

2020

MEDIA KIT

EMPOWERING THE CIVIL ENGINEERING COMMUNITY



ASCE

AMERICAN SOCIETY OF CIVIL ENGINEERS

PRINT • ONLINE • EMAIL • EVENTS



150,000+
ASCE Members
in 177 countries

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.



Civil Engineering

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



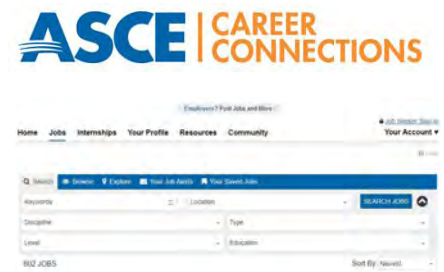
GEOSTRATA

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



ASCE.org/ASCE eNewsletters

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



ASCE’s Career Connections

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

Civil Engineering

Connecting You to the Engineers
of the World's Infrastructure



- Named one of the top 10 B-to-B magazines in the world by Trade, Association and Business Publications International (TABPI) 2016
- More than 220 Industry Awards for graphic design and editorial excellence from American Society of Business Publications Editors (ASPBE), TABPI, and APEX

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Average Civil Engineering Reader:



50 years old

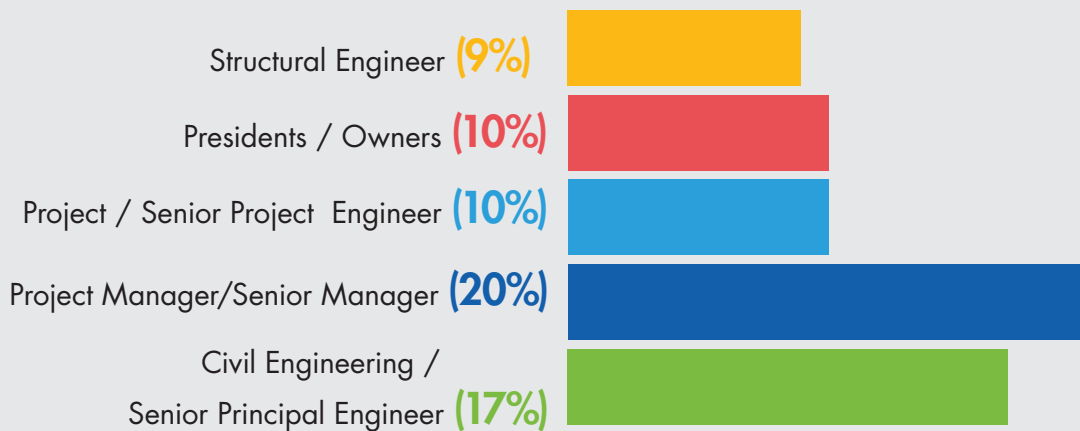


Average annual personal income of **\$113,316**



Works for a firm that employs **4,726** engineers

Job Titles:



The average organization's billings and scope:

42% private projects



58% governmental projects



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

* Source: Harvey Research Organization, 2018 Reader Studies.



Civil Engineering provides a credible, respected environment for your brand.

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

Purchasing power across all disciplines.

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

Projects Specified:

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

Products Specified:

- CAD software **78%**
- Computers **72%**
- Printers **66%**
- Plotters **61%**
- Photocopiers **59%**
- Vehicles **57%**
- Seminars/webinars for professional development **55%**
- Project management software **54%**
- Modeling software **52%**
- Computer network software **50%**

74% of Civil Engineering readers chose PRINT as the one platform they prefer to read Civil Engineering content on.*

