

illinois ENGINEER

2012 INDUSTRY PARTNER KIT



Advertising Rates • Convention Expo & Sponsorships • Website Marketing
eNewsletter Promotions • Editorial Content • Mechanical Requirements



The Illinois Society of Professional Engineers is the premier professional association for licensed professional engineers in construction, education, government, industry and private practice. ISPE is the voice of Professional Engineers, protecting the PE license in Illinois and enhancing the careers of engineers through networking and professional development resources. ISPE adheres to the highest ethical standards and works closely with Illinois engineering schools to promote academic achievement and licensing.



Circulation - 3000 ISPE members; members of the Illinois General Assembly, various libraries and reference centers.

Who Are ISPE Members? If your client market may have PE after their name, ISPE members are your market. ISPE members cover the breadth of the engineer spectrum, including:

- Design Consulting
- Construction
- Manufacturing
- Utilities
- Sanitary Districts
- All 102 Counties and over 50 Cities and Villages
- Colleges and Universities - Faculty, Staff & Students
- State and Federal Government Agencies
- Civil~ 50%, Electrical ~ 23%, Mechanical/Industrial 19%, Other 8%

Positions our Members Hold:

- Chief Operating Officer
- Operation Manager & Director
- President, Vice President & Owner
- County Engineer/Public Works Director
- CFO & Purchasing Officer
- Chief, Senior & Principal Engineer
- Project & Safety Manager
- Education & Training Manager



Where our Members are From:

- 46% Chicago Metropolitan Area
- 11% Northwestern/North Central Illinois
- 30% Central Illinois
- 12% Southern Illinois & St. Louis Metropolitan Area
- 1% Out of State

PRINT & DIGITAL ADVERTISING

ISPE offers industry partners a world of opportunities to showcase products and services to our members.



Illinois Engineer (IE) eMagazine & eDirectory - ISPE's magazine is now published and distributed electronically as the regular issue three times per year, Spring, Summer and Winter, and as the eDirectory once per year in the Fall to all members, legislators and active industry partners.

The magazine is designed and appears exactly like the past print version - complete with pages that turn - but is delivered electronically. Advertisements within the IE eMagazine allow us to link directly to the advertiser's website.

The eDirectory features a complete membership list as well as key Society documents, ABET Engineering program listing, buyers guide and Annual Convention Highlights.

IllinoisEngineer.com - ISPE's website is the go-to source for engineering information. Professional development activities, PE Review classes, Career Center and other popular pages are bookmarked by Professional Engineers across the state. Exclusive homepage ad placement is available to one advertiser per quarter.

ILLINOIS ENGINEER MAGAZINE & DIRECTORY PRICING

eMAGAZINE	Single Issue	Full Year (4 issues)
Back Cover	\$500	\$400 each
Inside Cover	\$500	\$400 each
Full Page	\$400	\$350 each
1/2 Page	\$350	\$300 each
1/4 Page	\$325	\$300 each
Buyers Guide Listing	-	\$275 each

*All ads are Four Color Process - included in price.

eMAGAZINE & CONVENTIONS

SIZE (in inches)	WIDTH	HEIGHT
Full Page	8.5"	11"
1/2 Page	7"	4.75
1/4 Page	3.5	4.75"

eDIRECTORY ADS

SIZE (in inches)	WIDTH	HEIGHT
Full Page	5.75"	8.5"
1/2 Page	5"	4"
1/4 Page	2.75"	3.175"

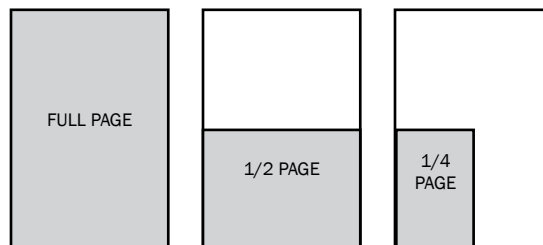
Buyers Guide Listings include company logo, contact information, and company description of 75 words or less.

SUBMIT TECHNICAL EXPERTISE ARTICLES, TECHNICAL PRESENTATIONS, SEMINARS

ISPE is happy to partner with industry leaders in getting technical content out to our members. Technical participation can take place in a variety of ways:

- Submit an article for Illinois Engineer eMagazine.
- Present education sessions at the ISPE Convention and/or Boot Camp.
- Partner with ISPE to offer a Stand Alone seminar on a high demand topic.

