

2027 MEDIA KIT

Inspiring Innovation in the
Civil Engineering Community

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AMERICAN SOCIETY OF CIVIL ENGINEERS



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ASCE Members
IN 177 COUNTRIES

Leading the Industry **Since 1852**

The American Society of Civil Engineers (ASCE) is a leading voice in the civil engineering profession, advancing the planning, design, and construction of the built environment while protecting our natural environment.

ASCE provides premier conferences, continuing education, publications, and authoritative codes and standards. Partner with ASCE to connect your brand with the world's leading civil engineers through exclusive, cross-platform advertising opportunities.

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Claim your exclusive ad spot in an e-newsletter

Valuable advertising space is available in ASCE's newsletters; very few

SPONSOR CONTENT

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Do you offer a top tier service or cutting-edge product? Has your team recently completed a groundbreaking

SPONSORED EMAILS

Reach our members

Exclusively promote your brand, products, and/or services to an engaged audience. Only one available

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SPONSORED EMAILS



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

91,471 average recipients

17.2% unique open rate

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CIVIL ENGINEERING
Source
ASCE'S NEWS AND INFORMATION HUB



KUSTOMFLO
MADE TO MEASURE. MADE TO LAST.
Custom-engineered for culverts, basins and stormwater conveyance

Customized Sustainable Solutions for a Better Future.

Intense precipitation, flooding, and more frequent freeze-thaw cycles are overwhelming aging stormwater systems, requiring engineers and municipalities to adopt more resilient, progressive solutions.

KUSTOMFLO is a large-diameter HDPE pipe system designed for a 100-year service life in stormwater and culvert applications. Unlike concrete and steel, HDPE is immune to corrosion, chemical degradation, and freeze-thaw damage—helping reduce maintenance demands and life cycle costs under increasingly demanding conditions.

Developed through an adaptive design and manufacturing process, KUSTOMFLO draws from over 100 profile configurations to meet project-specific structural, hydraulic, and installation requirements. Structural performance is based on a redundant AASHTO LRFD design methodology, maximizing strength while minimizing material usage, with engineering support

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Source
ASCE'S NEWS AND INFORMATION HUB



PURDUE UNIVERSITY | College of Engineering

#1
IN THE U.S.
BEST ONLINE MASTER'S IN CIVIL ENGINEERING
U.S. News & World Report, 2026

Ranked **No. 1 in the nation** by *U.S. News & World Report*, 2026, Purdue University's online Master of Science in Civil Engineering reflects the university's long-standing commitment to innovation, academic excellence and student success.

The program emphasizes hands-on, project-based learning across core civil engineering disciplines, including environmental, structural, transportation, construction and materials engineering, led by faculty from Purdue's flagship campus.

Gain the technical expertise and practical skills needed to lead complex projects and advance the field of civil engineering—all in a 100% online format. Take your next giant leap with Purdue's online Master of Science in Civil Engineering. [Visit our website](#) to learn more.

[About Purdue](#) | [About the Source](#) | [About ASCE](#)

ASCE has nine institutes that provide members with access to technical, educational, and professional resources. [Read more](#) about which institute is right for you.

CIVIL ENGINEERING Source

ASCE'S NEWS AND INFORMATION HUB

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

150,000+ daily
170,000+ weekly
37% unique daily open rate

CIVIL ENGINEERING

Source

ASCE'S NEWS AND INFORMATION HUB

Monday, March 23, 2026

343 days until ASCE2027: The Infrastructure and Engineering Experience

ASCE's Landmark Madness: The remaining 4 infrastructure marvels all have strong cases

CIVIL ENGINEERING SOURCE

The inaugural ASCE Civil Engineering Landmark Madness bracket is down to four after hundreds of votes. See if your favorite is still standing.

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Steel tariffs will raise costs, UK contractors say

THE CONSTRUCTION INDEX

Steelwork contractors says that the United Kingdom government's much-heralded strategy to support the steel industry will backfire in the construction industry.