Civil Engineering 2020 General Display Rates

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

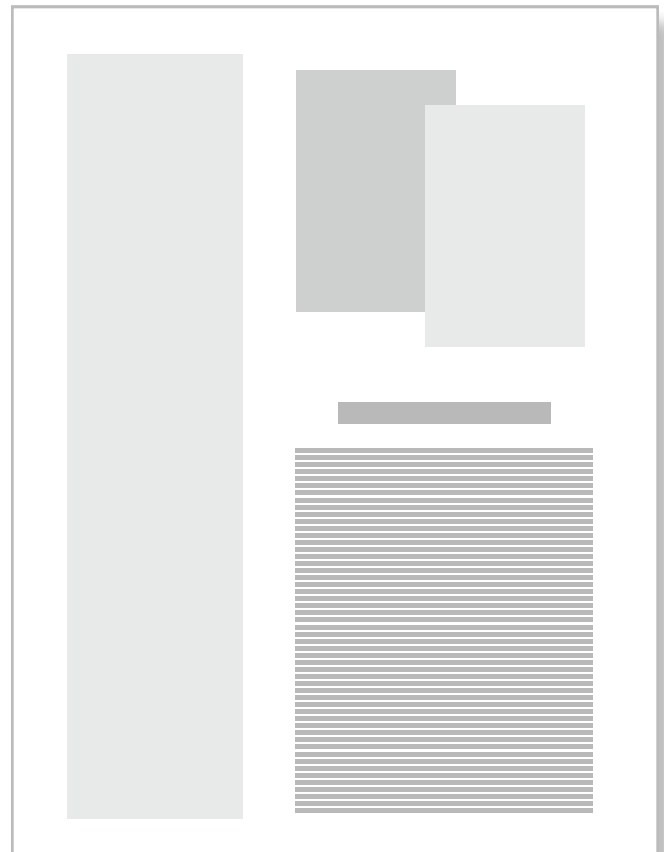
Agency Commission

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

Sponsored Content Package

- **86%** of *Civil Engineering* readers find Sponsored Content effective as compared to other forms of advertising*
- Creation and development of sponsored content section
- Includes design, copywriting, and layout
- Survey to our readers asking for feedback; results provided back to advertiser
- Includes digital presence

Ask your sales representative about this and other opportunities.



*Source: Harvey Research Organization, 2018 Reader Studies.

Civil Engineering 2020 Editorial Planner

Build Sales with *Civil Engineering*.

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

Issue	Civil Engineering Topics	Advertising Focus-On
JANUARY AD CLOSE 12/2/19 MAT. DUE 12/6/19	<ul style="list-style-type: none"> • The Seismic Upgrade of the Robert Young Federal Building (The Ray) • Earth and Space Designs • Market Outlook for 2020 	Structures Congress April 5-8, 2020, Saint Louis, MO Earth and Space Conference April 20-23, 2020, Seattle, WA
FEBRUARY AD CLOSE 1/6/20 MAT. DUE 1/9/20	<ul style="list-style-type: none"> • Water Resources • Smart Cities: Smart Transportation • Bridges 	World Environmental & Water Transportation & Development EWRI Congress May 17-21, 2020 Henderson, NV
MARCH AD CLOSE 2/3/20 MAT. DUE 2/7/20	<ul style="list-style-type: none"> • Sustainability through Smart Infrastructure: Roundtable • New Technologies for Locating Underground Infrastructure • Structural Engineering 	UESI Conference May 31 - June 2, 2020 Lawrenceburg, IN
APRIL AD CLOSE 3/2/20 MAT. DUE 3/6/20	<ul style="list-style-type: none"> • Design and Construction Technology of the Future • Infrastructure Solutions: Parks and Recreation Areas • Wastewater Treatment 	Offshore Geo Tech LID - Low Impact Development
MAY AD CLOSE 4/6/20 MAT. DUE 4/9/20	<ul style="list-style-type: none"> • ASCE's New Faces of Civil Engineering Look to the Future • Pipeline Inspection Methods • Seismic Upgrades 	Pipelines August 9-12, 2020 San Antonio, TX
JUNE AD CLOSE 5/4/20 MAT. DUE 5/8/20	<ul style="list-style-type: none"> • Smart Cities: Smart Bridges • Sustainable Designs • Stormwater Solutions 	
JULY/AUGUST AD CLOSE 6/1/20 MAT. DUE 6/5/20	<ul style="list-style-type: none"> • Planning for Resiliency • Structural Advances • Wastewater Treatment 	ASCE Convention
SEPTEMBER AD CLOSE 8/3/20 MAT. DUE 8/7/20	<ul style="list-style-type: none"> • Infrastructure Solutions: Renewable Energy • Upgrading Buildings' Energy Systems • Better Bridges 	
OCTOBER AD CLOSE 9/1/20 MAT. DUE 9/4/20	<ul style="list-style-type: none"> • The Growth of Megacities • Dam Safety • Underground Construction 	Annual Convention Release of Megacity part of Future World Vision
NOVEMBER AD CLOSE 10/5/20 MAT. DUE 10/9/20	<ul style="list-style-type: none"> • Building Beneath San Francisco • Structural Innovations • Low-impact Development 	IRD 50th Anniversary February 2021 Construction Institute Summit February - March 2021
DECEMBER AD CLOSE 11/2/20 MAT. DUE 11/6/20	<ul style="list-style-type: none"> • Remediating Brownfields: State of the Practice • Transit-oriented Development • Tunneling Technologies 	SEI Congress March 2021

