2020 MEDIA KIT

EMPOWERING THE CIVIL ENGINEERING COMMUNITY

ASCE
AMERICAN SOCIETY OF CIVIL ENGINEERS

PRINT • ONLINE • EMAIL • EVENTS
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 for 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.

Civil Engineering

As the award-winning, flagship monthly print and digital magazine of the American Society of Civil Engineers, Civil Engineering appeals to a broad range of readers who represent the full spectrum of civil engineering disciplines.

GEOSTRATA

As the official bi-monthly print and digital magazine of ASCE’s Geo-Institute, GEOSTRATA offers you the opportunity to target your marketing message directly to the geotechnical engineering community.

ASCE.org/ASCE eNewsletters

ASCE’s website provides you with unprecedented opportunities to build your brand, promote your services, and sell your products 24 hours a day. Make a direct connection to civil engineers worldwide with a presence on ASCE’s audited website or reach its members through its eNewsletters.

ASCE’s Career Connections

Career Connections is the premier civil engineering career center. It is consistently ranked among the most-trafficked pages on asce.org and is a tool cherished by ASCE members and employers.
Civil Engineering

Connecting You to the Engineers of the World’s Infrastructure

Also:
FASCINATING FUTURE  RESILIENT BRIDGE  LONG AWAITED LOCKS

Content

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• Named one of the top 10 B-to-B magazines in the world by Trade, Association and Business Publications International (TABPI) 2016

• More than 220 Industry Awards for graphic design and editorial excellence from American Society of Business Publications Editors (ASPBE), TABPI, and APEX
Average Civil Engineering Reader:

- 50 years old
- Average annual personal income of $113,316
- Works for a firm that employs 4,726 engineers

Job Titles:

- Structural Engineer (9%)
- Presidents / Owners (10%)
- Project / Senior Project Engineer (10%)
- Project Manager/Senior Manager (20%)
- Civil Engineering / Senior Principal Engineer (17%)

The average organization’s billings and scope:

- 42% private projects
- 58% governmental projects

Total estimated gross annual billings, contract value, or budget for 2018 was $242.7 million

* Source: Harvey Research Organization, 2018 Reader Studies.
Civil Engineering provides a credible, respected environment for your brand.

- 97% of respondents feel that Civil Engineering provides reliable information from credible authors
- 95% of readers cite Civil Engineering as useful to engineering professionals
- Almost a third of readers cite Civil Engineering as the ONE publication that provides the most useful information about products and manufacturers
- The average Civil Engineering reader reads 3 out of 4 issues, and spends 30 minutes to 2 hours reading each
- As a result of seeing ads in Civil Engineering, 85% of readers bought products or services, visited an advertisers’ website, saved an ad/article for future reference, or routed the ad to others
- The average number of Civil Engineering readers is 2.1, comprising a total potential reading audience of 154,350

Purchasing power across all disciplines.

- 77% of Civil Engineering readers work on roads and highways
- 73% work on stormwater management
- 66% work on bridges
- 62% work on water/sewer pipe systems
- 62% work on utilities
- 61% work on sewers
- 61% work on transportation systems

Projects Specified:

- Drainage Systems 60%
- Pipes 59%
- Road highway components 55%
- Poured concrete products 54%
- Retaining walls 51%
- Soil stabilization 50%
- Geotextiles 49%

Products Specified:

- CAD software 78%
- Computers 72%
- Printers 66%
- Plotters 61%
- Photocopiers 59%
- Vehicles 57%
- Seminars/webinars for professional development 55%
- Project management software 54%
- Modeling software 52%
- Computer network software 50%
74% of Civil Engineering readers chose PRINT as the one platform they prefer to read Civil Engineering content on.*

