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.

The Society advances civil engineering technical specialties through 8 dynamic Institutes:

- AEI (Architectural Engineering Institute) ..................... 8,150
- CI (Construction Institute) ............................... 17,225
- COPRI (Coasts, Oceans, Ports and Rivers Institute) ............ 3,902
- EMI (Engineering Mechanics Institute) ...................... 2,562
- EWRI (Environmental and Water Resources Institute) ........ 23,313
- G-I (Geo-Institute) ..................................... 11,897
- SEI (Structural Engineering Institute) ............................. 31,459
- T&DI (Transportation and Development Institute) ............. 16,197
- UESI (Utility Engineering and Surveying Institute) ............... 71

SOURCE: ASCE OFFICIAL REGISTER, 2016
Civil Engineering
As the award-winning, flagship monthly 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. Reaching a print audience of more than 80,000, this magazine has now expanded to a website, an app, and enhanced digital version, all with additional advertising opportunities.

GEOSTRATA
The official magazine of the ASCE’s Geo-Institute, GEOSTRATA offers you the opportunity to target your marketing message directly to the geotechnical engineering community. Published bimonthly with a circulation of more than 10,000, GEOSTRATA is written by and for geotechnical engineers, and reaches the major engineering firms in the country and around the world.

ASCE.org
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.

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

Civil Engineering VendorSearch
ASCE’s industry-specific search engine efficiently connects buyers and sellers within the civil engineering field.

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Civil Engineering . . . . . . 2
GEOSTRATA . . . . . . . . 10
ASCE.org . . . . . . . . . . 12
eNewsletters . . . . . . . . 13
Career Connections . . . . 14
Civil Engineering VendorSearch . . . . . . . . . 15
Additional Opportunities . . . . . . . . 16
Civil Engineering magazine offers broad, total market coverage to advertisers—it’s written to appeal to the full range of engineering disciplines: architectural, structural, geoenvironmental, transportation, coastal, environmental and water resources. These engineers rely on Civil Engineering to keep them informed of trends and developments within their profession. Tap into the tremendous purchasing power of this group by advertising in Civil Engineering.

**Average Civil Engineering Reader:**
- 50 years old, with an average annual personal income of $123,340, and a member of ASCE (American Society of Civil Engineers) for 17 years.
- Works for a firm that has 40.5 offices, employs 2,034 engineers and 319 architects.
- 22% hold the title of Project Manager or Senior Manager, while 12% hold the title of Civil Engineer or Senior Principal Engineer, and 13% are Presidents or Owners.
- 73% enjoy domestic travel in their leisure time.
- 17% own a second/recreation home.

**Civil Engineering provides a credible, respected environment. Your brand benefits.**
- 92% of respondents feel that Civil Engineering provides reliable information and 92% feel Civil Engineering uses credible authors.
- 77% of readers rated Civil Engineering as useful to them as an engineering professional.
- 66% of our readers indicate that Civil Engineering is the most valuable publication to them and their work, followed by ENR (29%).
- Almost a third of readers indicated that Civil Engineering is the ONE publication that provides them with the most useful information about products and manufacturers.

**Purchasing power across all disciplines.**
- 45% of Civil Engineering readers work on Roads and Highways.
- 39% work on Bridges.
- 39% work on Storm-Water Management.
- 36% work on Water/Sewer Pipe Systems.
- Specifies a total annual dollar value of $40.1 million for work on Structural Steel Components, followed by Road Highway Components ($28.1 million) and Precast Concrete Building Components ($21.9 million).
- Specifies a total dollar value of $168,300 for Vehicles, followed by Travel Services ($101,924) and Computer Network Software ($100,293).
- The average organization’s total estimated gross annual billings, contract value, or budget for 2014 was $264.9 million.
- The average organization’s work is 54% governmental projects and 46% private projects.

---

**Award-Winning since 2003**

- **NAMED ONE OF THE TOP 10 B TO B MAGAZINES** in the world by Trade, Association and Business Publications International (TABPI)
- **183 INDUSTRY AWARDS SINCE 2003** for Graphic Design and Editorial Excellence from American Society of Business Publications Editors (ASBPE) and TABPI
Your ad will be seen in the pages of Civil Engineering. Your message will be trusted.

- The average reader reads 3 out of 4 issues of Civil Engineering, and spends over 46 minutes reading a typical issue.
- 16% of Civil Engineering readers pass along their copy to colleagues, and 14% file it/use it as a reference tool.
- As a result of seeing ads in Civil Engineering, 86% of readers bought products or services advertised, visited an advertisers’ website, saved an ad/article for future reference, or routed the ad to others. They act on the ads they see.

