OF CIVIL ENGINEERS

American Society of Civil Engineers
1801 Alexander Bell Drive
Reston, VA 20191
703-295-6439

sales@asce.org

www.asce.org/advertise-or-sponsor

All media and event sales are subject to ASCE's terms and conditions.
To review, please visit <https://www.asce.org/advertise-or-sponsor/asce-sales-terms-conditions>.