Civil Engineering 2020 General Display Rates

<table>
<thead>
<tr>
<th>Size/Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>9,790</td>
<td>9,301</td>
<td>8,811</td>
<td>8,322</td>
</tr>
<tr>
<td>Cover 3</td>
<td>9,790</td>
<td>9,301</td>
<td>8,811</td>
<td>8,322</td>
</tr>
<tr>
<td>Cover 4</td>
<td>10,680</td>
<td>10,146</td>
<td>9,612</td>
<td>9,078</td>
</tr>
<tr>
<td>Full page</td>
<td>8,900</td>
<td>8,455</td>
<td>8,010</td>
<td>7,565</td>
</tr>
<tr>
<td>2/3 page</td>
<td>6,675</td>
<td>6,341.25</td>
<td>6,008</td>
<td>5,674</td>
</tr>
<tr>
<td>1/2 page</td>
<td>5,785</td>
<td>5,496</td>
<td>5,207</td>
<td>4,917</td>
</tr>
<tr>
<td>1/3 page</td>
<td>4,272</td>
<td>4,058</td>
<td>3,845</td>
<td>3,631</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3,649</td>
<td>3,467</td>
<td>3,284</td>
<td>3,102</td>
</tr>
</tbody>
</table>

Agency Commission

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

Sponsored Content Package

- **86%** of Civil Engineering readers find Sponsored Content effective as compared to other forms of advertising*

- Creation and development of sponsored content section
- Includes design, copywriting, and layout
- Survey to our readers asking for feedback; results provided back to advertiser
- Includes digital presence

Ask your sales representative about this and other opportunities.

*Sponsored Content Package

*Source: Harvey Research Organization, 2018 Reader Studies.*
## Civil Engineering 2020 Editorial Planner

**Build Sales with Civil Engineering.**

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Civil Engineering Topics</th>
<th>Advertising Focus-On</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>• The Seismic Upgrade of the Robert Young Federal Building (The Ray) &lt;br&gt;• Earth and Space Designs &lt;br&gt;• Market Outlook for 2020</td>
<td>Structures Congress April 5-8, 2020, Saint Louis, MO &lt;br&gt;Earth and Space Conference April 20-23, 2020, Seattle, WA</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>• Water Resources &lt;br&gt;• Smart Cities: Smart Transportation &lt;br&gt;• Bridges</td>
<td>World Environmental &amp; Water Transportation &amp; Development &lt;br&gt;EWRI Congress May 17-21, 2020 &lt;br&gt;Henderson, NV</td>
</tr>
<tr>
<td>MARCH</td>
<td>• Sustainability through Smart Infrastructure: Roundtable &lt;br&gt;• New Technologies for Locating Underground Infrastructure &lt;br&gt;• Structural Engineering</td>
<td>UESI Conference May 31 - June 2, 2020 &lt;br&gt;Lawrenceburg, IN</td>
</tr>
<tr>
<td>APRIL</td>
<td>• Design and Construction Technology of the Future &lt;br&gt;• Infrastructure Solutions: Parks and Recreation Areas &lt;br&gt;• Wastewater Treatment</td>
<td>Offshore Geo Tech LID - Low Impact Development</td>
</tr>
<tr>
<td>MAY</td>
<td>• ASCE’s New Faces of Civil Engineering Look to the Future &lt;br&gt;• Pipeline Inspection Methods &lt;br&gt;• Seismic Upgrades</td>
<td>Pipelines August 9-12, 2020 &lt;br&gt;San Antonio, TX</td>
</tr>
<tr>
<td>JUNE</td>
<td>• Smart Cities: Smart Bridges &lt;br&gt;• Sustainable Designs &lt;br&gt;• Stormwater Solutions</td>
<td></td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>• Planning for Resiliency &lt;br&gt;• Structural Advances &lt;br&gt;• Wastewater Treatment</td>
<td>ASCE Convention</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>• Infrastructure Solutions: Renewable Energy &lt;br&gt;• Upgrading Buildings’ Energy Systems &lt;br&gt;• Better Bridges</td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>• The Growth of Megacities &lt;br&gt;• Dam Safety &lt;br&gt;• Underground Construction</td>
<td>Annual Convention Release of Megacity part of Future World Vision</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>• Building Beneath San Francisco &lt;br&gt;• Structural Innovations &lt;br&gt;• Low-impact Development</td>
<td>IRD 50th Anniversary February 2021 &lt;br&gt;Construction Institute Summit February - March 2021</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>• Remediating Brownfields: State of the Practice &lt;br&gt;• Transit-oriented Development &lt;br&gt;• Tunneling Technologies</td>
<td>SEI Congress March 2021</td>
</tr>
</tbody>
</table>
Digital Version of Civil Engineering

Civil Engineering’s reach goes beyond print. An additional 35,000 readers (ASCE international, life and student members) receive the magazine digitally each month. That’s even more exposure for your ad. Ask your advertising representative about increasing your influence with sponsored content, banner ads, audio/video and mobile app advertising!