80% of Civil Engineering readers make or influence the purchasing decisions for:

- Anchors
- Asphalt
- Building Materials/Components
- Bridge Design/Components
- Business Travel
- Cellular Phones
- Computer Hardware and Software
- Concrete, Cement, Masonry Materials
- Erosion Control/Soil Stabilization
- Field Equipment
- Financial Services
- Geotechnical Equipment
- GIS/GPS Products and Systems
- Heavy Construction Equipment
- Highway, Traffic Control, Safety, Recreational Equipment
- Office Supplies
- Paints, Insulation
- Pipe and Pipe Accessories
- Pollution Control Equipment
- Publications, Seminars, Professional Development and Training Programs
- Pumps
- Recruitment Advertising
- Retaining Walls
- Roofing, Grating, Adhesives
- Steel, Aluminum
- Structural Building Materials
- Testing Equipment
- Vehicles
- Water Supply, Sewage, Industrial Waste Equipment
- Web sites

*SOURCE: HARVEY RESEARCH ORGANIZATION, 2014 AND 2016 READER STUDIES.*
# Civil Engineering 2017 Editorial Calendar

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>
<th>ADVERTISER EXTRA</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>■ Structures</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>■ Water</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>■ Bridges</td>
<td>Construction Services</td>
<td></td>
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</tr>
<tr>
<td>FEBRUARY</td>
<td>■ Structural Engineering</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>■ Environmental Engineering</td>
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<tr>
<td></td>
<td>■ Infrastructure</td>
<td>Computer Software and Hardware</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>■ Buildings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Construction</td>
<td>Geotechnical Products</td>
<td></td>
<td>Geotechnical Frontiers 2017</td>
</tr>
<tr>
<td></td>
<td>■ Infrastructure</td>
<td></td>
<td></td>
<td>Orlando, FL</td>
</tr>
<tr>
<td></td>
<td>■ Bridges</td>
<td></td>
<td></td>
<td>March 12-15, 2017</td>
</tr>
<tr>
<td></td>
<td>■ Mass Transit</td>
<td>Pipe and Pipe Fittings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>■ Buildings</td>
<td></td>
<td></td>
<td>SEI (Structural Engineering Institute) Structures Congress</td>
</tr>
<tr>
<td></td>
<td>■ Historic Preservation</td>
<td></td>
<td></td>
<td>Denver, CO</td>
</tr>
<tr>
<td></td>
<td>■ Infrastructure</td>
<td>Professional Services</td>
<td>Free Ad-Q Study</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Bridges</td>
<td></td>
<td></td>
<td>EWRI (Environmental and Water Resource Institute) Congress 2017</td>
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<tr>
<td></td>
<td>■ Mass Transit</td>
<td></td>
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<td>Sacramento, CA</td>
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<tr>
<td></td>
<td>■ Infrastructure</td>
<td></td>
<td></td>
<td>May 25-27, 2017</td>
</tr>
<tr>
<td>JUNE</td>
<td>■ Structural Engineering</td>
<td>Bridges</td>
<td></td>
<td>EMI (Engineering Mechanics Institute) 2017 Conference</td>
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<tr>
<td></td>
<td>■ Buildings</td>
<td></td>
<td></td>
<td>San Diego, CA</td>
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<tr>
<td></td>
<td>■ Infrastructure</td>
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<td>June 4-7, 2017</td>
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<tr>
<td></td>
<td>■ Infrastructure</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>JULY/AUGUST</td>
<td>■ Structures</td>
<td></td>
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<tr>
<td></td>
<td>■ Environmental Engineering</td>
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<tr>
<td></td>
<td>■ Construction</td>
<td>Steel and Structural Products</td>
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<td>■ Construction</td>
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<td>■ Bridges</td>
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<td>■ Environmental Engineering</td>
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<td>■ Construction</td>
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<td>■ Bridges</td>
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<td></td>
<td>■ Environmental Engineering</td>
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<td></td>
<td>■ Construction</td>
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<tr>
<td>SEPTEMBER</td>
<td>■ Bridges</td>
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<tr>
<td></td>
<td>■ Buildings</td>
<td>Water and Wastewater Products</td>
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<tr>
<td></td>
<td>■ Environmental Engineering</td>
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<tr>
<td></td>
<td>■ Construction</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>■ Structures</td>
<td></td>
<td></td>
<td>ASCE’s 147th Annual Civil Engineering Conference</td>
</tr>
<tr>
<td></td>
<td>■ Historic Preservation</td>
<td></td>
<td></td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td></td>
<td>■ Water</td>
<td></td>
<td></td>
<td>October 8-11, 2017</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>■ Buildings</td>
<td></td>
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<tr>
<td></td>
<td>■ Structural Engineering</td>
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<td></td>
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<tr>
<td></td>
<td>■ Construction</td>
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<td></td>
<td>■ Bridges</td>
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<tr>
<td></td>
<td>■ Water</td>
<td>Retaining Walls</td>
<td></td>
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</tr>
<tr>
<td>DECEMBER</td>
<td>■ Structures</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>■ Water</td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>■ Historic Preservation</td>
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</tbody>
</table>
Civil Engineering Website