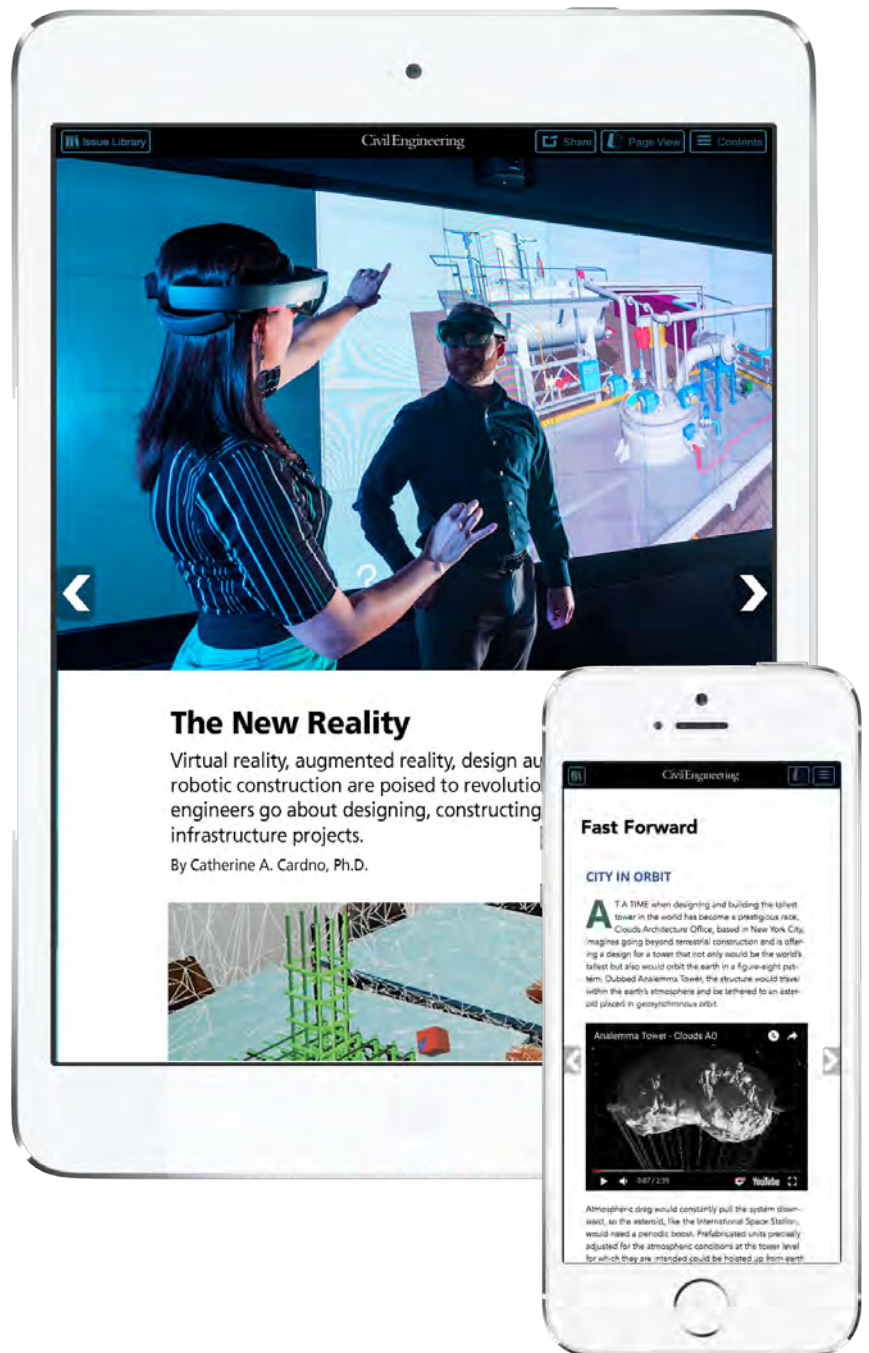
Digital Version of Civil Engineering

Civil Engineering's reach goes beyond print. An additional **35,000** readers (ASCE international, life and student members) receive the magazine digitally each month. That's even more exposure for your ad.

Ask your advertising representative about increasing your influence with sponsored content, banner ads, audio/video and mobile app advertising!



Over **200,000** have downloaded the **Civil Engineering** app!