Over 200,000 have downloaded the Civil Engineering app!
The Civil Engineering classified and advertising marketplace is where more than 78,000 civil engineers turn for the human resources, products, and services they need to design and build the world’s infrastructure.

- Ads will be featured in the digital version of the magazine; available online at asce.org

### Rates

<table>
<thead>
<tr>
<th>Size/Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page</td>
<td>4,900</td>
<td>4,655</td>
<td>4,410</td>
<td>4,165</td>
</tr>
<tr>
<td>1/3 page</td>
<td>3,675</td>
<td>3,491</td>
<td>3,308</td>
<td>3,124</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3,185</td>
<td>3,026</td>
<td>2,867</td>
<td>2,707</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2,450</td>
<td>2,328</td>
<td>2,205</td>
<td>2,083</td>
</tr>
</tbody>
</table>

**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 month(s) 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.

### 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
The official magazine of the ASCE’s Geo-Institute, GEOSTRATA offers you the opportunity to target your marketing message directly to geo professionals. Published bimonthly, GEOSTRATA features articles written by and for geotechnical engineers, and reaches the major engineering firms around the world. The magazine’s more than 10,000 readers include engineers, scientists, technologists, educators, and organizations interested in improving the environment, mitigating natural hazards, and economically constructing engineered facilities. 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

About GEOSTRATA readers:

Our readers are involved in purchasing products and services:

- Modeling software (54%)
- Soil stabilization (60%)
- Geotextiles (59%)
- Retaining walls (56%)

2/3 of our readers have read all four of the last four issues of GEOSTRATA.

GEOSTRATA readers pass along their copies—close to 1/3 reported sharing their copy with one or more other people, bringing the readership to 13,000+.

Our readers take action: in the past year, more than 3/4 of respondents have acted on advertisements they saw in GEOSTRATA.

3/4 of our readers have been reading GEOSTRATA for at least 3 years.

* Source: Harvey Research Organization, 2018 Reader Studies.
2020 Advertising Rates

<table>
<thead>
<tr>
<th>Size/Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covers 2 and 3</td>
<td>4,540</td>
<td>4,305</td>
<td>4,085</td>
</tr>
<tr>
<td>Cover 4</td>
<td>4,855</td>
<td>4,610</td>
<td>4,345</td>
</tr>
<tr>
<td>Full page</td>
<td>3,405</td>
<td>3,320</td>
<td>3,230</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,150</td>
<td>3,085</td>
<td>3,005</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,980</td>
<td>2,925</td>
<td>2,830</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,520</td>
<td>2,490</td>
<td>2,435</td>
</tr>
</tbody>
</table>

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

2020 Editorial Planner
Plan your advertising around a year of targeted editorial

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>Risk in Geotechnical Practice</td>
<td></td>
</tr>
<tr>
<td>AD CLOSE: 11/25/19</td>
<td>MAT. DUE: 12/2/19</td>
<td></td>
</tr>
<tr>
<td>MAR/APR</td>
<td>20th Anniversary Issue</td>
<td>Geo-Congress February 25-28, 2020 Minneapolis, MN</td>
</tr>
<tr>
<td>AD CLOSE: 1/24/20</td>
<td>MAT. DUE: 1/31/20</td>
<td></td>
</tr>
<tr>
<td>MAY/JUN</td>
<td>Geo-Forensics; Lessons Learned from Failures</td>
<td></td>
</tr>
<tr>
<td>AD CLOSE: 3/30/20</td>
<td>MAT. DUE: 4/6/20</td>
<td></td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>Future Geo; Big Data, Diggs, Visualization and More</td>
<td></td>
</tr>
<tr>
<td>AD CLOSE: 5/26/20</td>
<td>MAT. DUE: 6/2/20</td>
<td></td>
</tr>
<tr>
<td>SEP/OCT</td>
<td>Geotechnics of Sustainability &amp; Climate Adaption</td>
<td></td>
</tr>
<tr>
<td>AD CLOSE: 7/24/20</td>
<td>MAT. DUE: 7/31/20</td>
<td></td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>Diversity in Geotechnics</td>
<td></td>
</tr>
<tr>
<td>AD CLOSE: 9/25/20</td>
<td>MAT. DUE: 10/2/20</td>
<td></td>
</tr>
</tbody>
</table>