www.asce.org/CEMagazine

Civil Engineering has launched its own website, offering a targeted advertising vehicle to reach ASCE members. Compelling new content is posted every Tuesday:
- Weekly civil engineering news and information
- This week’s feature
- Critical for keeping civil engineers up to date on industry trends
- Create synergy with your print ads in Civil Engineering magazine!

QUICK STATS:
- Over 16,000 page views per month
- #3 most visited site on asce.org

Advertising Opportunity:
Medium Rectangle Ads—300 X 250 pixels on homepage of Civil Engineering magazine website. $50 CPM (minimum purchase of 40,000 impressions)

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.

Over 195,000 readers have downloaded the Civil Engineering app!

Ask your advertising representative about increasing your digital and mobile advertising presence with blow-ins, banner ads, audio-video and mobile app advertising!
2017 GENERAL DISPLAY RATES

### Four-Color Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
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</thead>
<tbody>
<tr>
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<td>13,960</td>
<td>13,715</td>
<td>13,475</td>
<td>13,255</td>
<td>13,000</td>
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<tr>
<td>2/3 page</td>
<td>10,910</td>
<td>10,610</td>
<td>10,420</td>
<td>10,285</td>
<td>10,125</td>
<td>9,700</td>
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<tr>
<td>1/2 page</td>
<td>9,760</td>
<td>9,470</td>
<td>9,335</td>
<td>9,180</td>
<td>9,055</td>
<td>8,910</td>
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<tr>
<td>1/3 page</td>
<td>7,415</td>
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<td>7,220</td>
<td>7,155</td>
<td>6,945</td>
<td>6,855</td>
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<td>6,055</td>
<td>5,980</td>
<td>5,915</td>
<td>5,835</td>
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<td>5,330</td>
<td>5,215</td>
<td>5,170</td>
<td>5,130</td>
<td>5,065</td>
<td>5,025</td>
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</table>

### Black & White Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>11,650</td>
<td>11,215</td>
<td>10,970</td>
<td>10,730</td>
<td>10,510</td>
<td>10,255</td>
</tr>
<tr>
<td>2/3 page</td>
<td>8,165</td>
<td>7,865</td>
<td>7,675</td>
<td>7,540</td>
<td>7,380</td>
<td>6,955</td>
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<tr>
<td>1/2 page</td>
<td>7,015</td>
<td>6,725</td>
<td>6,590</td>
<td>6,435</td>
<td>6,310</td>
<td>6,165</td>
</tr>
<tr>
<td>1/3 page</td>
<td>4,670</td>
<td>4,550</td>
<td>4,475</td>
<td>4,410</td>
<td>4,200</td>
<td>4,110</td>
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<tr>
<td>1/4 page</td>
<td>3,515</td>
<td>3,360</td>
<td>3,310</td>
<td>3,235</td>
<td>3,170</td>
<td>3,090</td>
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<tr>
<td>1/6 page</td>
<td>2,585</td>
<td>2,470</td>
<td>2,425</td>
<td>2,385</td>
<td>2,320</td>
<td>2,280</td>
</tr>
</tbody>
</table>

### Color Rates

Add the color rates to the appropriate black and white rates, according to ad size and frequency.

