Engage 150,000+ Civil Engineers

Advertise with ASCE

Civil Engineering

GEOSTRATA

asce.org
Leading the Industry Since 1852

THE AMERICAN SOCIETY OF CIVIL ENGINEERS (ASCE) stands at the forefront of a profession that plans, designs, constructs, and operates society’s economic and social engine—the built environment—while protecting and restoring the natural environment.

ASCE is a leading provider of technical and professional conferences and continuing education, the world’s largest publisher of civil engineering content, and an authoritative source 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 9 dynamic Institutes:

AEI (Architectural Engineering Institute) ......................... 7,485
CI (Construction Institute) ........................................... 17,616
COPRI (Coasts, Oceans, Ports and Rivers Institute) ........... 4,051
EMI (Engineering Mechanics Institute) ............................ 2,628
EWRI (Environmental and Water Resources Institute) .......... 23,502
G-I (Geo-Institute) ...................................................... 12,273
SEI (Structural Engineering Institute) .............................. 33,560
T&DI (Transportation and Development Institute) ............. 16,565
UESI (Utility Engineering and Surveying Institute) .......... 1,478

Source: ASCE Official Register, 2017

150,000
ASCE Members in 177 countries
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 78,000, 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.

Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Civil Engineering</td>
</tr>
<tr>
<td>10</td>
<td>GEOSTRATA</td>
</tr>
<tr>
<td>12</td>
<td>eNewsletters</td>
</tr>
<tr>
<td>13</td>
<td>ASCE.org</td>
</tr>
<tr>
<td>14</td>
<td>Career Connections</td>
</tr>
<tr>
<td>15</td>
<td>Civil Engineering VendorSearch</td>
</tr>
<tr>
<td>16</td>
<td>Additional Opportunities</td>
</tr>
</tbody>
</table>
Civil Engineering

Connecting you to the Engineers of the World’s Infrastructure

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 for your ad. 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.
- 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.

Consistently 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) 2016
- 190 + Industry Awards since 2003 for graphic design and editorial excellence from American Society of Business Publications Editors (ASBPE) and TABPI

Civil Engineers Turn to Civil Engineering.
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*, 85% 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.

82% of *Civil Engineering* readers make or influence the purchasing decisions for:

- Anchors
- Asphalt
- Bridge Design/Components
- Building Materials/Components
- Business Travel
- Cellular Phones
- Computer Hardware and Software
- Concrete, Cement, Masonry Materials
- Consulting Engineers/Services/Contractors
- 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, Protective Coatings, 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
- Websites

*Source: Harvey Research Organization, 2014 and 2017 Reader Studies.*
Civil Engineering 2018 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>Extras and Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Structures, Water, Bridges</td>
<td>Construction Services</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Structural Engineering, Environmental Engineering, Infrastructure</td>
<td>Computer Software and Hardware</td>
<td>CI (Construction Institute) Summit</td>
</tr>
<tr>
<td>MARCH</td>
<td>Buildings, Construction</td>
<td>Geotechnical Products</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>Infrastructure Solutions: Bridges, Buildings, Historic Preservation</td>
<td>Pipe and Pipe Fittings</td>
<td>SEI (Structural Engineering Institute) Structures Congress</td>
</tr>
<tr>
<td>MAY</td>
<td>Infrastructure Solutions: Drinking Water, Bridges, Mass Transit</td>
<td>Professional Services</td>
<td>EXTRA: Free Ad-Q Study</td>
</tr>
<tr>
<td>JUNE</td>
<td>Structural Engineering, Buildings, Infrastructure</td>
<td>Bridges</td>
<td></td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>Infrastructure Solutions: Wastewater Treatment, Structures, Environmental Engineering</td>
<td>Steel and Structural Products</td>
<td>Pipelines</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Toronto, ON CAN</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>July 14–18, 2018</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>T&amp;D (Transportation and Development Institute International Congress</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>July 15–18, 2018</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Bridges, Buildings, Environmental Engineering</td>
<td>Water and Wastewater Products</td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Structures, Historic Preservation, Water</td>
<td>Heavy Equipment</td>
<td>ASCE’s 2018 Annual Civil Engineering Conference</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Denver, CO</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>October 12–15, 2018</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Buildings, Structural Engineering, Construction</td>
<td>Concrete, Building Products and Materials</td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Structures, Water, Historic Preservation</td>
<td>Retaining Walls</td>
<td></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.

