

**2024 NSPE MEDIA GUIDE** REACH THE NATION'S TOP LICENSED PROFESSIONAL ENGINEERS

85%

of NSPE members are involved in purchases of products and services

# CONNECT WITH OUR TARGETED AUDIENCE FOR BETTER ROI

NSPE members are the elite of the engineering profession. Much like attorneys and doctors, they have passed the rigorous education, experience, and examination requirements necessary to become licensed. They work in private practice, construction, industry, government, and on university campuses... and they buy the products and services that keep an engineering office running.

Whether your company offers computer hardware and software, technical and office products, professional development and education, or other contract services, it's never been easier to find the decision-makers among engineers.

Offering an integrated marketing platform of print, web, e-newsletter, and conference sponsorship opportunities, NSPE provides customized packages to reach today's professional engineer.

THIS CALENDAR IS SUBJECT TO CHANGE.

# ABOUT NSPE

NSPE is the only national organization entirely committed to addressing the professional concerns of licensed PEs across all disciplines. As the champion of the PE license, NSPE ensures a constant focus on the public health, safety, and welfare, supporting the commitments of professional engineers nationwide. Serving as the profession's most respected ethics authority, NSPE gives voice to the practice of ethical engineering and provides the tools PEs need to keep current in the industry and advance their careers.

NSPE's 18,000+ members are licensed professional engineers (PEs), engineers in training (EITs), engineering interns (EIs), and students enrolled full-time in ABET-accredited engineering programs or full-time graduate level engineering programs, from the 50 states as well as the District of Columbia, Guam, and Puerto Rico.

## Spring 2024

Magazine Ad Close Date: May 10  
Ad Files/Materials Due Date: May 17  
Magazine Circulation Start Date: June 17

## Summer 2024

Magazine Ad Close Date: July 19  
Ad Files/Materials Due Date: July 26  
Magazine Circulation Start Date: September 16



## Fall 2024

Magazine Ad Close Date: September 20  
Ad Files/Materials Due Date: September 27  
Magazine Circulation Start Date: December 16

## Winter 2025

Magazine Ad Close Date: December 27  
Ad Files/Materials Due Date: January 3 (2025)  
Magazine Circulation Start Date: March 10

NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS  
1420 King Street, Alexandria, VA 22314-2794  
pemagazine@nspe.org  
(703) 684-2800

ADVERTISING SALES  
Karen Nguyen  
karen@mohanna.com  
(214) 291-3664

# PRINT ADVERTISING RATES AND AD SPECIFICATIONS

## PE Magazine

SIZE	1X	3X	6X
Full Page	\$5,500	\$5,230	\$4,970
2/3 Vertical	\$4,210	\$4,020	\$3,840
1/2 Vertical / Horizontal	\$2,990	\$2,850	\$2,700
1/3 Vertical / Horizontal / Square	\$2,200	\$2,120	\$2,010
1/6 Vertical	\$1,520	\$1,470	\$1,400
Inside Front Cover	\$6,325	\$6,020	\$5,720
Inside Back Cover	\$6,050	\$5,760	\$5,470
Outside Back Cover	\$6,320	\$6,020	\$5,720

### Print Advertising Specs

Trim size: 8.25" x 10.875"  
 Images must be CMYK, 300 DPI  
 Fonts converted to outline

### Acceptable Files

High-Res JPG, High-Res TIFF  
 or High-Res PDF, PDF/X-1a  
 preferred

### Terms

Net 30 days; 1.5% penalty per  
 month after 60 days.