- Second Color: 1,345
- Four Color (process color): 2,745

### MECHANICAL SPECS

#### Display Ads

<table>
<thead>
<tr>
<th>Space Size</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>Full-page Spread</td>
<td>15-3/4” X 10-7/8”</td>
</tr>
<tr>
<td>Full-page</td>
<td>7-7/8” X 10-7/8”</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4-9/16” X 10”</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4-9/16” X 7-1/2”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7” X 4-7/8”</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3-3/8” X 10”</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4-9/16” X 4-7/8”</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2-3/16” X 10”</td>
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<tr>
<td>1/4 page square</td>
<td>3-3/8” X 4-7/8”</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2-3/16” X 4-7/8”</td>
</tr>
</tbody>
</table>

#### Bleed Ad Sizes

<table>
<thead>
<tr>
<th>Space Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single page bleed</td>
<td>8-1/8” X 11-1/8”</td>
</tr>
<tr>
<td>Spread bleed</td>
<td>16 X 11-1/8”</td>
</tr>
</tbody>
</table>

- Add 1/4” to both the width and the height (1/8” on all sides) to compute the ad's bleed dimensions. To compute live area for the ad, subtract 1/4” from both trim width and height. For example, the live area for a full-page ad would be 7-5/8” X 10-5/8.” Floated spreads or full-page ads should be submitted at live-area size.
- Publication Trim Size: 7-7/8” x 10-7/8”
- Width of Column (on 3-column page) 2-3/16”
- Depth of Column: 10”
- Number of Columns per page: 2 or 3
Materials Required
Sean Richardson
Production Manager
PHONE 703.295.6243
FAX 703.295.6276

Please contact Sean Richardson (srichardson@asce.org) to receive secure FTP instructions in order to upload artwork for each issue.

COLOR PROOFS:
Sean Richardson
ASCE's Civil Engineering magazine
1801 Alexander Bell Drive
Reston, VA 20191

Artwork file submission
For accurate color reproduction, art files must be accompanied by a matchprint or digital proof. Artwork submission in the form of a PDF (PDF/X-1a) is recommended. All 4-color artwork must be in CMYK mode, and all embedded color profiles (sRGB or ICC profiles) must be discarded. EPS and TIFF file types are also acceptable for submission. Files must contain hi-resolution (300 dpi) graphics and embedded fonts (not subset fonts). Native files (InDesign CS6 or other file types) may also be submitted. To submit files other than those mentioned here, please contact the production manager.

Fonts not owned by our printer cannot and will not be produced due to licensing agreements and regulations.

2017 CIVIL ENGINEERING CLASSIFIED ADVERTISING

Civil Engineering Marketplace and Career Connections Pages
Where over 83,000 civil engineers turn for the human resources, products and services they need to design and build the world's infrastructure.
- Consistent, cost-effective way to reach the nation's leading civil engineers
- Ads will be featured in the digital version of the magazine; available online at www.asce.org/CEmagazine and in the mobile app.

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.
  MINIMUM SIZE: 1 column X 1”
  COLUMN WIDTH: 2 ¼”
  MAXIMUM DEPTH: 8 ¾”

Black and White Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>One Year Pre-Paid</th>
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<tbody>
<tr>
<td>1”</td>
<td>295</td>
<td>265</td>
<td>215</td>
<td>2,140</td>
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<td>2”</td>
<td>430</td>
<td>380</td>
<td>345</td>
<td>3,430</td>
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<tr>
<td>3”</td>
<td>560</td>
<td>485</td>
<td>450</td>
<td>4,715</td>
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<tr>
<td>4”</td>
<td>700</td>
<td>615</td>
<td>560</td>
<td>5,995</td>
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Color Rates
Add the color rates to the appropriate black and white rates, according to ad size and frequency.

<table>
<thead>
<tr>
<th></th>
<th>Second Color</th>
<th>Four Color (process color)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1,345</td>
<td>2,745</td>
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</tbody>
</table>

Nondisplay Civil Engineering Classified Advertising Rates
(Positions Available, University Positions Available, Software, etc.). No agency commission for non-display ads. Legal notices and proposals take the column-inch rate. 5% discount for multiple insertions.

BASIC LINE AD:
$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 AD (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
Details:

- **BLEED ADS:** no additional charge. Bleed ads only available in Spreads, FP ads, and 2/3 pages 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. For Cover 2, Cover 3 and Cover 4, add 15%. 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.
- **SHORT RATES:** Advertisers will be short-rated if within a twelve-month period from the date of the first insertion they do not use the amount of space upon which their billings have been based.
- **REBATES:** Advertisers will be rebated if within a twelve-month period from the date of first insertion, they have used sufficient space to earn a lower rate than that at which they have been billed.
- **PROTECTIVE RATE:** Proper notification will be given of any rate changes, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.
- **PAPER STOCK:** Inside stock is 45# coated web offset. Cover stock is 70# machine coated.
- **PROOF SHEETS:** Proofs of publication set advertisements will be furnished in time for approval, provided all deadlines are met.