Civil Engineering 2020 Classified and Advertising Marketplace

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

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

Rates

Size/ Position	1x	3x	6x	9x
1/2 page	4,900	4,655	4,410	4,165
1/3 page	3,675	3,491	3,308	3,124
1/4 page	3,185	3,026	2,867	2,707
1/6 page	2,450	2,328	2,205	2,083

Nondisplay Civil Engineering Classified Advertising Rates

No agency commission for non-display ads. Legal notices and proposals take the column-inch rate. 5% discount for multiple insertions.

Career Connections print and online

Any recruitment classified ad will also appear on the ASCE Career Connections website for the month (s) of publication at no additional charge. For an additional \$200, the ad will be placed online upon confirmation of placement and will run through the month of publication. Your ad will appear in our Career Connections jobs database at careers.asce.org.

Basic Line Ads (Positions Available, University Positions Available, etc.):

\$265 per column inch. One inch minimum; billed by the half inch. Approximately 360 characters and spaces per column inch. Set in straight paragraph format. Add your logo for only \$370!

Enhanced Line Ads:

(Eye-catching option!):

\$265 per column inch, plus an additional \$320 for the Special Enhancement.

- Increased size
- Larger section in bold with a box/border around the ad



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LPILE Drilled shafts & driven piles under lateral loads; new p-y criteria, soil movements, LRFD analyses, nonlinear stiffness (multiple sections).	GROUP Pile groups under lateral/axial loads; advanced 3D model & graphics; contours, group-reduction factors.
SHAFT - APILE Axial capacity and settlement of drilled shafts & piles	
PYWALL Analysis of retaining structures w/p-y curves	UTEXAS4 Complex Slope Stability Analyses
Dynamic Suite DynaFile - DynaN - DynaMat	
GRLWEAP Wave-equation analysis for pile driving	
GeoMat Analyses of Soil-Supported Mat Structural Slab	
ATENA FEM Nonlinear Analysis of Concrete Structures Technical support included for all programs and provided by expert engineers. Visit our website for prices & other products. www.ensoftinc.com	

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EasiSetBuildings.com
866.252.8210

VIRTUAL CAREER **FAIR**

March 6, 2019

Association Hosts:

- The Association of Technology, management and Applied Engineering
- American Society of Civil Engineers
- Institute of Transportation Engineers
- American Council of Engineering Companies
- National Institute for Certification in Engineering Technologies
- American Society of Agricultural and Biological Engineers
- American Society of Plant Biologists
- National Society of Professional Engineers
- American Institute of Aeronautics and Astronautics

careers.asce.org

Are you designing a Tennis Court or Multi-Sport Surface?

REGISTER FOR

PURSuing EXCELLENCE IN TENNIS COURT DESIGN
a maintenance & repair seminar hosted by Fred Kolkman Tennis & Sport Surfaces, LLC

<p>DATES & LOCATIONS INCLUDE:</p> <p>2/15/19 • INDIANAPOLIS, IN 2/19/19 • MINNEAPOLIS, MN 2/28/19 • LANSING, MI 2/28/19 • COLUMBUS, OH 3/5/19 • GREENSBORO, NC 3/7/19 • CHARLOTTE, NC 3/12/19 • CHICAGO, IL 3/14/19 • MIKE/MADISON, WI 3/19/19 • KANSAS CITY, KS 3/21/19 • ST. LOUIS, MO</p>	<p>SEMINAR TOPICS INCLUDE:</p> <p>Court Surface Construction Issues & Maintenance, Changing Technology, Court Reconstruction & more!</p> <p>WHO SHOULD ATTEND:</p> <p>Architects, Engineers, Parks & Rec Personnel, Municipal & County Admins, Elected Officials, School District Administrators, etc.</p> <p>REGISTER AT: www.kolkmancourtbuilder.com</p>	<p>FOR MORE INFO CONTACT</p> <p>Fred Kolkman Tennis & Sport Surfaces, LLC (828) 685-7507 courtbuilder@ameritech.net</p> 
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FEBRUARY 2019 Civil Engineering [83]