63%  
 of readers are among the top players on engineering projects

FULL PAGE	2/3 VERTICAL	1/2 VERTICAL	1/2 HORIZONTAL	1/3 VERTICAL	1/3 SQUARE	1/6 VERTICAL
Live 7.25" x 9.625" Bleed 8.5" x 11.125"	Live 4.75" x 9.625" Bleed 5.375" x 11.125"	Live 4.75" x 7.25" Bleed 5.245" x 8"	Live 7.25" x 4.687" Bleed 8.5" x 5.437"	Live 2.25" x 9.625" Bleed 2.875" x 11.125"	Live 4.75" x 4.687"	Live 2.25" x 4.687"

# CONNECT WITH NSPE ONLINE

[www.nspe.org](http://www.nspe.org)

The NSPE website provides general information to the public about professional engineering as well as resources tailored to the practicing professional engineers and students. Visitors can find information on issues facing PEs, advocacy and legislative updates, news of the profession, continuing education, and in-person networking events.

**Page views:** 2.6 mil

**Users:** 847K

**New Users:** 824K

**Returning Users:** 153K

**Users by Country:** 847K (75% domestic, 25% international, including India, Philippines, Canada, Malaysia, UK, China, Pakistan, Nigeria, Germany, and Australia)

**Access:** 71.5% desktop, 27.7% mobile, .8% tablet

*Statistics cover 03/19/23 – 03/19/24*



**Facebook**  
National Society of Professional Engineers (NSPE) / @NSPEonFB  
10,000 followers



**Instagram**  
NSPE / @nspe\_hq  
1,030 followers



**X, formerly Twitter**  
NSPE HQ / @NSPE  
8,290 followers



**YouTube**  
NSPE – National Society of Professional Engineers  
714 subscribers



**LinkedIn**  
National Society of Professional Engineers  
13,210 followers



**Flickr**  
National Society of Professional Engineers

*(All stats as of 3/19/24)*

# PE MAGAZINE SUBMISSIONS GUIDELINES

Are you interested in making a significant impact on the NSPE Community? *PE* magazine—NSPE’s flagship publication—is the place for you to share your knowledge and expertise with PEs, EITs, and engineering students across the nation. In some states, publishing an article in an industry or trade publication or journal can earn PEs continuing education credit towards licensure renewal.

## Topics of Interest

- Licensure and Engineering Workforce Trends
- Ethics and Professional Practice
- Climate Change, Sustainability, and Resilience
- Engineering Education
- Diversity, Equity, and Inclusion
- Public Policy Advocacy and Protecting Licensure
- Emerging Technologies
- Career Advancement/Leadership Development
- Succession Planning and Knowledge Transfer
- AEC Firm Business Development and Marketing
- Innovative and Unique Project Spotlights
- STEM Outreach

## Writing Guidelines

- 1-page article – 650 to 800 words max—provide an author headshot (high-resolution jpeg/png) and 1-3 sentence author bio.
- 2-page article – 900 to 1,300 words max (lower word count if providing graphics/photos for the article). Provide an author headshot (high-resolution jpeg/png) and 1-3 sentence author bio.
- Feature length article opportunities are available (4-page spread--1,500 to 2,000 words max and graphics/photos).
- Articles can be based on a recent presentation, education session, or webinar that the author has conducted on a topic of interest.

To pitch your article idea, please send a short summary of the proposed article (or title/first 3-paragraphs if a full written article is currently available) to [pemagazine@nspe.org](mailto:pemagazine@nspe.org) (Use the subject line: *PE* Mag Article Proposal).

Article proposals will be approved based on relevant subject matter, publication coverage priorities, and available publication space. Once approved and submitted, articles will be edited to fit the *PE* publication style rules. The author will be provided the opportunity to review the edited article prior to publication.

# DAILY DESIGNS NEWSLETTER

Get seen; participation in 65 emails to 18,540 Professional Engineers.  
*Daily Designs* has a 59% unique open rate with a 6.5% unique click rate and a reach of 18,540 Professional engineers

*Daily Designs* tackles today's most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered to the inboxes of subscribers, *Daily Designs* keeps professionals informed of the topics that matter most. Subscribers are decision-makers with purchasing power – the top-tier experts in the industry.

### Credible Source

For years, our members have turned to the association as the informational authority of the industry. Advertising in the *Daily Designs* solidifies your place among weekly information provided to members.