All submissions/presentations must be technical in nature, and not sales pitches. Please contact suzannemiller@illinoisengineer.com for more details.



Digital file/preferred formats: Adobe InDesign CS4, Adobe Illustrator, Adobe Photoshop or Adobe PDF, provided all fonts are embedded and all color is converted to CMYK. ALL IMAGES must be 300 DPI.

EXCLUSIVE - MAXIMUM VISIBILITY

ILLINOISENGINEER.COM HomePAGE Ad

ISPE is pleased to offer exclusive rights to one IllinoisEngineer.com homepage ad each quarter. IllinoisEngineer.com is the one-stop resource for information for engineers in Illinois.

ISPE members know to check out our rotating homepage features to get the latest news and events. Contact Jean to schedule your ad today!

SIZE (in pixels)	WIDTH	HEIGHT
Banner Ad	570	350

Digital Files: Preferred formats JPEG (RGB mode) or GIF (indexed color). Link information must be provided with JPEG and GIF files. File Size Limit: 50 kb

Price: \$1000/quarter
Only 1 Available Each Quarter



“CAN'T MISS” EVENTS

ISPE ANNUAL CONVENTION

JULY 20 - 21, 2012

The ISPE Annual Convention will take place at the beautiful Four Diamond AAA rated Marriott Hotel and Conference Center in Normal, Illinois, conveniently located off I-55, midway between Chicago and St. Louis. The convention will draw over 200 engineers of all disciplines from across the state for two days of learning, networking and socializing with fellow engineer leaders.

In this centrally located facility, and PEs needing to earn professional development hours, the Convention is an ideal opportunity to reach engineers!

STRUCTURAL ENGINEERING BOOT CAMP

OCTOBER 2012

SE BOOT CAMP Opportunities	1 Day	2 Days	3 Days	4 Days
Sponsor	\$200	\$375	\$525	\$600
Table Display	\$400	\$750	\$1050	\$1250

Opportunities	Price	# Available
Exhibitor	\$950	20
Special Event Sponsor ¹	\$750/500	10
Lanyard Sponsor	\$650	1
Bag Sponsor	\$650	1
Sign Sponsor	\$500	1
Hospitality Suite ²	\$400	3
Education Session Sponsor	\$400	12
Break Sponsor ²	\$400	4
Program Book Ad - Full Page ³	\$250	5
Program Book Ad - Half Page ³	\$125	10

¹ Five events; no more than two sponsors per event.

² One sponsor per evening or break.

³ Ads are Four Color Process.

With the Structural Engineer license renewal on November 30, 2012, the ISPE Boot Camp offers 30 hours of professional development specifically targeting structural engineers over the course of four days.

Are structural/construction/geotech engineers key to your marketing plan? Sponsor or display by the day at ISPE Boot Camp!

ADVERTISING PLACEMENT ORDER

Name: _____
 Company: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 E-Mail: _____

We are interested in submitting technical content for the Illinois Engineer Magazine and/or offering technical presentations at ISPE Events. Please contact us.

ILLINOIS ENGINEER ADVERTISING

Please mark the box(es) for the issues in which you would like to advertise.

Illinois Engineer AD PLACEMENT	Winter 2011	Spring 2012	Summer 2012	2012 Fall Directory	Winter 2012
Back Cover					
Inside Cover					
Full Page					
1/2 Page					
1/4 Page					
Buyers Guide*					

*Only available when placing in four issues.

ILLINOISENGINEER.COM HOMEPAGE Ad - \$1000 PER QUARTER

_____ I am interested in placing an ad on the IllinoisEngineer.com homepage. Please contact me to schedule.

2012 CONVENTION & BOOT CAMP PARTICIPATION

The **2012 Convention Prospectus**, additional information regarding the convention and full convention order form will be available in mid-spring. Additional information on Boot Camp sessions will be available in late summer.

Contact Jean about discounts for booking multiple event items.

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PAYMENT METHOD

AMOUNT: \$ _____

CHECK # _____ VISA MC AMEX

NAME AS IT APPEARS ON CARD

CREDIT CARD #

EXP.

BILLING ADDRESS

CARDHOLDER SIGNATURE

OFFICE USE ONLY - CHARGES AUTHORIZED BY _____;

DATE: _____ STAFF INITIALS: _____

Illinois Society of Professional Engineers

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Payments

IE advertising and website ad payments are due 30 days from production/placement. Convention and Boot Camp payments must be received in order to hold reservations. Check, Visa, Master Card and American Express are accepted.