**Civil Engineering Inserts**

- For rates on inserts, consult Director, Advertising Sales.
- Number of preprinted inserts to be supplied should be confirmed by ASCE Production Manager at 703.295.6243. Trim size of publication is 8-1/16" x 10-7/8". Inserts can be bound in or tipped in. Call for production specifications before proceeding.
- Special insert rates apply for furnished inserts which meet all specifications, are ready for binding and do not require trimming, back-up, etc. Inserts that must be backed-up or require any special handling will be charged to the advertiser at prevailing rates. Contact publisher for rates and additional production charges. All such charges will be in addition to space rates and are not commissionable.

**Shipping**

Inserts should be folded—skids preferred—with special attention to wrapping as subject to rough handling. Ship back-up inserts flat; do not fold. Shipment to Publishers Printing Co., c/o Civil Engineering, 13487 S. Preston Hwy., Lebanon Junction, KY 40150. A sample of the insert should be pasted to the outside of each skid and marked with the number of inserts contained therein and date of insertion. Also include six insert samples in a folder attached to the skid. All materials should be scheduled to arrive by the 22nd of the month, two months preceding cover date of issue (example, May 22 for the July issue).

**Deadlines**

- **PUBLISHED MONTHLY:** Issued on or about the 1st of month of the cover date of publication.
- **CLOSING DATE FOR INSERTION ORDERS:** Due at publication by 1st of the month preceding issue cover date.
- **CLOSING DATE FOR MECHANICAL MATERIALS:** All printing material due at publication by the 5th of the month preceding issue cover date.
- **GENERAL:** Contracts, insertion orders, correspondence, special requests, proofs and copy should be addressed to:
  
  Advertising Department
  Civil Engineering Magazine
  1801 Alexander Bell Drive
  Reston, VA 20191-4400

- **REPRINT ORDERS:** Forward request indicating title(s) of articles and quantity to:
  
  Sean Richardson
  Civil Engineering Magazine
  1801 Alexander Bell Drive, Reston, VA 20191-4400
  or call 703.295.6243
Notice

■ PUBLISHER’S COPY PROTECTIVE CLAUSE: Advertisers and advertising agencies assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisement printed, 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 or appearing on advertiser’s orders or materials.

■ Publisher is not responsible for errors or omissions in key numbers and/or advertisers’ index.

■ 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.

■ AGENCY COMMISSION: 15% of gross billing allowed to recognized advertising agencies on display space, color and preferred position charges. Commission is not allowed on such charges as artwork, reprints, backup of inserts, classified ads under 1/6 page, production and bindery charges and special handling charges.

■ DUAL LIABILITY: 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.

“We want to be in the leading industry publications for engineering professionals and it’s clear that Civil Engineering ranks among the top. The magazine has maintained its high quality editorial and production despite these challenging times for the journalism industry, and that matters to us as much as their tightly targeted and qualified audience. We have a high standard for quality and want to be affiliated with publications that share that high standard. Between the quality of the publication and the quality of their subscribers, we feel like we get good value for our advertising dollars with Civil Engineering.”

Miriam Leigh
Director of Marketing & Communications
Computers & Structures, Inc.

“We want to be in the leading industry publications for engineering professionals and it’s clear that Civil Engineering ranks among the top. The magazine has maintained its high quality editorial and production despite these challenging times for the journalism industry, and that matters to us as much as their tightly targeted and qualified audience. We have a high standard for quality and want to be affiliated with publications that share that high standard. Between the quality of the publication and the quality of their subscribers, we feel like we get good value for our advertising dollars with Civil Engineering.”

Miriam Leigh
Director of Marketing & Communications
Computers & Structures, Inc.
The official magazine of the ASCE’s Geo-Institute, GEOSTRATA offers you the opportunity to target your marketing message directly to geoprofessionals. Published bi-monthly, GEOSTRATA features articles written by and for geotechnical engineers, and reaches the major engineering firms in the country and 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
- Storm-water Management Systems
- Other Subsurface Projects

About GEOSTRATA readers:
- 2/3 of our readers have read all four of the last four issues of GEOSTRATA.
- 3/4 of our readers have been reading GEOSTRATA for at least 3 years.
- 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 ¾ of respondents have acted on advertisements they saw in GEOSTRATA.
- Our readers are involved in purchasing products and services: over half are involved in purchasing soil stabilization (60%), geotextiles (59%), retaining walls (56%) and modeling software (54%).