Read More

KELLER

Learn more

THE LEADING GEOTECHNICAL SPECIALTY CONTRACTOR

Profession's future is bright: Meet the 2026 ASCE New Faces of Civil Engineering-Professional

CIVIL ENGINEERING SOURCE

Get to know these specially selected young civil engineers whose impressive accomplishments and early expertise are helping people, improving communities, and changing the world.

Read More

Scientists open moon rocks locked away since 1972 – and find big surprise

SCITECHDAILY

Decades after being sealed away, Apollo-era lunar samples are revealing unexpected chemical signatures that challenge long-standing assumptions about the moon's composition.

Read More

Winter storms underscore threats data center boom poses to grid reliability, affordability

UTILITY DIVE

Demand from the data center boom, combined with worsening extreme weather events, puts our electric system at heightened risk, writes a leader of the Union of Concerned Scientists.

Read More

New ASCE E-Book

Order Today

Low Impact Development Hydrologic Modeling

West South-Gale Case Study

ASCE

ASCE WORKSHOP

REDUCING CLAIMS ON ALTERNATIVE DELIVERY PROJECTS

May 14-15, 2026

San Jose, CA

US water, sewer bills reach 5-year high

SMART WATER MAGAZINE

Water rates rose 6%, compared with a 4.8% increase in wastewater rates between 2024 and 2025, according to researchers' data.

Read More

3 seasoned engineers offer entry-level pros advice on taking career first steps

CIVIL ENGINEERING SOURCE

What are the strategies that newly minted civil engineers can use to land their first roles and grow? Civil engineers who have mentored young pros to succeed share some of their tips.

Read More

The building code rule that lets Seattle turn forgotten lots into housing

FAST COMPANY

Rethinking the building code to allow single-stairwell buildings brought more small-lot, mid-rise apartments to the city – and sparked a wider reform movement.

Read More

NEW CYGNUS UNDERWATER ULTRASONIC THICKNESS GAUGE

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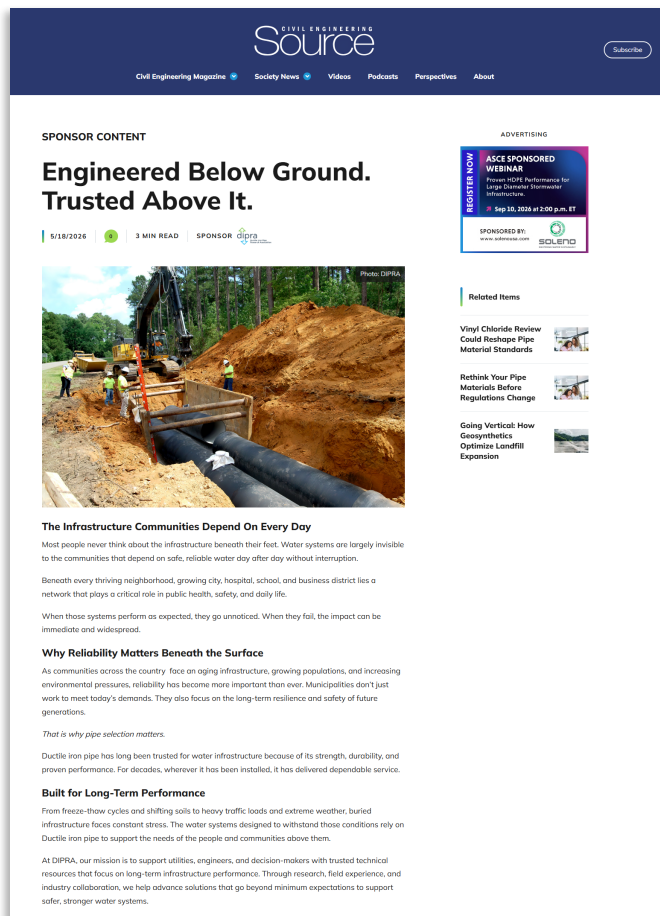
*Only valid when ordering direct

ASCE MEDIA KIT | 4

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
- Limited opportunities available per month

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

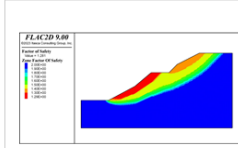
TEASER EXCERPT: 200 characters or less

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!