► More than 200,000 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!
## Civil Engineering 2018 General Display Rates

### Four-Color Rates

<table>
<thead>
<tr>
<th>Size/Position</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>
<td>Cover 2</td>
<td>16,555</td>
<td>16,055</td>
<td>15,770</td>
<td>15,495</td>
<td>15,210</td>
<td>14,950</td>
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<tr>
<td>Cover 3</td>
<td>16,555</td>
<td>16,055</td>
<td>15,770</td>
<td>15,495</td>
<td>15,210</td>
<td>14,950</td>
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<tr>
<td>Cover 4</td>
<td>16,555</td>
<td>16,055</td>
<td>15,770</td>
<td>15,495</td>
<td>15,210</td>
<td>14,950</td>
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<tr>
<td>Full page</td>
<td>14,395</td>
<td>13,960</td>
<td>13,715</td>
<td>13,475</td>
<td>13,255</td>
<td>13,000</td>
</tr>
<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>
</tr>
<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>
<td>7,295</td>
<td>7,220</td>
<td>7,155</td>
<td>6,945</td>
<td>6,855</td>
</tr>
<tr>
<td>1/4 page</td>
<td>6,260</td>
<td>6,105</td>
<td>6,055</td>
<td>5,980</td>
<td>5,915</td>
<td>5,835</td>
</tr>
<tr>
<td>1/6 page</td>
<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>Size/Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
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<tbody>
<tr>
<td>Full page</td>
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<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>
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<td>2,470</td>
<td>2,425</td>
<td>2,385</td>
<td>2,320</td>
<td>2,280</td>
</tr>
</tbody>
</table>

### Agency Commission

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

### Display Ad Mechanical Specs

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

<table>
<thead>
<tr>
<th>Space Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread bleed</td>
<td>16” × 11.125”</td>
</tr>
<tr>
<td>Single page bleed</td>
<td>8.125” × 11.125”</td>
</tr>
<tr>
<td>Single page non-breed</td>
<td>7.375” × 10.625”</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4.5625” × 10”</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4.5625” × 7.5”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7” × 4.875”</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.375” × 10”</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4.5625” × 4.875”</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.1875” × 10”</td>
</tr>
<tr>
<td>1/4 page square</td>
<td>3.75” × 4.875”</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2.1875” × 4.875”</td>
</tr>
</tbody>
</table>

### Artwork file submission

For accurate color reproduction, art files must be accompanied by a matchprint or digital proof. Artwork should be submitted as PDF/X-1a or higher. All artwork must be in CMYK mode, and all embedded color profiles (RGB or ICC profiles) must be discarded. AI, EPS and TIFF file types are also acceptable for submission. PDF files must contain high resolution (300 dpi) graphics and 100% embedded fonts. For AI and EPS files, fonts must be converted to outlines. 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.

### Materials

- **Ad Files:** Please contact Sean Richardson to receive secure FTP instructions in order to upload artwork for each issue. Phone: 703.295.6243  Email: srichardson@asce.org.
- **Color Proofs:** Sean Richardson, ASCE’s *Civil Engineering* magazine, 1801 Alexander Bell Drive, Reston, VA 20191
Civil Engineering
2018 Classified Advertising

Civil Engineering Marketplace and Career Connections Pages
Where over 78,000 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 × 1”
- COLUMN WIDTH: 2.25”
- MAXIMUM DEPTH: 8.75”

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.

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

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>
</tr>
</thead>
<tbody>
<tr>
<td>1”</td>
<td>295</td>
<td>265</td>
<td>215</td>
<td>2,140</td>
</tr>
<tr>
<td>2”</td>
<td>430</td>
<td>380</td>
<td>345</td>
<td>3,430</td>
</tr>
<tr>
<td>3”</td>
<td>560</td>
<td>485</td>
<td>450</td>
<td>4,715</td>
</tr>
<tr>
<td>4”</td>
<td>700</td>
<td>615</td>
<td>560</td>
<td>5,995</td>
</tr>
</tbody>
</table>

Color Rates:
Add the color rates to the appropriate black and white rates, according to ad size and frequency.
- Four Color (process color) ............... 2,745
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 7.875” × 10.875”. 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
“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 geo professionals. 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 3/4 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

Display Ad Mechanical Specs
- PUBLICATION TRIM SIZE: 8.0625” × 10.875”
- BLEED: add .125” on all four sides of ad
- LIVE AREA: .25” from trim size, all four sides

<table>
<thead>
<tr>
<th>Space Size</th>
<th>Dimensions</th>
</tr>
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<tbody>
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<tr>
<td>Single page bleed</td>
<td>8.3125” × 11.125”</td>
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<tr>
<td>Single page non-bleed</td>
<td>7.5625” × 10.375”</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4.5625” × 10”</td>
</tr>
<tr>
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<td>7” × 4.875”</td>
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<tr>
<td>1/2 page vertical</td>
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For accurate color reproduction, art files must be accompanied by a matchprint or digital proof. Artwork should be submitted as PDF/X-1a or higher. All artwork must be in CMYK mode, and all embedded color profiles (RGB or ICC profiles) must be discarded. AI, EPS and TIFF file types are also acceptable for submission. PDF files must contain high resolution (300 dpi) graphics and 100% embedded fonts. For AI and EPS files, fonts must be converted to outlines. 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.