GEOSTRATA

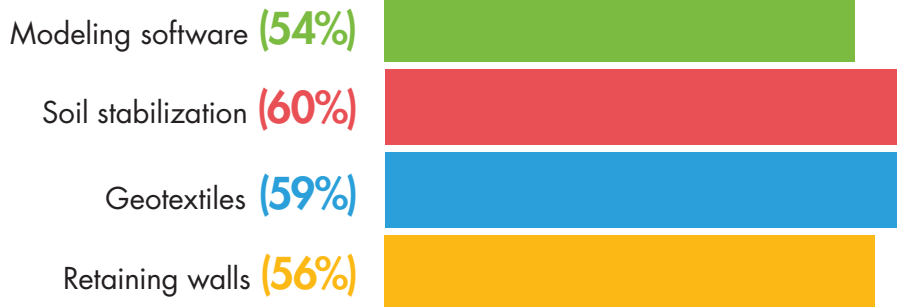
The official magazine of the ASCE's Geo-Institute, **GEOSTRATA** offers you the opportunity to target your marketing message directly to geo professionals. Published bimonthly, **GEOSTRATA** features articles written by and for geotechnical engineers, and reaches the major engineering firms around the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

design and construction of such major projects as:
Commercial Buildings

- Dams
- Foundations
- Public buildings
- Residential subdivisions
- Retaining walls
- Roads and highways
- Stormwater
- Management systems
- Other subsurface projects

About **GEOSTRATA** readers:

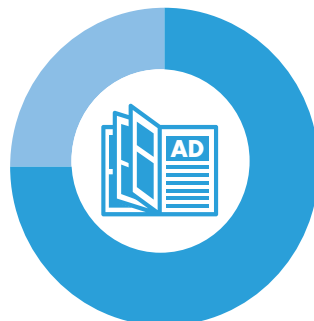
Our readers are involved in purchasing products and services:



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



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



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



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

* Source: Harvey Research Organization, 2018 Reader Studies.



“ 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

2020 Advertising Rates

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

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

2020 Editorial Planner

Plan your advertising around a year of targeted editorial

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

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 VIEWERS:

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

*Source: Google Analytics, June 2018 – June 2019

ASCE.ORG WEBSITE TRAFFIC*:

Average monthly unique visitors: **118,516**

Average monthly page views: **393,718**

Average time spent on site: **2** minutes, **19** seconds

Average banner ad CTR: **0.13%**

Digital Ad Options

LEADERBOARD ADS:

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

MEDIUM RECTANGLE ADS:

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

SMALL RECTANGLE ADS:

Will rotate throughout the ASCE.org pages
 \$700 per month
 SIZE: 180 x 150 pixels

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

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

Email ad to **ads@asce.org**.

eNewsletter Advertising

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

eNewsletter Banner Specs:

FILE FORMAT: jpeg, png, gif

SIZE: 400 x 100 pixels

MAXIMUM FILE SIZE: 200K

eNewsletter Opportunities	Frequency	Audience	Unique Open Rate	Click-to-open rate	Space Available	Price per issue
ASCE eNewsletter (general organizational news and updates)	Weekly	89,000	17.80%	8.56%	Top Story banner 1 Society News Sponsored Content Engineer's Toolbox logo & banner 2 Also in ASCE News banner 3	\$3,100 \$3,100 \$2,500 \$2,500
The Ladder (students and younger members)	10 issues per year, September-June, July/August combined issue, Nov/December combined issue	53,000	39.00%	3.50%	2 banners	\$1,105

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

- » Jean-Louis Briaud elected ASCE 2020 president-elect
- » ASCE expresses condolences over Virginia Beach shootings
- » Registration opens for ASCE 2019 Convention
- » Engineer's Toolbox: 5 key steps to investigate infrastructure failures

Top Story



Society members show they care

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

CORE Spreadsheets are Dead

Show Me

Society News

ASCE joins in mourning the Virginia Beach shooting victims

The ASCE community has been shocked and saddened by the tragic deaths of 12 people – including a number of civil engineers and support staff – in the mass shooting at the Virginia Beach Municipal Center on May 31. Among the victims was Richard Nettleton, P.E., M.ASCE, an active member of the Norfolk Branch. Speaking on behalf of the Society, ASCE 2019 President Robin Kemper expressed sympathies. [ASCE condolence message](#)

Members elect 2020 president-elect and Region representatives

ASCE's next president-elect will be Jean-Louis Briaud, who will advance to serve as 2021 president. Members also elected Region directors and governors based on where they live. Meet Briaud and see who else won. [ASCE election results](#)

Sponsored Content

PlanGrid Maintain quality on construction projects

Fully addressing quality control on construction projects can result in safer, more efficient and more profitable construction workflows. PlanGrid's free ebook will show you how to fully harness construction technology to achieve these goals.