SOURCE: LEWIS CLARK BOONE READER SURVEY

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GEOSTRATA 2017 Editorial Planner

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Editorial Focus</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/ FEBRUARY</td>
<td>Railway Geotechnics</td>
<td></td>
</tr>
<tr>
<td>Ad close: 11/25/16</td>
<td>Mat. Due: 12/1/16</td>
<td></td>
</tr>
<tr>
<td>MARCH/APRIL</td>
<td>Geotechnics of Water Resources</td>
<td>Geotechnical Frontiers 2017 Orlando, FL March 12-15, 2017</td>
</tr>
<tr>
<td>Ad close: 1/25/17</td>
<td>Mat. Due: 2/1/17</td>
<td></td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>Mining Geotechnics</td>
<td></td>
</tr>
<tr>
<td>Ad close: 3/24/17</td>
<td>Mat. Due: 4/3/17</td>
<td></td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>Ground Vibrations</td>
<td></td>
</tr>
<tr>
<td>Ad close: 5/25/17</td>
<td>Mat. Due: 6/1/17</td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER/OCTOBER</td>
<td>Rock Slopes/Rock Mechanics/Engineering Geology</td>
<td></td>
</tr>
<tr>
<td>Ad close: 7/25/17</td>
<td>Mat. Due: 8/1/17</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER/DECEMBER</td>
<td>Geotechnics at Remote Sites</td>
<td></td>
</tr>
<tr>
<td>Ad close: 9/25/17</td>
<td>Mat. Due: 10/2/17</td>
<td></td>
</tr>
</tbody>
</table>
**GEOSTRATA 2017 ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Measurment</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>3,245</td>
<td>3,160</td>
<td>3,075</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,000</td>
<td>2,940</td>
<td>2,860</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,840</td>
<td>2,785</td>
<td>2,695</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,400</td>
<td>2,370</td>
<td>2,320</td>
</tr>
<tr>
<td>Covers 2 and 3</td>
<td>4,325</td>
<td>4,100</td>
<td>3,890</td>
</tr>
<tr>
<td>Cover 4</td>
<td>4,625</td>
<td>4,390</td>
<td>4,140</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Measurment</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>1,745</td>
<td>1,660</td>
<td>1,575</td>
</tr>
<tr>
<td>2/3 page</td>
<td>1,500</td>
<td>1,440</td>
<td>1,360</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,340</td>
<td>1,285</td>
<td>1,195</td>
</tr>
<tr>
<td>1/3 page</td>
<td>900</td>
<td>870</td>
<td>820</td>
</tr>
</tbody>
</table>

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

*“Our company is known in the geotechnical community, but we want to constantly remind our clients that we’re here and introduce our services to new clients, and we know that GEOSTRATA does that for us. At Geo-Congress people visiting our booth mentioned seeing our ads in GEOSTRATA, and that’s what we want. GEOSTRATA is the media that speaks directly to our clients. Advertising in GEOSTRATA is consistently an absolute MUST in our marketing plan. It is simply the best place to put our face.”*

-Nichole Lasky
Marketing Communications Specialist
Geopier Foundation Company

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**Material Required**

Sean Richardson
Production Manager
Phone 703.295.6243
Fax 703.295.6276

Please contact Sean Richardson (srichardson@asce.org) to receive secure FTP instructions in order to upload artwork for each issue.

**Color Proof to:**
Sean Richardson
GEOSTRATA magazine
1801 Alexander Bell Drive
Reston, VA 20191

**Artwork file submission**

For accurate color reproduction, art files must be accompanied by a matchprint or digital proof. Artwork submission in the form of a PDF (PDF/X-1a) is recommended. All 4-color artwork must be in CMYK mode, and all embedded color profiles (sRGB or ICC profiles) must be discarded. EPS and TIFF file types are also acceptable for submission. Files must contain hi-resolution (300 dpi) graphics and embedded fonts (not subset fonts). Native files (In Design CS6 or other file types) may also be submitted. To submit files other than those mentioned here, please contact the production manager.

Fonts not owned by our printer cannot and will not be produced due to licensing agreements and regulations.