“...In the modern world of marketing, we have a number of different vehicles to choose from when reaching out to our audience. While we are always up for trying new tactics, advertising in GEOSTRATA remains a constant in our marketing plan. We consider GEOSTRATA the premier publication of our industry and advertising with GEOSTRATA allows us to consistently keep our brand in front of our clients, partners, and decision makers.”

—Gretchen Connelly
Marketing Director
Nicholson Construction Company
ASCE’s official website has an exciting new responsive design that is utilized across all devices. Take advantage of these unparalleled opportunities to build your brand, promote your services, and sell your products 24 hours a day!

**ASCE.ORG VIEWERS:**

- 81% browse from a desktop
- 17% browse from a phone (50.18% iPhone; 43.29% Android)
- 2.5% browse from a tablet

*Source: Google Analytics, June 2018 – June 2019

**ASCE.ORG WEBSITE TRAFFIC**:  
- Average monthly unique visitors: 118,516
- Average monthly page views: 393,718
- Average time spent on site: 2 minutes, 19 seconds
- Average banner ad CTR: 0.13%

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**Digital Ad Options**

**LEADERBOARD ADS:**  
Only available on ASCE.org homepage and ASCE Library page  
$1,400 per month  
SIZE: 728 x 90 pixels

**MEDIUM RECTANGLE ADS:**  
Will rotate throughout the ASCE.org pages  
$1,200 per month  
SIZE: 300 x 250 pixels

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**SMALL RECTANGLE ADS:**  
Will rotate throughout the ASCE.org pages  
$700 per month  
SIZE: 180 x 150 pixels

**FILE SIZES:** For an image file, maximum 250K. For a flash ad, maximum 1 MB.  
Ask your advertising rep about ads with rich media or rollovers.  
Email ad to ads@asce.org.

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**eNewsletter Advertising**

Valuable advertising space is available in ASCE’s eNewsletters; very few exclusive spots are available in each one. ASCE members and students have signed up specifically to receive these eNewsletters that target their areas of interest. Take advantage of this engaged audience.

<table>
<thead>
<tr>
<th>eNewsletter Opportunities</th>
<th>Frequency</th>
<th>Audience</th>
<th>Unique Open Rate</th>
<th>Click-to-open rate</th>
<th>Space Available</th>
<th>Price per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASCE eNewsletter (general organizational news and updates)</td>
<td>Weekly</td>
<td>89,000</td>
<td>17.80%</td>
<td>8.56%</td>
<td>Top Story banner 1, Society News Sponsored Content, Engineer’s Toolbox logo &amp; banner 2, Also in ASCE News banner 3</td>
<td>$3,100, $3,100, $2,500, $2,500</td>
</tr>
<tr>
<td>The Ladder (students and younger members)</td>
<td>10 issues per year, September-June, July/August combined issue, Nov/December combined issue</td>
<td>53,000</td>
<td>39.00%</td>
<td>3.50%</td>
<td>2 banners</td>
<td>$1,105</td>
</tr>
<tr>
<td>Society News</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASCE joins in mourning the Virginia Beach shooting victims</td>
<td>The ASCC community has been shocked and saddened by the tragic deaths of 12 people, including a number of civil engineers and support staff. In the mass shooting at the Virginia Beach Regional Center on March 31. Among the victims was Richard Nusbe, P.E., M.ASCE, an active member of the National Association of Engineering and Surveying. ASCC continues to support the families and friends of those lost.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Top Story

Across the country, ASCE's Sections, Branches, Younger Member Groups and Student Chapters enjoy networking with their communities. See how your peers have reached out lately. [Local News for June >](#)

### Society News

**ASCE joins in mourning the Virginia Beach shooting victims**  
The ASCC community has been shocked and saddened by the tragic deaths of 12 people— including a number of civil engineers and support staff—in the mass shooting at the Virginia Beach Regional Center on May 31. Among the victims was Richard Nusbe, P.E., M.ASCE, an active member of the National Association of Engineering and Surveying. ASCC continues to support the families and friends of those lost.