[DOWNLOAD FREE EBOOK](#)

Whatever the future holds, ASCE will help you be ready

Future World Vision gives civil engineers the tools to strategize for an uncertain future. To also help you prepare, an ASCE News series offers a deeper dive into Future World Vision's trends. Articles in the series include:

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

ASCE PUBLICATIONS June 4, 2019

Top Downloaded Articles in Construction Engineering

Effectiveness of Arbitration in Contractual Disputes: Tension between Procedural Efficiency and Award Quality
Journal of Legal Affairs and Dispute Resolution in Engineering and Construction

Effect of Aggregate Type and Size on Surface Resistivity Testing
Journal of Materials in Civil Engineering

Stress-Strain Model for FRP-Confined Concrete in Eccentrically Loaded Circular Columns
Journal of Composites for Construction

Scoping Literature Review of Crime in the AEC Industry
Journal of Construction Engineering and Management

Real-Time Safety Risk Identification Model during Metro Construction Adjacent to Buildings
Journal of Construction Engineering and Management

Important E-Books and Standards

Becoming Leaders: A Practical Handbook for Women in Engineering, Science, and Technology
Second Edition
F. Mary Williams, Ph.D., and Carolyn J. Emerson

The second edition of this ASCE bestselling handbook is intended for women interested in the advancement of their own engineering careers.

[READ MORE](#)

PlanGrid AN AUTODESK COMPANY

[DOWNLOAD NOW](#)

Maintaining Quality on Construction Projects

Climate-Resilient Infrastructure: Adaptive Design and Risk Management
Committee on Adaptation to a Changing Climate
Edited by Bilal M. Ayyub, Ph.D., P.E.

MOP 140 provides guidance for and contributes to the developing or enhancing of methods for infrastructure analysis and design in a world in which risk profiles are changing and can be projected with varying degrees of uncertainty requiring a new design philosophy to meet this challenge.

[READ MORE](#)

Schedule Delay Analysis
ASCE/CI 67-17

Standard 67-17 presents guiding principles that can be used on construction projects to determine the impact of delays.

[READ MORE](#)

Standard Practice for Direct Design of Buried Precast Concrete Pipe Using Standard Installations (SIDD)
ASCE/CI 15-17

Standard 15-17, a revision of ASCE 15-98, focuses on the direct design of buried precast concrete pipe using standard installations, known as SIDD.

[READ MORE](#)

Standard Practice for Direct Design of Precast Concrete Pipe for Jacking in Trenchless Construction
ASCE/CI 27-17

The Ladder September 2019

ASCE AMERICAN SOCIETY OF CIVIL ENGINEERS

[View Online](#)

Renew Your FREE 2020 Student Membership

INVEST IN YOURSELF. RENEW NOW

Renew early to earn chances to win one of four prizes, including the grand prize worth \$1,000! The earlier you renew your membership, the more chances you have to win. [Learn more and renew today.](#)

3 Things to Know

1. How can mentoring guide you on your path to success? Find out how with these mentoring resources at ASCE's [Career by Design](#).
2. How do you gain credibility with little or no experience? Solve this paradox with these [seven tips](#).
3. In what ways have internships made you better prepared for the career ahead? Share your story in ASCE's [Career by Design](#).

ASCE CAREER AND TRAINING CENTER

Free Webinars Will Prepare You for Success

The following five archived webinars offer young professionals an in-depth exploration of the leadership skills that will make you stand out among your peers. This series is available to all ASCE Younger Members.

[Time Management](#) | Kyle Twitchell, P.E., M.ASCE

[Developing a Career Plan](#) | Payton Gibson, EIT, M.ASCE

[Preparing for Your First Review](#) | Anthony Fasano, P.E., M.ASCE

[A Discussion of Ethics Using Case Studies](#) | Robin Kemper, ASCE President

Free Virtual Career Fair
Oct. 2, 11 a.m.-3 p.m. ET/8 a.m.-11 a.m. PT
Science & Engineering Professionals Connect with Employers in Real Time

Looking for your first job? Searching for the right hire? Here's your chance to make it happen. [Sign up today!](#)

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

EDUCATING LEADERS — **Making History**

Online Master's in Engineering Management

GW

How to Get the Most From Your Year Ahead

Each year, civil engineering undergrads face a new set of challenges. Whether you're just starting as a freshman, looking ahead to graduation as a senior, or climbing the sophomore and junior-year rungs, engineering career adviser Anthony Fasano offers specific suggestions for what your focus should be. [Read Anthony's advice.](#)

ASCE Can Help You Reduce Your Student Loan Burden

For most students, loans are a fact of life and a lingering financial burden after graduation. In fact, 40 percent of recent graduates say loan repayments have affected their ability to save for the future. ASCE's student loan refinancing through SoFi could save you thousands of dollars! Members receive a special rate discount. [Get details.](#)

2020 Daniel W. Mead Prize Topic Announced

ASCE's Daniel W. Mead Prize is awarded annually to the author of the best paper on a topic involving professional ethics. See the

Your home for hiring the best of the best in civil engineering.