### Metrics and Reporting

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.

### Affordable

Advertising in the *Daily Designs* is much cheaper than many other internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

### Targeted Distribution

Advertising in *Daily Designs* allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

### LEADERBOARD 600x150 pixels

This premier position provides your company with top exposure and quality traffic.

- GIF, JPG, max file size: 40k
- \$3,500

### LOWER LEADERBOARD 600x150 pixels

The lower leaderboard gives your company a prominent position right under the association's masthead.

- GIF, JPG, max file size: 40k
- \$3,500

### MIDDLE LEADERBOARD 600x150 pixels

The lower leaderboard gives your company a prominent position right under the association's masthead.

- GIF, JPG, max file size: 40k
- \$2,400

### BOX AD 250x250 pixels

This premier position provides your company with top exposure and quality traffic.

- GIF, JPG, max file size: 40k
- \$3,500




*\*Prices do not reflect applicable taxes*

[click here for more info](#)

# ONLINE ADVERTISING RATES AND AD SPECIFICATIONS

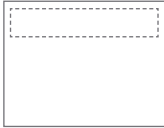

## Website Ads

TYPE	1X	3X	6X
Homepage Horizontal Banner (468x60)	\$1,260	\$3,050	\$4,730
Homepage Side Box (250x250)	\$475	\$1,260	\$2,200
Interior Horizontal (728x90)	\$1,525	\$4,050	\$7,150
Interior Side Box (180x150)	\$565	\$1,525	\$2,700

LEADERBOARD	SIDE BOX	HORIZONTAL BANNER
		
728 x 90 pixels	250 x 250 pixels	468 x 60 pixels

## e-Newsletters

TYPE	CIRCULATION	LEADERBOARD RATE	SIDE BOX RATE
<i>NSPE Update</i> : Monthly news about the profession and NSPE's programs	17,700	\$2,625	\$1,575

LEADERBOARD	SIDE BOX
	
480 x 80 pixels	180 x 150 pixels

## Online: Job Board Posting

DURATION	MEMBER	NONMEMBER
30 Days	\$380	\$600
60 Days	\$520	\$600
Three 30-Day Postings	\$960	\$1,555
Five 30-Day Postings	\$2,515	\$2,480
Annual Posting Package	\$8,800	\$8,800

**Terms**  
 Net 30 days; 1.5% penalty per month after 60 days.

**Web Advertising Specs**  
 JPEG or GIF animations permitted, but they must stop after three rotations. Text under the image should be no more than 150 characters, including spaces.

**Acceptable Files**  
 JPEG, GIF, PNG

**Banner Ads**  
 Discount offered on Web site ads with print advertising.



# NSPE SPONSORSHIP OPPORTUNITIES

NSPE's sponsorship opportunities will connect your company or organization to a distinguished group of professional engineers dedicated to protecting the public.



## Choose from a variety of sponsorship levels and benefit packages.

**Federal Engineer of the Year Award:** This annual event recognizes federal engineers' commitment to safety, innovation, and service and attracts participation from more than a dozen federal agencies across the country. The awards luncheon (February 23, 2024) at the National Press Club in Washington, DC, is attended by 150 federal agency representatives and engineers in government.

**Professional Engineers Conference:** Hundreds of PEs, speakers, and industry experts from across the country attend this annual conference and meeting focused on professional development and networking. NSPECon attendees are among the most active, engaged engineers in the country, many of whom serve in leadership positions with their firms and in their state societies. (August 7-9, 2024, Raleigh, NC)

**PE Day:** This one-day virtual event (August 7, 2024) celebrates licensed professional engineers and raises awareness about the importance of licensure. Place your brand in front of more than 3 million followers around the globe engaged with the dedicated hashtag, #LicensedPEDay

[click here for more info](#)

2024 NSPE MEDIA GUIDE Reach the Nation's Top Licensed Professional Engineers **TO ADVERTISE >>** [KAREN@MOHANNA.COM](mailto:karen@mohanna.com)

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