**Members elect 2020 president-elect and Region representatives**  
ASCE's next president-elect will be Jeanne R. Bodhaine, who will advance to serve as an 2021 president. Members also elected Region directors and governors based on where they live. More about Jeanne and who else won: [ASC election results >](#)

### Sponsored Content

**Maintain quality on construction projects**  
Fully addressing quality control on construction projects is crucial to maintaining safety, efficiency, and performance. PlanGrid’s free eBook will show you how to fully harness construction technology to achieve these goals. [DOWNLOAD FREE EBOOK >](#)

**Whatever the future holds, ASCE will help you be ready**  
Future World View presents civil engineers the tools to strategize for an uncertain future. To also help you prepare, an ASCE News series offers a deeper dive into Future World View’s videos. Articles in this series include:

- Reimagining the Way You Think About Infrastructure  
- What Do Civil Engineering Graduates Need to Know?  
- Rising to the Sea Level Challenge  

### Book News eNewsletter Opportunities

<table>
<thead>
<tr>
<th>Book News eNewsletter Opportunities</th>
<th>Frequency</th>
<th>Audience</th>
<th>Unique Open Rate</th>
<th>Click-to-open rate</th>
<th>Space Available</th>
<th>Price per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental and Water</td>
<td>Monthly</td>
<td>29,400</td>
<td>17.68%</td>
<td>7.68%</td>
<td>1 banner</td>
<td>$1,050</td>
</tr>
<tr>
<td>Structures</td>
<td>Monthly</td>
<td>44,000</td>
<td>17.63%</td>
<td>7.81%</td>
<td>1 banner</td>
<td>$1,050</td>
</tr>
<tr>
<td>Construction</td>
<td>Monthly</td>
<td>32,600</td>
<td>16.97%</td>
<td>5.39%</td>
<td>1 banner</td>
<td>$1,000</td>
</tr>
<tr>
<td>Geo</td>
<td>Monthly</td>
<td>23,300</td>
<td>19.59%</td>
<td>9.88%</td>
<td>1 banner</td>
<td>$790</td>
</tr>
<tr>
<td>Transportation</td>
<td>Monthly</td>
<td>14,300</td>
<td>17.33%</td>
<td>6.65%</td>
<td>1 banner</td>
<td>$630</td>
</tr>
<tr>
<td>COPRI (Coasts, Oceans, Ports, and Rivers Institute)</td>
<td>Bimonthly, even months</td>
<td>8,800</td>
<td>21.63%</td>
<td>7.03%</td>
<td>1 banner</td>
<td>$210</td>
</tr>
<tr>
<td>UESI (Utility Engineering and Surveying Institute)</td>
<td>Bimonthly, odd months</td>
<td>10,900</td>
<td>18.69%</td>
<td>8.03%</td>
<td>1 banner</td>
<td>$210</td>
</tr>
</tbody>
</table>

### Important E-Books and Standards

**Becoming a Leader: A Practical Handbook for Women in Engineering, Science, and Technology**  
Edited by F. Carey Collins, Ph.D., and Conley J. Sansone  

**Climate-Resistant Infrastructure**  
Adaptive Design and Risk Management  
Committee on Adaptation to a Changing Climate  
Edited by Iain R. Ayre, Ph.D., P.E.

**MOF-14** provides guidelines for contributors to the development of relevant methods for infrastructural analysis and designs in the world in which climate hazards are changing and can be proposed with varying degrees of uncertainty requiring a new design philosophy to meet this challenge.