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

Career Connections Quick Stats:

- 127,270 unique visitors per month
- 16,116 searchable resumes
- 654 job listings
- 14,082 registered employers
- 2,514 average views per job

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

Job Posting Rates

	ASCE Member	Non Member
30-Day job posting	\$295	\$495
60-Day job posting	\$419	\$675
180-Day Internship posting	FREE	FREE
Packs		
3 pack	\$750	\$1,265
5 pack	\$1,180	\$1,980
10 pack	\$2,065	\$3,465
Packs		
Featured Jobs	\$125	\$225

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.

ADD-ONS	
<p>Featured Job Members — \$125 Non Members — \$225</p> <ul style="list-style-type: none"> • Give your job more exposure! • A "Featured Job" will appear on the job seekers home page for 30 days. • A "Featured Job" will be flagged on the results page giving you a better opportunity to have your job seen. 	<p>SmartBrief \$125</p> <ul style="list-style-type: none"> • Deliver your jobs directly to the candidates. Take advantage of the job board in ASCE SmartBrief. ASCE SmartBrief is an email newsletter that contains news stories relevant to civil engineers. More than 50,000 professionals rely on the ASCE SmartBrief email every day, allowing you to recruit a select group of active and passive job seekers. • Your ad will run in 5 issues over a 1-week span.

Virtual Career Fairs

ASCE partners with other engineering associations to hold ESCN (Engineering & Science Career Network) Virtual Career Fairs. These fairs are online recruiting events offering employers real-time connection with employees seeking engineering and science positions. Sponsorship and booth opportunities available to promote your brand. Careereco.com/events/ESCN

Notices:

- **ADVERTISERS AND ADVERTISING AGENCIES** assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisements, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to its publication standards, which are subject to change or modification at the sole discretion of the Publisher. Any advertising resembling editorial matter may be designated as advertising by the Publisher.
- **POSITIONING OF ADVERTISEMENTS** is at the discretion of the Publisher except where a request for a specified preferred position is acknowledged by Publisher.
- **PUBLISHER** has the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and for which such advertising was published.
- **CONDITIONS** other than rates are subject to change by Publisher without notice. As used in this section, entitled Advertising Policies, the term "Publisher" shall refer to Civil Engineering Magazine and/or the American Society of Civil Engineers (ASCE). The terms and conditions of this rate card supersede any terms appearing on advertiser's orders or materials.
- **REGULATIONS** concerning copy and contracts are those generally accepted throughout the industry.
- **ADVERTISEMENTS** are not accepted if they contain testimonial statements or endorsements given by a member or members of ASCE.
- **NO CONDITIONS** other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- **ALL ORDERS** are accepted for space subject to our credit requirements.
- **PUBLISHER RETAINS RIGHT OF FINAL APPROVAL** and acceptance of all advertising submitted, and shall not be liable for any loss resulting from rejection of such advertising.

Details:

- **BLEED ADS** incur no additional charges. Bleed ads only available in Spreads, FP ads, and 2/3 page ads.
- **RATES** are determined by the total space used within a 12-month period, dating from the first insertion. Earned frequency is determined by total number of insertions, not issues.
- **PREMIUM POSITION CHARGES** are in addition to earned contract rate. Special position requests are subject to an additional 10% charge.
- **INSERTION ORDERS** must be received in writing before ad issue closing date; cancellations must be received in writing 30 days before ad issue closing date.
- **15% OF GROSS BILLING** allowed to recognized advertising agencies. Commission is not allowed on such charges as artwork, reprints, backup of inserts, production and bindery charges, and special handling charges. Commission is subject to forfeiture on invoices not paid within 90 days from invoice date. All accounts not paid in full within 30 days of invoice date may incur a charge of 1-1/2% per month until paid in full.
- **ALL ADVERTISING** placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined in the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf whether or not the entity remitted funds to its agent.