Materials
- AD FILES: Please contact Sean Richardson to receive secure FTP instructions in order to upload artwork for each issue. Phone: 703.295.6243 Email: srichardson@asce.org.
- COLOR PROOFS: Sean Richardson, ASCE’s Civil Engineering magazine, 1801 Alexander Bell Drive, Reston, VA 20191
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

2018 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>Geophysical Applications</td>
<td>Geophysical Applications</td>
</tr>
<tr>
<td>AD CLOSE: 11/27/17 MAT. DUE: 12/1/17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAR/APR</td>
<td>Soft Ground Geotechnics</td>
<td>IFCEE (International Foundations Congress and Equipment Expo Orlando, FL March 5–10, 2018</td>
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<tr>
<td>AD CLOSE: 1/25/18 MAT. DUE: 2/1/18</td>
<td></td>
<td></td>
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<tr>
<td>MAY/JUN</td>
<td>Addressing Infrastructure Needs</td>
<td>Addressing Infrastructure Needs</td>
</tr>
<tr>
<td>AD CLOSE: 3/26/18 MAT. DUE: 4/2/18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>Case Histories and Forensics</td>
<td>Case Histories and Forensics</td>
</tr>
<tr>
<td>AD CLOSE: 5/25/18 MAT. DUE: 6/1/18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEP/OCT</td>
<td>Unconventional Fill Materials</td>
<td>Unconventional Fill Materials</td>
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<tr>
<td>AD CLOSE: 7/25/18 MAT. DUE: 8/1/18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>National Landmarks and Treasures</td>
<td>National Landmarks and Treasures</td>
</tr>
<tr>
<td>AD CLOSE: 9/25/18 MAT. DUE: 10/1/18</td>
<td></td>
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2018 Advertising Rates

Four-Color Rates

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

Black & White Rates

<table>
<thead>
<tr>
<th>Size/Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>1,830</td>
<td>1,745</td>
<td>1,655</td>
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<tr>
<td>2/3 page</td>
<td>1,575</td>
<td>1,510</td>
<td>1,430</td>
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<tr>
<td>1/2 page</td>
<td>1,405</td>
<td>1,350</td>
<td>1,255</td>
</tr>
<tr>
<td>1/3 page</td>
<td>945</td>
<td>915</td>
<td>860</td>
</tr>
</tbody>
</table>

Attention Geo-Institute Organizational Members
Ask your advertising representative about special rates!
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
- **TOTAL SENDS:** Over 117,000 ASCE members
- **UNIQUE OPEN RATE:** 15.40%
- **CLICK-TO-OPEN RATE:** 5.63%
- **ADVERTISING RATE:**
  - Placement 1 (Top Story banner 1): $3,100
  - Placement 2 (Society News Sponsored Content): $3,100
  - Placement 3 (Engineer’s Toolbox logo & banner 2): $2,700
  - Placement 4 (Also in ASCE News banner 3): $2,300

**The Ladder**
- **ASCE eNewsletter for Students and Younger Members**
  - **FREQUENCY:** 10 times a year
  - **DATE SENT:** Monthly, 2nd week of each month (August—May)
  - **TOTAL SENDS:** 55,935 ASCE engineering students and younger members
  - **UNIQUE OPEN RATE:** 21.16%
  - **CLICK-TO-OPEN RATE:** 5.95%
  - **ADVERTISING RATE:** 2 banners available; $1,050 / issue

**Engineering Mechanics Institute (EMI) eNewsletter**
- **FREQUENCY:** 12 times a year
- **DATE SENT:** Second Monday of each month
- **TOTAL SENDS:** 2,165 Engineering Mechanics Institute members
- **UNIQUE OPEN RATE:** 32.45%
- **CLICK-TO-OPEN RATE:** 12.56%
- **ADVERTISING RATE:** 2 banners available; $800 / issue
Targeted Book eNewsletters