- [READ MORE >](#)

- **Schedule Delay Analysis**  
  ASCE/GI-17:  
  Standard for Delay Analysis (1998), this standard for identifying the effect of delay on construction projects to determine the impact of delays.  
  [READ MORE >](#)

- **Standard Practice for Design of Prestressed Concrete Pipe Using Standard Installs**  
  ASCE/GI-17:  
  Standard 15.1.7: this standard for the design of modern prestressed concrete using standard installations, known as SSI.  
  [READ MORE >](#)

- **Standard Practice for Design of Direct Design of Buried Precast Concrete Pipe Using Standard Installs**  
  ASCE/GI-17:  
  Standard 15.1.7: this standard for the design of modern prestressed concrete using standard installations, known as SSI.  
  [READ MORE >](#)

### The Ladder

September 2019

**Renew Your FREE 2020 Student Membership**  
Renew easy to earn chances to win one of four prizes, including the grand prize worth $1,000! The earlier you renew your membership, the more chances you have to win. [Learn more and renew today >](#)

**3 Things to Know**

1. How can I monitor my performance on your path to success?  
2. How do I gain credibility with little or no experience?  
3. In what ways have internships made you better prepared for the career ahead?  

**ASCE CAREER AND TRAINING CENTER**

**Free Webinar Will Prepare You for Success**  
Join this free webinar offered annually to provide you with an in-depth exploration of the leadership skills that will make you stand out among your peers. This webinar is available to all ASCE Younger Members.

**Time Management**  
Kyle Newton, P.E., M.ASCE  
View [Online >](#)

**Preparing for Your First Review**  
Anthony Paduano, P.E., M.ASCE  
A Discussion of Ethics Using Case Studies: Robin Kenney, P.E., M.ASCE  
[Online >](#)

**Pro Spotlight**  
Oct. 26, 11 a.m.-2 P.M. EST  
Donna L. Deluca, Project Director and Professional Leader in Forensic Engineering at Consulting Engineers, Inc.  
Looking for your next job? Searching for the right hire? Here’s your chance to make it happen. [Register now >](#)

Do you want to pursue a career in civil engineering, but your undergraduate degree is in a different discipline? Find advice on [Career by Design >](#)

### EDUCATING LEADERS

**Making History**  
Online Master’s in Engineering Management  
[Online >](#)

**How to Get the Most From Your Year Ahead**  
Each year, civil engineering graduates face a new set of challenges. Whether you’re just starting as a freshman, looking ahead to graduation as a senior, or aspiring to the workforce and junior-years, engineering career advice Anthony Paduano offers specific suggestions for what your focus should be. [Read Anthony’s advice >](#)

**ASCE Can Help You Reduce Your Student Loan Burden**  
For most students, loans are a fact of life and an impending financial burden after graduation. In fact, 40 percent of recent graduates say loan repayment has affected their ability to save for the future. ASCE’s student loan refinancing through SoFi could save you thousands of dollars! Members receive a special rate discount. [Get details >](#)

**2020 Daniel W. Mead Prize Topic Announced**  
ASCE’s Daniel W. Mead Prize is awarded annually to the author of the best paper of a broad ranging professional ethics. See the...
Your home for hiring the best of the best in civil engineering.

Careers.asce.org is the premier civil engineering career center. Job vacancies are sorted by engineering specialty, geographic location, and other criteria. Career Connections is a fast, confidential tool that is cherished by both employers and job seekers. Employers post jobs in real-time, search the database, track online activity, and receive auto notification of new prospects.

Career Connections Quick Stats:
• 127,270 unique visitors per month
• 16,116 searchable resumes
• 654 job listings
• 14,082 registered employers
• 2,514 average views per job

*Reach even more candidates by making your job opening a ‘Featured Job’ in one or more of ASCE’s targeted engineering related e-newsletters (see e-newsletter section).

Job Posting Rates

<table>
<thead>
<tr>
<th></th>
<th>ASCE Member</th>
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<tr>
<td>30-Day job posting</td>
<td>$295</td>
<td>$495</td>
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<td>60-Day job posting</td>
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Packs

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<td>10 pack</td>
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Featured Jobs

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</thead>
<tbody>
<tr>
<td>$125</td>
<td>$225</td>
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</tbody>
</table>

All paid job postings come with free access to the resume database, during the duration of ad posting.

Job Posting Add-On Packages

The packages below are available to purchase with each of your job postings.

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<thead>
<tr>
<th></th>
<th>Members — $125</th>
<th>Non Members — $225</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>SmartBrief $125</td>
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</tbody>
</table>

• Give your job more exposure!
• A “Featured Job” will appear on the job seekers home page for 30 days.
• A “Featured Job” will be flagged on the results page giving you a better opportunity to have your job seen.