Display Ad Mechanical Specs

Civil Engineering and *GEOSTRATA*

- **PUBLICATION TRIM SIZE:** 7.875" x 10.875"
- **BLEED:** add .125" on all four sides of ad
- **LIVE AREA:** .25" from trim size, all four sides

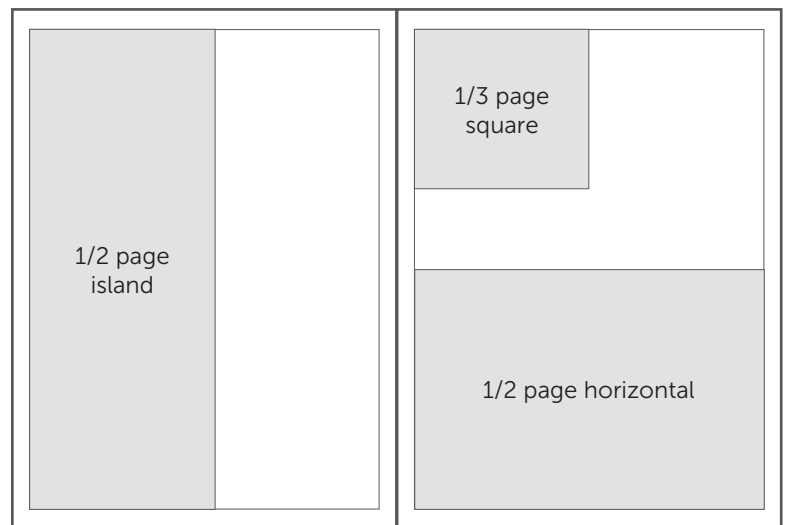
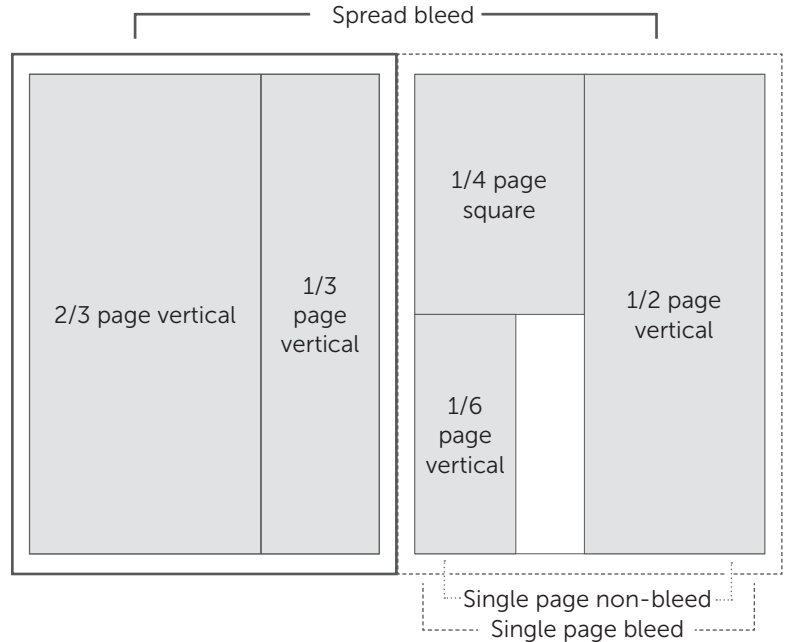
Space Size	Dimensions		
	Width	x	Height
Spread bleed	16.1875"	x	11.125"
Single page bleed	8.3125"	x	11.125"
Single page non-bleed	7.5625"	x	10.375"
2/3 page vertical	4.5625"	x	10"
1/2 page island	4.5625"	x	7.5"
1/2 page horizontal	7"	x	4.875"
1/2 page vertical	3.375"	x	10"
1/3 page square	4.5625"	x	4.875"
1/3 page vertical	2.1875"	x	10"
1/4 page square	4.5625"	x	4.875"
1/6 page vertical	2.1875"	x	4.875"

Deadlines

- **CLOSING DATE FOR INSERTION ORDERS:**
Due at publication by 1st of the month preceding issue cover date.
- **CLOSING DATE FOR AD MATERIALS:**
All material due at publication by the 5th of the month preceding issue cover date.

Inserts

- For rates on inserts, consult Director, Advertising Sales, ads@asce.org.
- Number of preprinted inserts to be supplied should be confirmed by kjackson@asce.org. Inserts can be bound in or tipped in. Email for production specifications before proceeding.
- **GENERAL:** Contracts, insertion orders, correspondence, special requests, proofs, and copy should be sent to ads@asce.org.



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



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