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**Mechanical Specs**

**Display Ads**

<table>
<thead>
<tr>
<th>Space Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page Spread</td>
<td>16-1/8” x 10-7/8”</td>
</tr>
<tr>
<td>Full-page</td>
<td>8-1/16” x 10-7/8”</td>
</tr>
<tr>
<td>2/3-page vertical</td>
<td>4-9/16” x 10”</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4-9/16” x 7-1/2”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7” x 4-7/8”</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3-3/8” x 10”</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4-9/16” x 4-7/8”</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2-3/16” x 10”</td>
</tr>
</tbody>
</table>

**Bleed Ad Sizes**

<table>
<thead>
<tr>
<th>Space Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single page bleed</td>
<td>8-5/16” x 11-1/4”</td>
</tr>
<tr>
<td>Spread bleed</td>
<td>16-3/8” x 11-1/4”</td>
</tr>
<tr>
<td>2/3 page bleed</td>
<td>5-1/4” x 11-1/8”</td>
</tr>
</tbody>
</table>

- Add 1/4” to both width and height (1/8” on all sides) to compute the ad’s bleed dimensions. To compute live area for the ad, subtract 1/4” from both trim width and height. For example, the live area for a full-page ad would be 7-13/16” X 10-5/8.”
- Floated spreads or full-page ads should be submitted at live-area size.
- Publication trim size: 8-1/16” x 10-7/8”
- Column width (on 3-column page): 2-1/16”
- Column height: 9-1/4”
- Number of columns per page: 2 or 3

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Digital Advertising and Marketing

Place your digital ad to deliver graphic punch and attract the attention of the world’s leading engineers.

ASCE.org

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 WEBSITE TRAFFIC:
- 135,200 monthly visits
- 242,216 monthly unique visitors
- 301,384 monthly page views

ASCE.ORG VIEWERS:
- 76% browse from a desktop
- 21% browse from a phone (59% iPhone; 39% Android)
- 4% browse from a tablet

MEDIUM RECTANGLE ADS ON HOME PAGE:
Will rotate throughout the asce.org pages.
- $50 CPM (minimum purchase of 40,000 impressions)
- SIZE: 300 X 250 Pixels

RECTANGLE ADS:
Will rotate throughout the asce.org pages.
- $40 CPM (minimum purchase of 50,000 impressions)
- SIZE: 180 X 150 Pixels

FILE SIZES: For an image file, maximum 250K. For a flash ad, maximum 1MB.

Ask your advertising rep about ads with rich media or rollovers.

Email ad to asce@townsend-group.com

“Our digital ads with ASCE bring us lots of visits, low bounce rates, and visitors stay on page which means we’re getting relevant traffic from our spend. We have high conversion rates from these ads, as well. I know from the numbers that these ads work a lot better than many of our other online advertising opportunities.”

Zac McFarlane
Marketing Communications Manager
Colorado State University Online Plus
Advertising in ASCE’s eNewsletters

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.

ASCE eNewsletter
FREQUENCY: Weekly
DATE SENT: Every Friday
CIRCULATION: Over 115,000 ASCE members
ADVERTISING RATE: 4 banners available; $3,100 / issue
“FEATURED JOB” RATE: $250

The Ladder
ASCE eNewsletter for Students and Younger Members
FREQUENCY: 10 times a year
DATE SENT: Monthly, 2nd week of each month (August—May)
CIRCULATION: 44,694 ASCE engineering students and younger members
ADVERTISING RATE: 2 banners available; $1,050 / issue
“FEATURED JOB” RATE: $125

NEW! Engineering Mechanics Institute (EMI) eNewsletter
FREQUENCY: 12 times a year
DATE SENT: Second Monday of each month
CIRCULATION: 1,629 Engineering Mechanics Institute members
ADVERTISING RATE: 2 banners available; $800 / issue

Construction Book News
FREQUENCY: 12 times a year
DATE SENT: First Tuesday of each month*
CIRCULATION: Over 27,000 Construction Institute members and general interest subscribers
ADVERTISING RATE: 1 banner available; $950 / issue
“FEATURED JOB” RATE: $150

Structures Book News
FREQUENCY: 12 times a year
DATE SENT: Third Tuesday of each month*
CIRCULATION: Over 25,000 Structural Engineering Institute members and general interest subscribers
ADVERTISING RATE: 1 banner available; $1,000 / issue
“FEATURED JOB” RATE: $150

Transportation Book News
FREQUENCY: 12 times a year
DATE SENT: First Tuesday of each month*
CIRCULATION: Over 15,000 Transportation Institute and general interest subscribers
ADVERTISING RATE: 1 banner available; $750 / issue
“FEATURED JOB” RATE: $125