Introducing FLAC2D Version 9 Revolutionizing Civil Engineering Solutions

Itasca, publishers of FLAC the original geomechanical modeling software, revolutionizes the geomechanical engineering industry with the release of FLAC2D v9.0.

www.asce.org

ASCE INSTITUTE DIGITAL MEDIA

Target Specific Civil Engineering Disciplines

Connect directly with highly engaged civil engineering professionals through ASCE Institute digital publications and specialized content channels. Reach audiences aligned with your products, services, technologies, and solutions.

INSTITUTE NEWSLETTER ADVERTISING

COPRI Newsletter

Coasts, Oceans, Ports & Rivers Institute

- 3,000 recipients
- Monthly distribution
- Average unique open rate: 15%

Ad Specifications

- 550 × 150 pixels
- JPG, PNG, or GIF
- Maximum file size: 200 KB

Placement Rate

- Monthly Banner \$250



Geo-Institute Newsletter

Geotechnical Engineering Institute

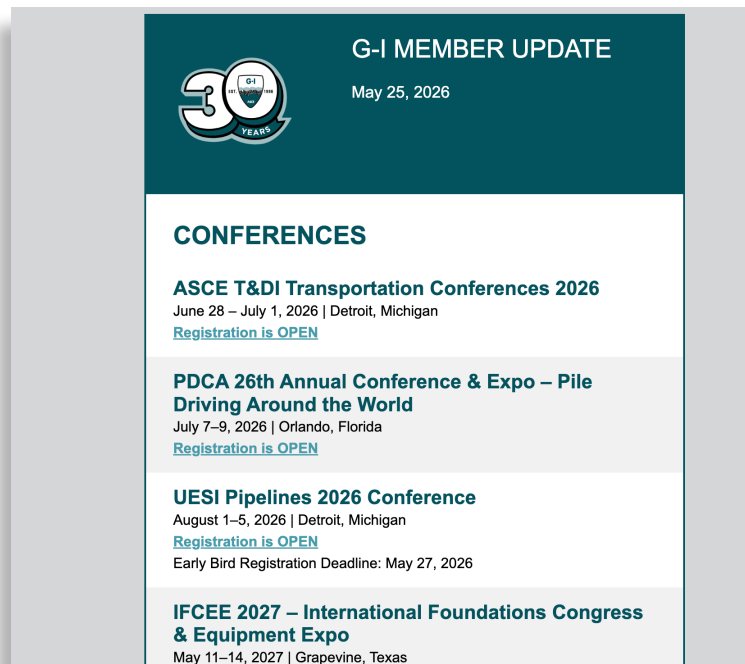
- 8,300 recipients
- Sent twice monthly
- Average unique open rate: 19%