Construction Book News
| FREQUENCY: 12 times a year | DATE SENT: First Tuesday of each month* | TOTAL SENDS: Over 34,235 Construction Institute members and general interest subscribers | UNIQUE OPEN RATE: 16.61% | CLICK-TO-OPEN RATE: 9.28% | ADVERTISING RATE: 1 banner available; $1,000 / issue

Transportation Book News
| FREQUENCY: 12 times a year | DATE SENT: First Tuesday of month* | TOTAL SENDS: Over 15,395 Transportation Institute and general interest subscribers | UNIQUE OPEN RATE: 17.09% | CLICK-TO-OPEN RATE: 6.61% | ADVERTISING RATE: 1 banner available; $750 / issue

COPRI (Coasts, Oceans Ports & Rivers Institute) Book News
| FREQUENCY: 4 times a year | DATE SENT: Third Tuesday of February, May, August and November* | TOTAL SENDS: Over 2.960 COPRI members and general interest subscribers | UNIQUE OPEN RATE: 20.85% | CLICK-TO-OPEN RATE: 10.81% | ADVERTISING RATE: 1 banner available; $200 / issue

Environmental and Water Book News
| FREQUENCY: 12 times a year | DATE SENT: Third Tuesday of month* | TOTAL SENDS: Over 19,100 EWRI members and general interest subscribers | UNIQUE OPEN RATE: 17.11% | CLICK-TO-OPEN RATE: 6.13% | ADVERTISING RATE: 1 banner available; $1,000 / issue

Geo Book News
| FREQUENCY: 12 times a year | DATE SENT: Third Tuesday of month* | TOTAL SENDS: Over 9,905 Geo-Institute members and general interest subscribers | UNIQUE OPEN RATE: 20.54% | CLICK-TO-OPEN RATE: 10.09% | ADVERTISING RATE: 1 banner available; $600 / issue

Structures Book News
| FREQUENCY: 12 times a year | DATE SENT: Third Tuesday of month* | TOTAL SENDS: Over 27,750 Structural Engineering Institute members and general interest subscribers | UNIQUE OPEN RATE: 16.61% | CLICK-TO-OPEN RATE: 9.28% | ADVERTISING RATE: 1 banner available; $1,000 / issue

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:
- Average monthly unique visitors: 171,555
- Average monthly pageviews: 816,230
- Average time spent on site: 2 minutes 47 seconds
- Average Banner Ad CTR: .14%

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

Digital Ad Options

LEADERBOARD AD:
- NEW!!
- 2 positions available on ASCE.org homepage.
- $50 CPM (minimum purchase of 40,000 impressions)
- SIZE: 728 × 90 Pixels

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

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

Advertising Deadline:
- 1 week prior to publication.
Email banner ads to asce@townsend-group.com
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 post jobs in real time format, search the database, track online activity, and receive auto notification of new prospects.

Career Connections Quick Stats:
- 35,646 unique visitors per month
- 18,551 searchable resumes
- 691 job listings
- 13,340 registered employers
- 2,527 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: 3,038 followers
- ASCE LinkedIn Group: 249,094 members
- ASCE Facebook Page: 340,541 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).

Job Posting Rates

<table>
<thead>
<tr>
<th></th>
<th>ASCE Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Day job posting</td>
<td>295</td>
<td>495</td>
</tr>
<tr>
<td>60-Day job posting</td>
<td>419</td>
<td>675</td>
</tr>
<tr>
<td>180-Day Internship posting</td>
<td>FREE</td>
<td>FREE</td>
</tr>
<tr>
<td>Packs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-pack of single 30-day postings</td>
<td>795</td>
<td>1,335</td>
</tr>
<tr>
<td>5-pack of single 30-day postings</td>
<td>1,250</td>
<td>2,100</td>
</tr>
<tr>
<td>10-pack of single 30-day postings</td>
<td>2,210</td>
<td>3,710</td>
</tr>
<tr>
<td>Packs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured Jobs</td>
<td>125</td>
<td>225</td>
</tr>
</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.

<table>
<thead>
<tr>
<th>ADD-ONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured Job</td>
</tr>
<tr>
<td>Members—$125</td>
</tr>
<tr>
<td>Non Members—$225</td>
</tr>
</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 get your job seen.

<table>
<thead>
<tr>
<th>SmartBrief Add-On—$125</th>
</tr>
</thead>
<tbody>
<tr>
<td>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. Over 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.</td>
</tr>
</tbody>
</table>
We’re Part of Something Big—

ASCE’s Career Connections is part 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**
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 Jesseca Dwyer, at 540.428.3256 or jdwyer@infocusmarketing.com.

**Free Readership Study**
Independent Ad-Q Study in the May 2018 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

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

Dianne Vance, CAE
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