• Deliver your jobs directly to the candidates. Take advantage of the job board in ASCE SmartBrief. ASCE SmartBrief is an email newsletter that contains news stories relevant to civil engineers. More than 50,000 professionals rely on the ASCE SmartBrief email every day, allowing you to recruit a select group of active and passive job seekers.
• Your ad will run in 5 issues over a 1-week span.

Virtual Career Fairs

ASCE partners with other engineering associations to hold ESCN (Engineering & Science Career Network) Virtual Career Fairs. These fairs are online recruiting events offering employers real-time connection with employees seeking engineering and science positions. Sponsorship and booth opportunities available to promote your brand. Careereco.com/events/ESCN
ADVERTISERS AND ADVERTISING AGENCIES assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisements, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to its publication standards, which are subject to change or modification at the sole discretion of the Publisher. Any advertising resembling editorial matter may be designated as advertising by the Publisher.

POSITIONING OF ADVERTISEMENTS is at the discretion of the Publisher except where a request for a specified preferred position is acknowledged by Publisher.

PUBLISHER has the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and for which such advertising was published.

CONDITIONS other than rates are subject to change by Publisher without notice. As used in this section, entitled Advertising Policies, the term “Publisher” shall refer to Civil Engineering Magazine and/or the American Society of Civil Engineers (ASCE). The terms and conditions of this rate card supersede any terms appearing on advertiser’s orders or materials.

REGULATIONS concerning copy and contracts are those generally accepted throughout the industry.

ADVERTISEMENTS are not accepted if they contain testimonial statements or endorsements given by a member or members of ASCE.

NO CONDITIONS other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.

ALL ORDERS are accepted for space subject to our credit requirements.

PUBLISHER RETAINS RIGHT OF FINAL APPROVAL and acceptance of all advertising submitted, and shall not be liable for any loss resulting from rejection of such advertising.

BLEED ADS incur no additional charges. Bleed ads only available in Spreads, FP ads, and 2/3 page ads.

RATES are determined by the total space used within a 12-month period, dating from the first insertion. Earned frequency is determined by total number of insertions, not issues.

PREMIUM POSITION CHARGES are in addition to earned contract rate. Special position requests are subject to an additional 10% charge.

INSERTION ORDERS must be received in writing before ad issue closing date; cancellations must be received in writing 30 days before ad issue closing date.

15% OF GROSS BILLING allowed to recognized advertising agencies. Commission is not allowed on such charges as artwork, reprints, backup of inserts, production and bindery charges, and special handling charges. Commission is subject to forfeiture on invoices not paid within 90 days from invoice date. All accounts not paid in full within 30 days of invoice date may incur a charge of 1-1/2% per month until paid in full.

ALL ADVERTISING placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined in the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf whether or not the entity remitted funds to its agent.
### Display Ad Mechanical Specs

**Civil Engineering** and **GEOSTRATA**

- **Publication Trim Size:** 7.875” x 10.875”
- **Bleed:** Add .125” on all four sides of ad
- **Live Area:** .25” from trim size, all four sides

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<td>Single page bleed</td>
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<tr>
<td>Single page non-bleed</td>
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</tr>
<tr>
<td>1/2 page island</td>
<td>4.5625” x</td>
<td>7.5”</td>
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</tr>
<tr>
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<tr>
<td>1/2 page vertical</td>
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<td>4.5625” x</td>
<td>4.875”</td>
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<tr>
<td>1/3 page vertical</td>
<td>2.1875” x</td>
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<tr>
<td>1/4 page square</td>
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### Deadlines

- **Closing Date for Insertion Orders:** Due at publication by 1st of the month preceding issue cover date.
- **Closing Date for Ad Materials:** All material due at publication by the 5th of the month preceding issue cover date.

### Inserts

- For rates on inserts, consult Director, Advertising Sales, ads@asce.org.
- Number of preprinted inserts to be supplied should be confirmed by kjackson@asce.org. Inserts can be bound in or tipped in. Email for production specifications before proceeding.

### General

- **Reprint Orders:** Forward request indicating title(s) of articles and quantity to: Kathy Jackson, kjackson@asce.org.