Geo Book News
FREQUENCY: 12 times a year
DATE SENT: Third Tuesday of each month*
CIRCULATION: Over 15,000 Geo-Institute members and general interest subscribers
ADVERTISING RATE: 1 banner available; $600 / issue
“FEATURED JOB” RATE: $100

Environmental and Water Book News
FREQUENCY: 12 times a year
DATE SENT: Third Tuesday of each month*
CIRCULATION: Over 21,000 EWRI members and general interest subscribers
ADVERTISING RATE: 1 banner available; $1,000 / issue
“FEATURED JOB” RATE: $150

COPRI (Coasts, Oceans Ports & Rivers Institute) Book News
FREQUENCY: 4 times a year
DATE SENT: Third Tuesday of February, May, August and November*
CIRCULATION: Over 5,000 COPRI members and general interest subscribers
ADVERTISING RATE: 1 banner available; $200 / issue
“FEATURED JOB” RATE: $50

*Book News: “Date Sent” subject to change.
Your Blueprint for the Future.

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 are able to post jobs in real time format, search the database, track online activity, and receive auto notification of new prospects.

Career Connections Quick Stats:
- 38,316 unique visitors per month
- 13,825 searchable resumes
- 623 job listings
- 12,646 registered employers
- 2,624 average views per job

Social Media
Access ASCE’s fast growing social network of civil engineers through Career Connections. Your ad in Career Connections will be automatically fed to ASCE’s official groups in LinkedIn, Facebook and Twitter.
- Twitter @ASCEJobs: 2,769 followers
- ASCE LinkedIn Group: 215,376 members
- ASCE Facebook Page: 319,406 likes

Make sure your ad has a presence in these leading civil engineering social communities.

*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).
We’re Part of Something Big—
The Engineering & Science Career Network!

ASCE’s Career Connections is part of the Engineering & Science Career Network—the strategic alliance of the top trade and professional associations that serves engineering and science professionals—and employers seeking this specialized talent pool. This means your job posting will not only appear at ASCE’s Career Connections—but also at all the participating relevant engineering association job sites. Your job opening will gain incredible extra exposure. Participating engineering associations include:

- American Council of Engineering Companies
- American Railway Engineering and Maintenance of Way Association
- American Rock Mechanics Association
- National Society of Professional Engineers
- American Concrete Institute...and more!!

Civil Engineering VendorSearch

CivilEngineeringVendorSearch.com

ASCE’s industry-specific search engine efficiently connects buyers and sellers within the civil engineering field. Reach civil engineers year-round with a presence on VendorSearch:

- **BRANDING OPPORTUNITIES:** The VendorSearch provides many avenues to promote your brand, products and updates. Varied levels of participation ensure that you can participate with the exposure you choose.
- **PRODUCT SHOWCASE:** Obtain great exposure with the Product Showcase listings upgrade. Connect with your target market by highlighting your newest products, overstock items, and exclusive deals for search users.
- **COMPLETED LISTINGS:** The essential option provides vital information for buyers using the search and incorporates many additional features including site links, full contact, social media integration and even more.

asce@multiview.com
civilengineeringvendorsearch.com
Additional Marketing Opportunities

ASCE List Rental

LIST RENTAL: Use of ASCE's mailing lists offers an excellent opportunity to reach engineers with your marketing pieces. Whether alone or in conjunction with advertising/exhibit efforts, mail campaigns to members of ASCE will prove to be an invaluable resource to your organization. To rent the list, contact Jessecua Dwyer, at 540.428.3256 or jdwyer@infocusmarketing.com.

Free Readership Study

Independent Ad-Q Study in the May 2017 issue of Civil Engineering...find out how many readers recall seeing and reading your ad...compare your score with the competition's.

Bonus Distribution

We make sure Civil Engineering has a prominent presence at the ASCE Conferences throughout the year. Your ad will get additional exposure. See editorial calendar for details.

Free Reprints

Reprints of ads and articles offered to contract advertisers. Delivered for meetings, trade shows, or campaigns.

Discounts on Advertising

ASCE Specialty Conference Exhibitors receive a discounted rate for advertising in Civil Engineering. Consult your marketing representative today.
Advertising Sales Offices

The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
301.215.6710
Fax 301.215.7704
asce@townsend-group.com

Dianne Vance, CAE
Director, Advertising Sales and Business Development
American Society of Civil Engineers
1801 Alexander Bell Drive
Reston, VA 20191
703.295.6234
Fax 703.295.6276
dvance@asce.org
@ASCEMediaSales
advertise.asce.org