Ad Specifications

- 550 × 150 pixels
- JPG, PNG, or GIF
- Maximum file size: 200 KB

Placement Rate

- One Placement Per Month \$600
- Two Placements Per Month \$1,000



INSTITUTE CONTENT SPONSORSHIPS

Currents Digital Magazine Environmental & Water Resources Institute

- 13,000 recipients
- Quarterly distribution
- Average unique open rate: 25%

Publication Schedule

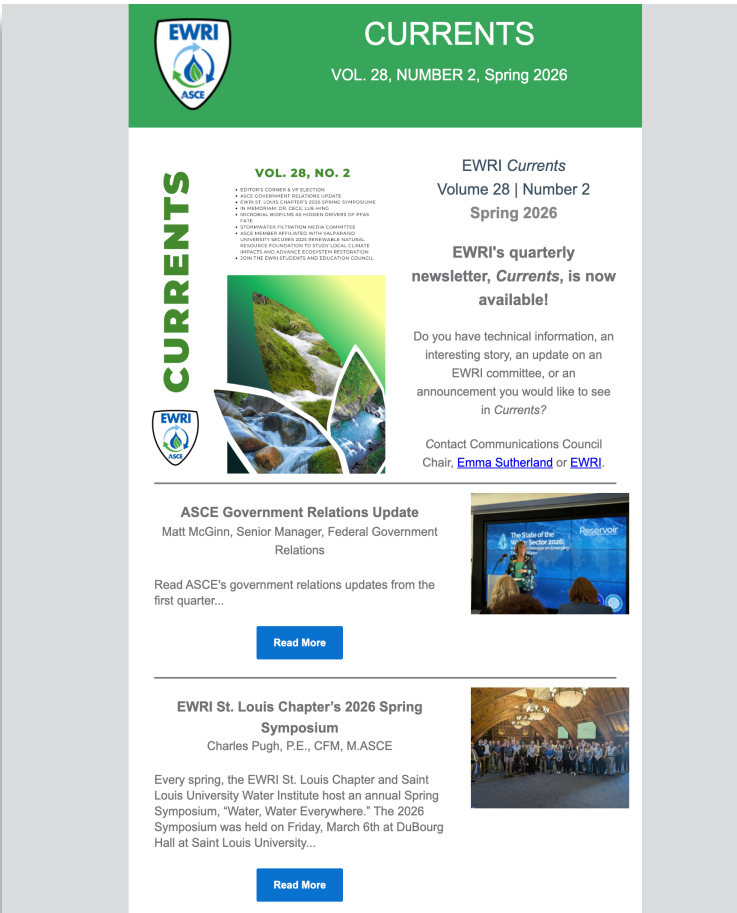
- January
- April
- July
- October

Ad Specifications

- Full Page – 8.5” x 11”
- Half Page- 7.5” x 5”
- JPG, PNG, or PDF
- 72 PPI

Placement Rate

- Full Page \$1,000
- Half Page \$500



GEOSTRATA Extra Livestream Sponsorship

Produced by the Geo-Institute, GEOSTRATA Extra provides deeper discussions with authors and experts following publication of GEOSTRATA

Average 595 viewers per episode

Sponsor Benefit

- :30-second sponsor video OR
- Sponsored opening read by host
- Brand exposure before featured content begins

Sponsorship Option	Rate
Single Episode	\$750
Annual Package	\$3,500



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

80.6% browse from a desktop computer

19.2% browse from a mobile phone
(58.6% iOS; 41.1% Android)

Average monthly unique visitors: **218,352**

Average monthly page views: **417,740**

Average time spent on site: **1:01**

Average banner ad CTR **0.76%**

*Source Google Analytics, June 2025 - May 2026

DIGITAL AD OPTIONS

MEDIUM RECTANGLE:

\$900 per month
SIZE: 300 x 250 pixels
Average CTR: 0.41%

LEADERBOARD:

\$1,400 per month
SIZE: 728 x 90 pixels
Average CTR: 1%

BILLBOARD:

\$1,400 per month
SIZE: 970 x 250 pixels
Average CTR: 0.95%

*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-through rate	Price per issue
51,133 students and younger members (domestic and international)	21.22%	4.3%	\$1,100

SPONSORED WEBINARS

49%

average attendance rate
for live event

483

average registrants

33

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
- Webinar description with link for registration on ASCE eLearning web page - 4 to 6 weeks before the event
- 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 and 24-hour reminder emails sent to registrants
- Platform support, including day of
- Archiving of the webinar on our website for one year, with additional registrations captured from the on-demand recording

“

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



CIVIL ENGINEERING 2027 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 2027 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	Assorted Engineering	AD CLOSE 11/13/2026 MATERIALS DUE 11/20/2026 IN-HOME ARRIVAL 1/4/2027
MAR/APR	Engineering projects that are pushing boundaries	AD CLOSE 1/16/2027 MATERIALS DUE 1/22/2027 IN-HOME ARRIVAL 3/8/2027
MAY/JUN	Energy	AD CLOSE 3/16/2027 MATERIALS DUE 3/25/2027 IN-HOME ARRIVAL 5/3/2027
JUL/AUG	The state of civil engineering part 2	AD CLOSE 5/14/2027 MATERIALS DUE 5/26/2027 IN-HOME ARRIVAL 7/6/2027
SEP/OCT	Structural Success/Restoration	AD CLOSE 7/16/2027 MATERIALS DUE 7/23/2027 IN-HOME ARRIVAL 9/7/2027
NOV/DEC	ASCE 175th Anniversary issue	AD CLOSE 9/17/2027 MATERIALS DUE 9/24/2027 IN-HOME ARRIVAL 11/1/2027

SHARE YOUR MESSAGE WITH *CIVIL ENGINEERING* READERS

This one-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. Limited opportunities available each issue. Includes advertorial placement online.

Ask your sales representative about a two-page option.



ADVERTORIAL

Headline Goes Here

LOGO
or
ART

Aximilacis maximax inolutpat ex et officit vendem rerikatem dolorem pore et corpore nescitis remollam natur as eos res debis ad quanti odi onumo quid quatem fugit minvellise. Nam, samus alitaque velit emporecus nihilquam fugitait lacinio. Ducitaiqui ad quae ctaepe persprip utem nemodit denis diti nonsendae arum invellor ressimus ipsa aut rerio teuctapas

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ADVERTORIAL

Roads and highways as living systems

5/1/2026 3 MIN READ



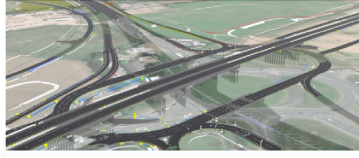
[Photograph courtesy of Gettyimages.com/kanonkai]

For consulting engineers, roads and highways are no longer defined only by plans, profiles, and specifications. They are dynamic systems shaped by traffic demand, environmental conditions, construction phasing, and long-term maintenance strategies. As transportation agencies face aging infrastructure, climate risk, and increased public scrutiny, engineering firms are expected to deliver corridors that perform reliably over decades.

This shift is changing how roadway projects are planned, designed, and delivered. Geographic information system (GIS) technology has become a foundational capability for modern transportation engineering, allowing firms to combine engineering judgment with spatial context and real-world data. When paired with digital twin approaches, GIS enables roads and highways to be managed as living systems that evolve over time.

Roadway corridors intersect complex physical, environmental, and regulatory conditions. Utilities, drainage networks, environmental constraints, right-of-way boundaries, and community impacts all converge along the alignment. GIS allows consulting engineers to organize this complexity spatially, creating a shared understanding across planning, design, construction, and operations.

During planning and corridor studies, GIS supports the evaluation of alternatives using terrain, flood risk, land use, environmental data, and existing assets in a single environment. This spatial insight helps teams make better decisions earlier in the project life cycle, when changes are less costly and outcomes can be influenced most effectively. For consulting firms, this translates to reduced risk, stronger recommendations, and clearer communication with clients and stakeholders.



[GIS and BIM integration provides a detailed digital view of a complex highway interchange, helping teams identify potential design conflicts, utility coordination issues, and constructability challenges before construction begins. (Image courtesy of Esri)]

Digital models have long supported roadway design, but a Living Digital Twin represents a more complete evolution. Esri's Living Digital Twin approach builds on GIS to connect authoritative data, engineering information, and real-world observations into a continuously updated representation of infrastructure.

For civil engineers, this means design data continue to deliver value well beyond construction documents. Design information becomes the foundation for coordination, asset management, and performance monitoring. Traffic volumes, pavement conditions, weather impacts, subsurface systems, and maintenance activities can all be connected through location, allowing engineers and owners to understand how a corridor performs both in real time and over time.

In design, GIS-based digital twins provide engineers with a more complete picture of existing conditions. Survey data, laser imagery, CAD and BIM, and geospatial information can be viewed together, improving accuracy and reducing uncertainty. Potential conflicts can be identified earlier, supporting better constructability reviews and fewer surprises in the field.

This integrated approach strengthens coordination across disciplines. Roadway, drainage, environmental, and utility teams can work from a shared spatial context, reducing rework and improving schedule reliability.

Construction remains one of the highest-risk phases of roadway delivery. GIS-based Living Digital Twins give engineering teams and owners shared visibility into phasing, traffic management, and field conditions. This improves coordination among contractors, inspectors, and project managers, helping projects stay on schedule while enhancing safety.

Beyond construction, consulting firms are increasingly asked to support asset management and life-cycle planning. GIS allows inspection records, condition assessments, and maintenance histories to be tied to specific locations. Engineers can identify trends, prioritize investments, and help agencies move from reactive maintenance to proactive strategies that extend asset life and reduce costs.

As DOTs modernize how they plan and manage roadway infrastructure, expectations for consulting partners continue to rise. Firms that integrate GIS and Living Digital Twins into their transportation practice are better positioned to deliver value beyond traditional design deliverables. They can support better decisions, reduce risk, and help owners manage roads and highways as adaptive, resilient systems.

Treating roads and highways as living systems is becoming a professional expectation rather than an innovation. For consulting engineers, GIS-based Living Digital Twins are increasingly essential to how roadway infrastructure is delivered, operated, and sustained.

Esri is the global market leader in geographic information system (GIS) software, location intelligence, and mapping. Learn more about geospatial digital twins at <https://link.esri.com/CEDigitalTwin>.



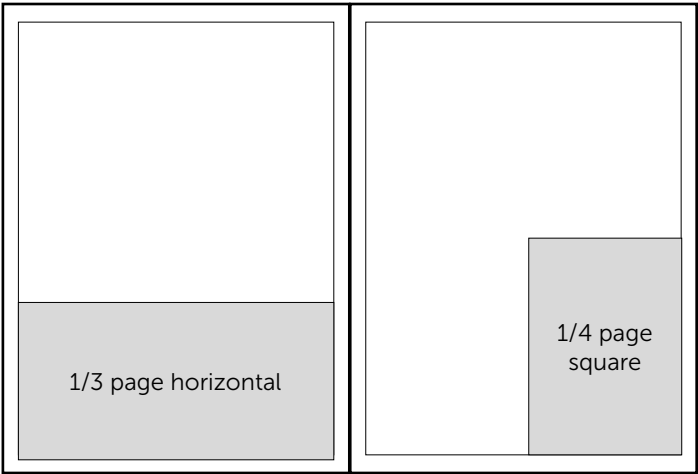
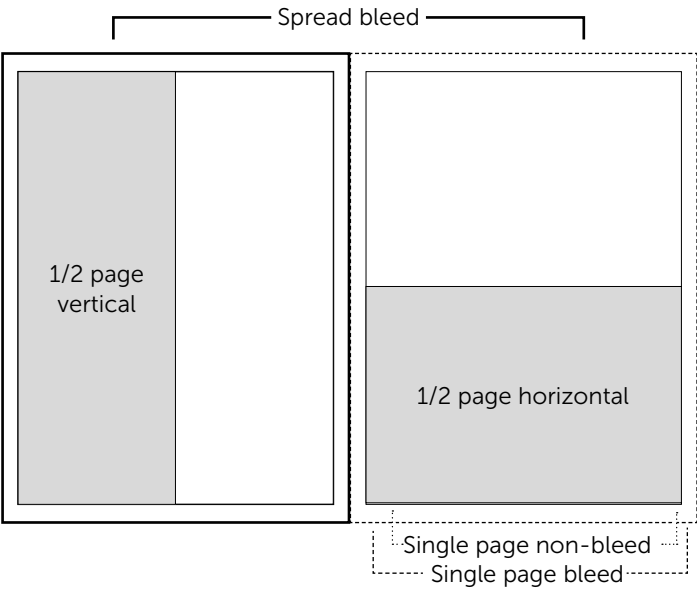
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DISPLAY AD MECHANICAL SPECS CIVIL ENGINEERING

- **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	x	Height
Spread bleed	16.1875"	x	11.125"
Single page bleed	8.125"	x	11.125"
Single page non-bleed	7.25"	x	10.25"
1/2 page horizontal	6.75"	x	4.5"
1/2 page vertical	3.25"	x	9"
1/3 page horizontal	6.75"	x	2.25"
1/4 page	3.25"	x	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.

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 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

2027 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!

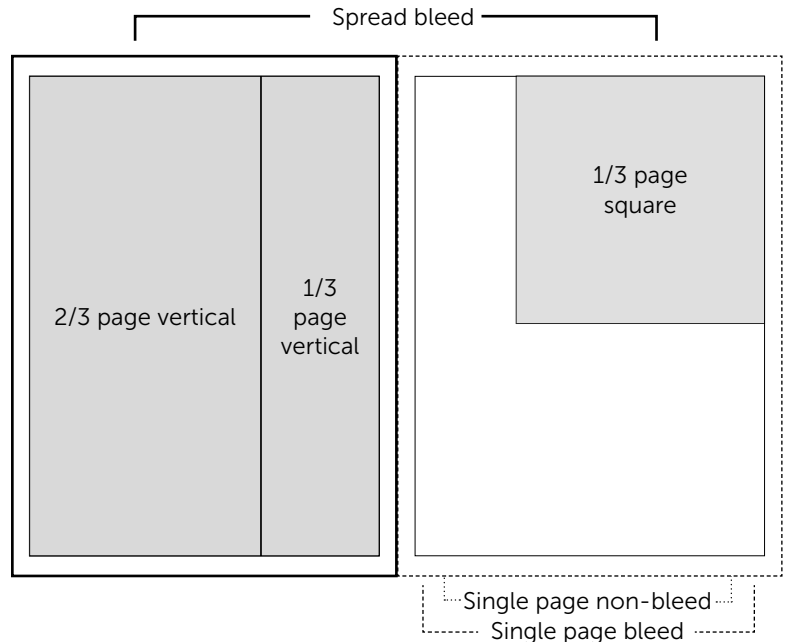
2027 EDITORIAL PLANNER

Issue	Editorial Focus	Deadlines
FEB/MAR	Stability of slopes and embankments	AD CLOSE 12/11/2026 MATERIALS DUE 12/18/2026 IN-HOME ARRIVAL 2/1/2027
APR/MAY	Laboratory characterization of soil and rock	AD CLOSE 2/16/2027 MATERIALS DUE 2/25/2027 IN-HOME ARRIVAL 4/5/2027
JUN/JUL	Geotechnics of historic structures	AD CLOSE 4/16/2027 MATERIALS DUE 4/23/2027 IN-HOME ARRIVAL 6/1/2027
AUG/SEP	Environmental remediation geotechnics	AD CLOSE 6/16/2027 MATERIALS DUE 6/25/2027 IN-HOME ARRIVAL 8/2/2027
OCT/NOV	Geotechnical short stories	AD CLOSE 8/13/2027 MATERIALS DUE 8/26/2027 IN-HOME ARRIVAL 10/4/2027
DEC/JAN	Breaking ground with emerging geoprofessionals	AD CLOSE 10/15/2027 MATERIALS DUE 10/26/2027 IN-HOME ARRIVAL 11/29/2027

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"

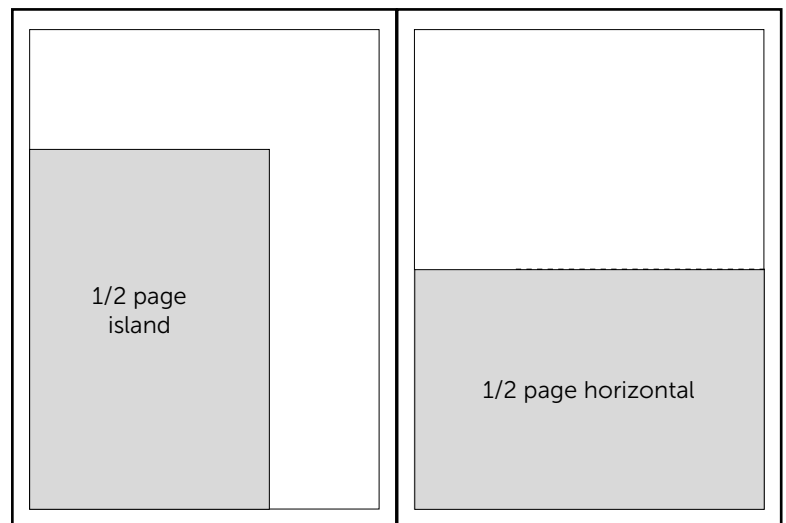


INSERTS

- 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.





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